

MEMORANDUM

To: Rosie Dyste and Timmy Bolton, City of Santa Barbara
From: Jason Moody and Michelle Chung, EPS
Subject: Inventory of Overnight Accommodations; EPS #184004
Date: October 22, 2018

The Economics of Land Use



EPS has been retained by the City of Santa Barbara to evaluate the supply of lower-cost overnight accommodations (LCOA) in the City of Santa Barbara's Coastal Zone. A key goal of the analysis is to establish a framework to develop policies that help create and preserve lower-cost access to the coast. As a basis for analyzing the availability of LCOA, EPS worked with the City to develop an inventory of existing overnight accommodations within the Coastal Zone and related areas. The inventory includes hotels, hostels, camping facilities (tent camping, recreational vehicles, cabins), boat slips, and short-term legal vacation rentals.

Figures 1 and 2 illustrate average daily rate and occupancy rate trends in the city of Santa Barbara and county of Santa Barbara. As shown, occupancy rates for city and county of Santa Barbara track the occupancy rate for the state overall. The annual average for the city in the past year between April 2017 and March 2018 was 75.3 percent, compared to 75.5 percent for the state overall. Month to month rates are generally consistent across the three geographies, although both the city and county have lower occupancy rates than the state in winter months, falling more than 10 percent below the statewide average in December 2017¹. Average daily rates in the city of Santa Barbara are substantially higher than in the county and in the state overall. The annual average for the city in the past year was \$252 per night, compared to \$162 per night for the state overall (55 percent greater). Average daily rate is particularly high in the summer months in Santa Barbara, with a high of \$327 per night in August 2017.

