



MEDIA RELEASE

Tax Results for the City of Santa Barbara

SANTA BARBARA, CA – August 20, 2021

The City of Santa Barbara collected \$3,079,876 in transient occupancy taxes (TOT) for July 2021. TOT revenues in July 2021 were \$1.9 million above July collections last year—which was significantly impacted by COVID-19 restrictions and travel advisories. Compared to July 2019, July 2021 revenues were higher by 29%; however, this is largely due to increased average daily rates, which are 35% higher than July 2019, with occupancy nearly even.

The local travel industry is now seeing increases in demand for rooms relative to recent months that is likely to continue throughout the summer months as the State has lifted travel advisories and as access to vaccinations has become more widely available.

July is the first month in the City's fiscal year. The City's adopted TOT budget is \$19.5 million.

The Transient Occupancy Tax table can be viewed [here](#).

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City of Santa Barbara

TRANSIENT OCCUPANCY TAXES

Month	FY 2019	Change Prior Yr	FY 2020	Change Prior Yr	FY 2021	Change Prior Yr	FY 2022	Change Prior Yr
July	2,316,027	-1.6%	2,381,418	2.8%	1,204,225	-49.4%	3,079,876	155.8%
Aug	2,335,035	8.1%	2,384,603	2.1%	1,584,163	-33.6%		
Sept	1,853,443	-0.2%	1,951,287	5.3%	1,533,272	-21.4%		
Oct	1,631,960	-5.4%	1,764,645	8.1%	1,461,428	-17.2%		
Nov	1,359,034	7.6%	1,329,716	-2.2%	1,024,050	-23.0%		
Dec	1,182,077	40.2%	1,110,317	-6.1%	397,993	-64.2%		
Jan	1,025,791	-18.6%	1,089,658	6.2%	348,629	-68.0%		
Feb	1,140,570	-1.6%	1,249,145	9.5%	758,227	-39.3%		
Mar	1,438,484	3.7%	576,220	-59.9%	1,262,304	119.1%		
April	1,657,646	10.8%	111,676	-93.3%	1,779,786	1493.7%		
May	1,667,354	4.3%	339,979	-79.6%	1,903,542	459.9%		
June	1,910,090	7.9%	851,335	-55.4%	2,413,430	183.5%		
FY Total	19,517,511	3.4%	15,140,000	-22.4%	15,671,049	3.5%	3,079,876	155.8%
Adopted Budget							19,500,000	24.4%

Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).