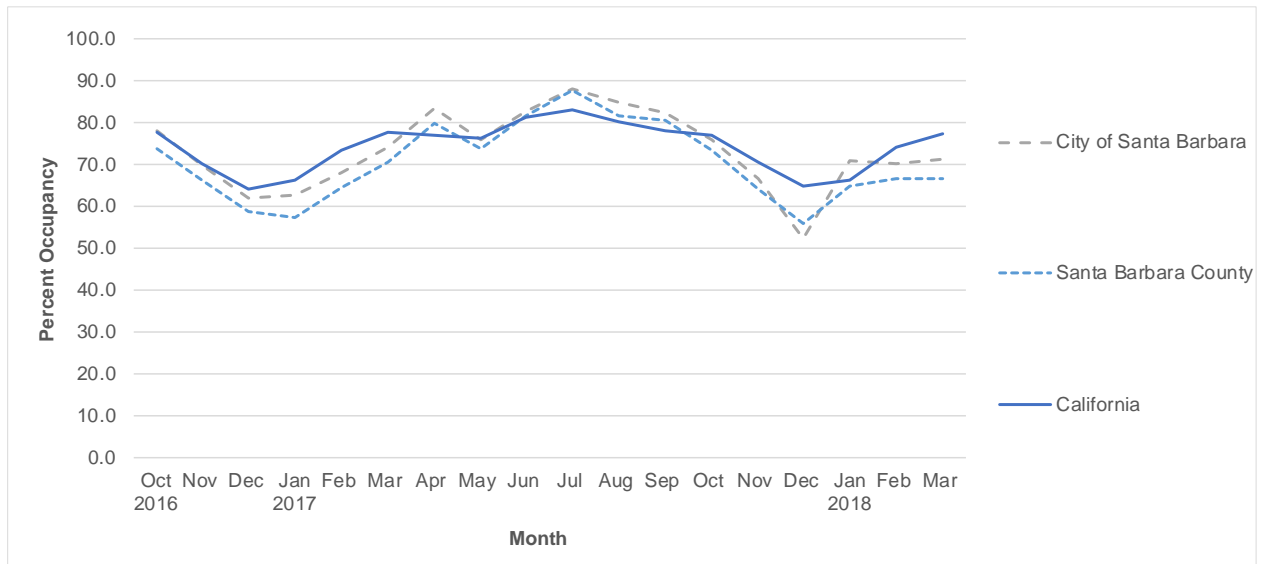
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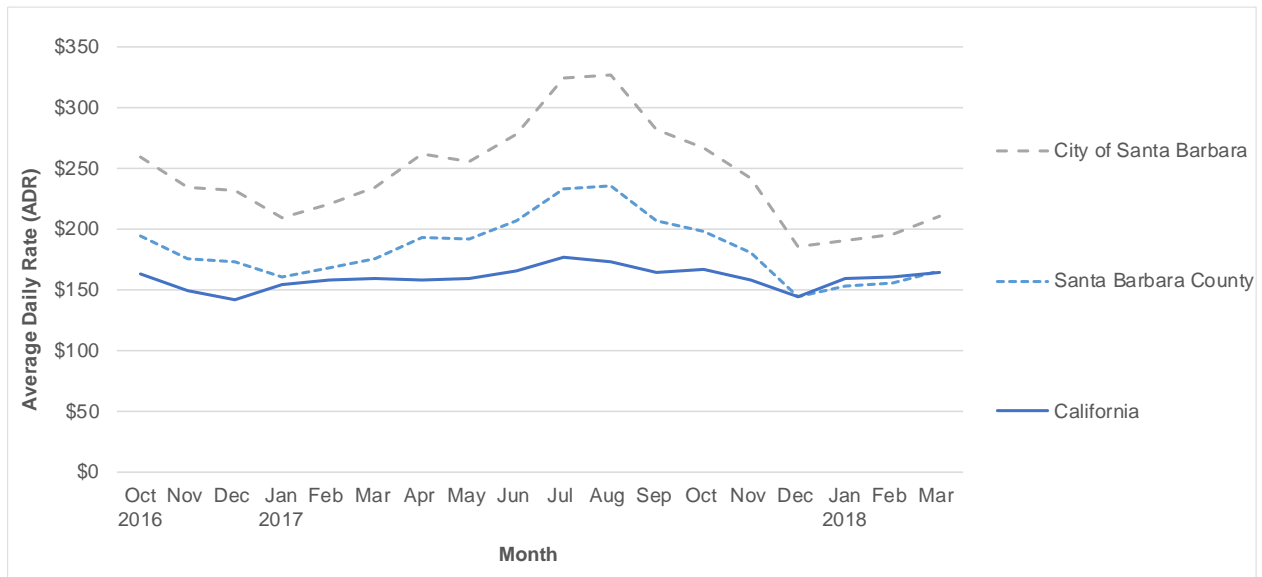
¹ Occupancy rates during this month were heavily influenced by the Thomas Fire, a major wildfire that required evacuations and road closures throughout Ventura and Santa Barbara Counties.

Figure 1 Occupancy Rates Q4 2016-Q1 2018



Source: STR

Figure 2 Average Daily Rates Q4 2016-Q1 2018



Source: STR

Table 1 summarizes the inventory by accommodation category for the City Coastal Zone compared to elsewhere in the City as well as in the County Coastal Zone, respectively (**Tables 2, 3, and 4** provide the detailed, establishment level data). The average cost per night for each category has been weighted per total number of units. Two categories stand out as lower-cost accommodations: recreational vehicles (RV) and other (i.e. boat slips)—each of these options is well below the City, County, and statewide averages. That said, the average year-round cost per night for all accommodations in the city's Coastal Zone is \$411, 254 percent higher than the statewide year-round average cost per night. The average is heavily affected by the number of hotel and motel rooms in the city's Coastal Zone. Furthermore, a number of the more expensive hotels in this inventory have more units; the Fess Parker (Doubletree Resort), for example, has 360 rooms and averages \$729 per night.

The accommodations included in this inventory that are located in the Countywide Coastal Zone, inclusive of those in the City Coastal Zone, average \$410 per night for all accommodations. The Hotel and Motels category is substantially higher than in the City, at \$521 per night; these rates reflect the price premium for a coastal location. In contrast, the average cost per night in the inland area (within the city of Santa Barbara excluding the Coastal Zone) is \$280 per night. This average is 111 percent of the benchmark citywide average of \$252 per night between April 2017 and March 2018. Note that the average is primarily driven by the relatively low average daily rate of the hotels and motels, as there are no hostels, campsites, or short-term stay RV options located in the city's inland area. EPS will consider the availability of these inland accommodations into consideration for forthcoming policy recommendations.

Table 1 Summary of Coastal Zone Inventory

	Number of Units	Capacity	Percent of Total Capacity	Avg. Cost per Night	Cost per Night as Pct. of Average for (Year-Round)			Cost per Night as Pct. of Average for (Peak)		
					City [1]	County [2]	State [3]	City [1]	County [2]	State [3]
City Coastal Zone										
Hotels & Motels	1,801	5,698	92%	\$427	169%	226%	264%	141%	194%	253%
Hostel	39	164	3%	\$287	114%	152%	177%	95%	130%	170%
Campsite	0	0	0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
RV	33	198	3%	\$65	26%	34%	40%	22%	30%	38%
STVR	8	39	1%	\$250	99%	132%	154%	83%	114%	148%
Other	<u>30</u>	<u>120</u>	<u>2%</u>	<u>\$33</u>	<u>13%</u>	<u>17%</u>	<u>20%</u>	<u>11%</u>	<u>15%</u>	<u>20%</u>
Coastal Zone	1,911	6,219	100%	\$411	163%	217%	254%	136%	187%	243%
City Inland Area [4]										
Hotels & Motels	1,195	N/A	N/A	\$284	113%	150%	175%	94%	129%	168%
Hostel	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Campsite	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
RV	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
STVR	15	N/A	N/A	\$460	182%	243%	284%	152%	209%	272%
Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
Inland Area	1,210	N/A	N/A	\$280	111%	148%	173%	93%	127%	165%
Countywide Coastal Zone										
Hotels & Motels	3,141	10,020	57%	\$521	207%	276%	322%	172%	237%	308%
Hostel	39	164	1%	\$287	114%	152%	177%	95%	130%	170%
Campsite	804	6,520	37%	\$42	N/A	N/A	N/A	N/A	N/A	N/A
RV	113	838	5%	\$107	43%	57%	66%	36%	49%	64%
STVR [5]	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other	<u>30</u>	<u>120</u>	<u>1%</u>	<u>\$33</u>	<u>13%</u>	<u>17%</u>	<u>20%</u>	<u>11%</u>	<u>15%</u>	<u>20%</u>
Coastal Zone	4,127	17,662	100%	\$410	163%	217%	253%	136%	186%	243%

[1] Citywide average Year (April 2017-March 2018): \$252, Peak (June 2017-September 2017): \$302; Smith Travel Research for hotels and motels only

[2] Countywide average Year (April 2017-March 2018): \$189, Peak (June 2017-September 2017): \$220; Smith Travel Research for hotels and motels only

[3] Statewide average Year (April 2017-March 2018): \$162, Peak (June 2017-September 2017): \$169; Smith Travel Research for hotels and motels only

[4] Capacity for inland area not documented in this study.

[5] Short-term vacation rentals for countywide coastal zone not documented in this study.

Sources: City of Santa Barbara, California Coastal Commission, Smith Travel Research, Accommodation websites.

Methodology

EPS used the California Coastal Commission's Coastal Zone to bound the area for the inventory. Statewide, the California Coastal Commission (CCC) recognizes the "Coastal Zone" as land and water areas extending seaward to the state's outer limit of jurisdiction (3 miles offshore) including all offshore islands and extending inland generally 1,000 yards from the mean high tide line. In significant coastal estuarine, habitat, and recreational areas, it extends inland to the first major ridgeline paralleling the sea or five miles from the mean high tide line of the sea, whichever is less, and in developed urban areas the zone generally extends inland less than 1,000 yards (Coastal Act Section 30103). The City of Santa Barbara Coastal Zone, as shown in

the **Figure 3**, encompasses a total area of three square miles (not including the Airport). EPS also documented accommodations within other jurisdictions' Coastal Zones in Santa Barbara County for context, as summarized in **Table 4**.

EPS used the information and sources indicated in the City of Santa Barbara Coastal Land Use Plan 3.2 Visitor-Serving & Recreational Facilities Chapter as a starting point and updated and verified contents accordingly. In addition, EPS obtained hospitality availability and performance reports from Smith Travel Research (STR) and CB Richard Ellis (CBRE) to document supply, occupancy rates, and average daily room rates for all overnight accommodations in the city and county to compare with those directly within the Coastal Zone. Specifically, the STR trend reports provided average daily rates by month for the city of Santa Barbara, the county of Santa Barbara, and the state of California. The CBRE reports provided average daily rates by month for additional areas near the city, including Montecito, Carpinteria, Goleta, Solvang/Santa Ynez Valley, and Lompoc/Santa Maria Valley. Capacities indicated for each facility represent the number of units on site multiplied by the maximum number of people per unit as informed by the facility website, with the exception of city boat slips, which were estimated based on City staff's input on average number of people per stay. Note that the maximum number of people was used for this calculation to maintain consistency across the categories and may not reflect the number of people who choose to stay in each unit per night. Consequently, the average cost per person per night reflects the lowest possible cost at full capacity per unit, rather than a typical cost per person per night.

Hotels, Motels, and Hostels

EPS obtained CCC's Statewide Coastal Zone Inventory through the City. This inventory had information for a majority of accommodations, including the name, address, number of units (rooms for hotels and motels, sites for campgrounds), cost per night in summer 2016, and cost per night in winter 2016. Since this inventory was created in 2016, EPS updated capacity and pricing for each entry (for summer only). Hotel and motel prices were obtained using internet searches of prices available on each accommodation's website, using a randomly selected weekday date in July 2018 to gather insight on pricing in popular summer months. For consistency, the cost per night reflects the lowest price available. In some cases, pricing information was not accessible online, and was instead obtained via phone calls. The inventory reflects properties that are available as of the date of this memorandum (October 2018), and not inclusive of projects that may be in the pipeline.

Campground Facilities

Campground facilities are by their nature usually lower cost, and many Local Coastal Programs (LCPs) identify and protect these facilities as a matter of policy. There are currently no campground facilities in the City of Santa Barbara's Coastal Zone. As shown in **Table 4**, there are several campgrounds near the City within Santa Barbara County. EPS documented these campground facilities for context and may take the proximity of these options into consideration for forthcoming policy recommendations. Campground facility information originated from the CCC Statewide Inventory. EPS confirmed and updated cost per night, capacity, and location information by referencing Recreation.gov and independent accommodations websites where applicable. "People per unit" refers to the maximum number of people allowed on each site, per Resources.gov or the respective accommodations website.

Short-Term Vacation Rental Units

In the City of Santa Barbara, short-term vacation rentals, including vacation rentals and home sharing, are regulated as "Hotels," pursuant to the definition in the Zoning Ordinance, and allowed only in zones where hotel uses are allowed. To operate legally, short-term vacation rentals must receive land use approvals and permits, as necessary. EPS included in the inventory only units that have completed the City's short-term vacation rental permit process and are therefore legal units. EPS obtained cost per night using internet searches of prices available on short-term vacation rental websites (e.g., AirBnB) and on each accommodation's website as available, using a randomly selected weekday date in July or August 2018 to gather insight on pricing in popular summer months. AirBnB and other host platforms do not disclose exact locations of listings until booking is confirmed. As such, an approximation of the rental rate was made by searching on AirBnB.com for the address on the list of legal STVRs, provided by the City—this provides every available unit in the nearby map vicinity of the address. Results were then filtered for the number of beds indicated on the City list. The rental rates are presented as a range of the rental rates of the resulting listings available in the nearby map vicinity of the search address and include cleaning and service fees.

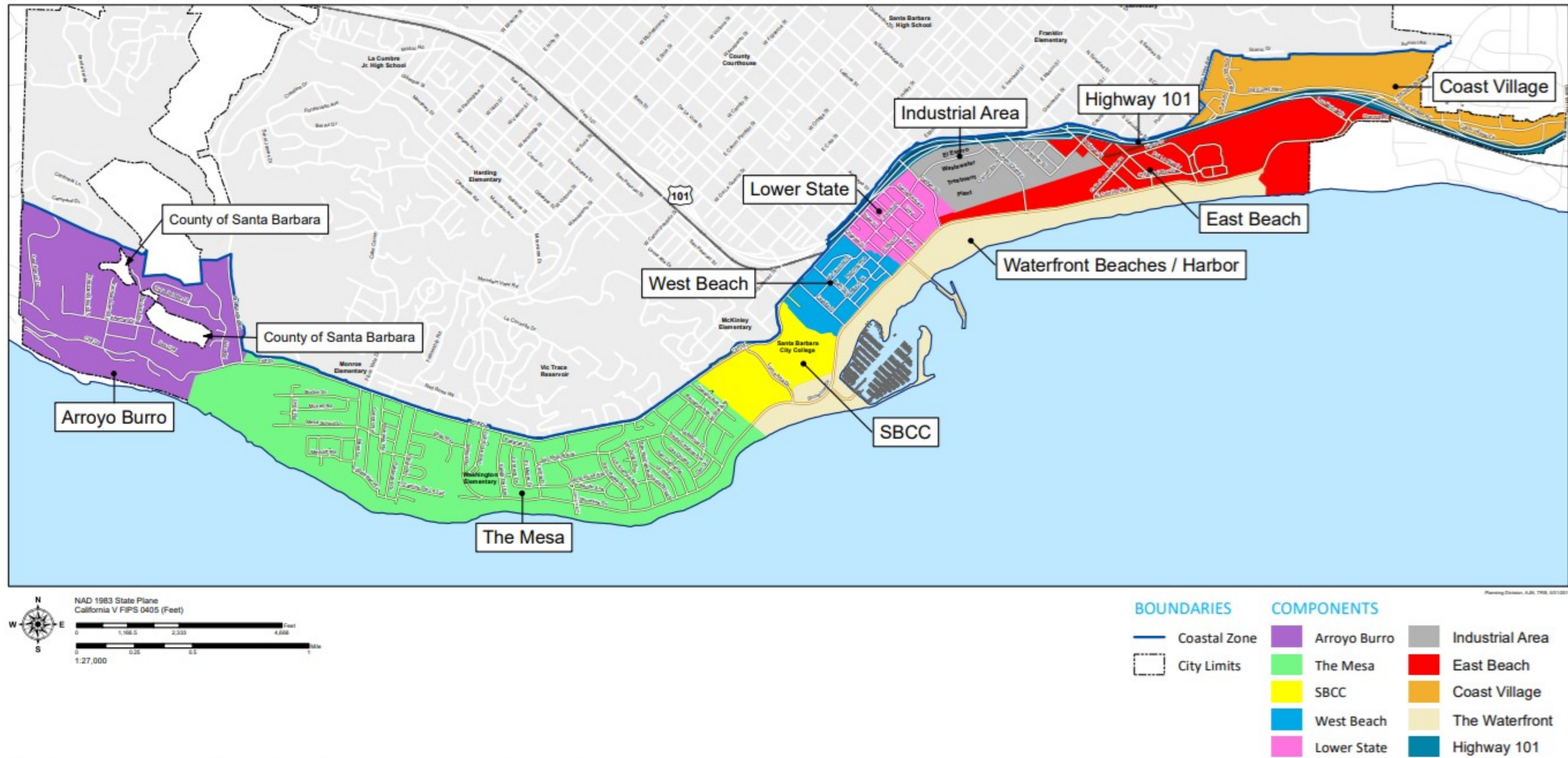
Recreational Vehicle Facilities (RV)

Recreational vehicle (RV) facilities were included in the CCC Statewide Inventory and confirmed by the City of Santa Barbara's internal inventory of mobile home and recreational vehicles. EPS only included facilities that allow short-term stays, as defined by 30 days or fewer.

Other

The City of Santa Barbara provided insight that visitors to the city have the option of docking personal or commercial boats at the waterfront for overnight stays, limited to 28 cumulative days. Under this guidance, boat guest slips were also included in this inventory. The data and assumptions were provided by the City's Waterfront Department.

Figure 3 Map of Coastal Zone



Note: Southern city limits extend into the Santa Barbara Channel. See Official Annexation Map for official city limit boundary. The Coastal Zone Boundary depicted on this map is shown for illustrative purposes only and does not define the Coastal Zone. The delineation is representational, may be revised at any time in the future, is not binding on the Coastal Commission, and does not eliminate the possibility that the Coastal Commission must make a formal mapping determination.

Table 2 Inventory of Overnight Accommodations in the Coastal Zone within the City of Santa Barbara

Facility Name	Address	City	Category	Units	People per Unit	Capacity	Cost Per Night	Cost Per Night Per Person	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
IHSP Santa Barbara	111 N Milpas St	Santa Barbara	Hostel	8	5	40	\$100	\$20	40%	53%	62%	33%	45%	59%
The Wayfarer	12 E Montecito St	Santa Barbara	Hostel	31	4	124	\$335	\$84	133%	177%	207%	111%	152%	198%
Ala Mar Motel	102 W Cabrillo Blvd	Santa Barbara	Hotels & Motels	18	4	72	\$204	\$51	81%	108%	126%	68%	93%	121%
Inn at East Beach	1029 Orilla Del Mar Dr	Santa Barbara	Hotels & Motels	33	2	66	\$248	\$124	98%	131%	153%	82%	113%	147%
Harbor House Inn	104 Bath St	Santa Barbara	Hotels & Motels	17	2	34	\$292	\$146	116%	154%	180%	97%	133%	173%
Franciscan Inn	109 Bath St	Santa Barbara	Hotels & Motels	78	2	156	\$231	\$116	92%	122%	143%	76%	105%	137%
Hyatt Centric Santa Barbara	1111 E Cabrillo Blvd	Santa Barbara	Hotels & Motels	171	4	684	\$518	\$130	206%	274%	320%	172%	235%	307%
Coast Village Inn	1188 Coast Village Rd	Santa Barbara	Hotels & Motels	28	2	56	\$209	\$105	83%	111%	129%	69%	95%	124%
Hotel Indigo Santa Barbara	121 State St	Santa Barbara	Hotels & Motels	41	2	82	\$433	\$217	172%	229%	267%	143%	197%	256%
Avania Inn of Santa Barbara	128 Castillo St	Santa Barbara	Hotels & Motels	46	2	92	\$180	\$90	71%	95%	111%	60%	82%	107%
Montecito Inn	1295 Coast Village Rd	Santa Barbara	Hotels & Motels	61	2	122	\$401	\$201	159%	212%	248%	133%	182%	237%
Villa Rosa	15 Chapala St	Santa Barbara	Hotels & Motels	18	2	36	\$337	\$169	134%	178%	208%	112%	153%	199%
Casa Del Mar Inn	18 Bath St	Santa Barbara	Hotels & Motels	21	2	42	\$197	\$99	78%	104%	122%	65%	90%	117%
Hotel Milo Santa Barbara	202 W Cabrillo Blvd	Santa Barbara	Hotels & Motels	122	4	488	\$366	\$92	145%	194%	226%	121%	166%	217%
Lavender Inn by the Sea	206 Castillo St	Santa Barbara	Hotels & Motels	23	4	92	\$230	\$58	91%	122%	142%	76%	105%	136%
Marina Beach Motel	21 Bath St	Santa Barbara	Hotels & Motels	32	4	128	\$210	\$53	83%	111%	130%	70%	95%	124%
Castillo Inn	22 Castillo St	Santa Barbara	Hotels & Motels	21	4	84	\$170	\$43	67%	90%	105%	56%	77%	101%
Brisas del Mar	223 Castillo St	Santa Barbara	Hotels & Motels	31	3	93	\$284	\$95	113%	150%	175%	94%	129%	168%
Eagle Inn	232 Natoma Ave	Santa Barbara	Hotels & Motels	31	3	93	\$301	\$100	119%	159%	186%	100%	137%	178%
Harbor View Inn	28 W Cabrillo Blvd	Santa Barbara	Hotels & Motels	96	2	192	\$457	\$229	181%	242%	282%	151%	208%	270%
West Beach Inn	306 W Cabrillo Blvd	Santa Barbara	Hotels & Motels	44	4	176	\$428	\$107	170%	226%	264%	142%	195%	253%
Beach House Inn	320 W Yanonali St	Santa Barbara	Hotels & Motels	12	4	48	\$262	\$66	104%	139%	162%	87%	119%	155%
Mason Beach Inn	324 W Mason St	Santa Barbara	Hotels & Motels	45	2	90	\$306	\$153	121%	162%	189%	101%	139%	181%
Best Western Beachside Inn	336 W Cabrillo Blvd	Santa Barbara	Hotels & Motels	60	2	120	\$305	\$153	121%	161%	188%	101%	139%	180%
Hotel Californian	35 State St	Santa Barbara	Hotels & Motels	121	4	484	\$488	\$122	194%	258%	301%	162%	222%	289%
Blue Sands Motel	421 S Milpas St	Santa Barbara	Hotels & Motels	11	2	22	\$165	\$83	65%	87%	102%	55%	75%	98%
Hyatt Centric Santa Barbara House (Parkside Inn)	424 Por La Mar	Santa Barbara	Hotels & Motels	24	3	72	\$280	\$93	111%	148%	173%	93%	127%	166%
Old Yacht Club Inn	431 Corona Del Mar	Santa Barbara	Hotels & Motels	13	2	26	\$199	\$100	79%	105%	123%	66%	90%	118%
Pacific Crest Hotel	433 Corona Del Mar	Santa Barbara	Hotels & Motels	20	2	40	\$336	\$168	133%	178%	207%	111%	153%	199%
Inn by the Harbor	433 W Montecito St	Santa Barbara	Hotels & Motels	42	4	168	\$261	\$65	104%	138%	161%	86%	119%	154%
Motel 6	443 Corona Del Mar	Santa Barbara	Hotels & Motels	51	2	102	\$226	\$113	90%	120%	140%	75%	103%	134%
The Fess Parker, A Doubletree Resort by Hilton	633 E Cabrillo Blvd	Santa Barbara	Hotels & Motels	360	4	1440	\$729	\$182	289%	386%	450%	241%	331%	431%
Santa Barbara Inn	901 E Cabrillo Blvd	Santa Barbara	Hotels & Motels	71	2	142	\$406	\$203	161%	215%	251%	134%	185%	240%
Cabrillo Inn at the Beach	931 E Cabrillo Blvd	Santa Barbara	Hotels & Motels	39	4	156	\$311	\$78	123%	165%	192%	103%	141%	184%
Waterfront Boat Guest Slips	132 Harbor Way	Santa Barbara	Other	30	4	120	\$33	\$8	13%	17%	20%	11%	15%	20%
Santa Barbara Sunrise RV Park	516 S Salinas St	Santa Barbara	RV	33	6	198	\$65	\$11	26%	34%	40%	22%	30%	38%

Table 2 Inventory of Overnight Accommodations in the Coastal Zone within the City of Santa Barbara														
Facility Name	Address	City	Category	Units	People per Unit	Capacity	Cost Per Night	Cost Per Night Per Person	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
Seaside Bungalow	311 W. Montecito St.	Santa Barbara	STVR	1	4	4	\$100-\$200	\$25-\$50	40%-79%	53%-106%	62%-123%	33%-66%	45%-91%	59%-118%
Villa Elegante [5]	402 Orilla Del Mar	Santa Barbara	STVR	7	5	35	\$286	\$57	113%	151%	176%	95%	130%	169%
[1] Citywide average Year (April 2017-March 2018): \$252, Peak (June 2017-September 2017): \$302; Smith Travel Research hotels and motels only														
[2] Countywide average Year (April 2017-March 2018): \$189, Peak (June 2017-September 2017): \$220; Smith Travel Research hotels and motels only														
[3] Statewide average Year (April 2017-March 2018): \$162, Peak (June 2017-September 2017): \$169; Smith Travel Research hotels and motels only														
[4] Legal STVR status as of August 2018.														
[5] Units are rented on a weekly or monthly basis as opposed to nightly. Cost per night listed reflects a prorated nightly equivalent.														
Sources: City of Santa Barbara, California Coastal Commission, Smith Travel Research, Accommodation websites.														

Table 3 Inventory of Overnight Accommodations in the Inland Portion of the City of Santa Barbara

Facility Name	Address	Category	Units	Cost Per Night	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
A White Jasmine Inn	1327 Bath St	Hotels & Motels	11	\$179	71%	95%	110%	59%	81%	106%
Agave Inn	3222 State St	Hotels & Motels	27	\$169	67%	89%	104%	56%	77%	100%
Bath Street Inn Bed & Breakfast	1720 Bath St	Hotels & Motels	12	\$195	77%	103%	120%	65%	89%	115%
Belmond El Encanto	800 Alvarado Place	Hotels & Motels	92	\$616	244%	326%	380%	204%	280%	364%
Best Western Plus Encina Inn & Suites	2220 Bath St	Hotels & Motels	121	\$219	87%	116%	135%	73%	100%	130%
Best Western Plus Pepper Tree Inn	3850 State St	Hotels & Motels	150	\$229	91%	121%	141%	76%	104%	136%
Cheshire Cat Inn	36 W Valerio St	Hotels & Motels	18	\$270	107%	143%	167%	89%	123%	160%
Holiday Inn Express Hotel Virginia	17 W Haley St	Hotels & Motels	61	\$300	119%	159%	185%	99%	136%	178%
Holiday Lodge	2825 State St	Hotels & Motels	13	\$120	48%	63%	74%	40%	55%	71%
Kimpton Canary Hotel	31 West Carrillo St	Hotels & Motels	97	\$490	194%	259%	302%	162%	223%	290%
La Quinta Inn & Suites	1601 State St	Hotels & Motels	68	\$270	107%	143%	167%	89%	123%	160%
Lemon Tree Inn	2819 State St	Hotels & Motels	95	\$250	99%	132%	154%	83%	114%	148%
Motel 6 #2 - Santa Barbara	3505 State St	Hotels & Motels	59	\$140	56%	74%	86%	46%	64%	83%
Oasis Inn & Suites	3344 State St	Hotels & Motels	33	\$160	63%	85%	99%	53%	73%	95%
Orange Tree Inn	1920 State St	Hotels & Motels	38	\$260	103%	138%	160%	86%	118%	154%
Quality Inn	3055 De La Vina St	Hotels & Motels	34	\$200	79%	106%	123%	66%	91%	118%
Rose Garden Inn	3643 State St	Hotels & Motels	35	\$170	67%	90%	105%	56%	77%	101%
Sandpiper Lodge	3525 State St	Hotels & Motels	74	\$190	75%	101%	117%	63%	86%	112%
Secret Garden Inn & Cottages	1908 Bath St	Hotels & Motels	11	\$200	79%	106%	123%	66%	91%	118%
Simpson House Inn	121 E Arrellaga St	Hotels & Motels	15	\$570	226%	302%	352%	189%	259%	337%
Spanish Garden Inn	915 Garden St	Hotels & Motels	24	\$560	222%	296%	346%	185%	255%	331%
Sunset Motel	3504 State St	Hotels & Motels	18	\$180	71%	95%	111%	60%	82%	107%
The Presidio	1620 State St	Hotels & Motels	16	\$210	83%	111%	130%	70%	95%	124%
The Upham Hotel and Country House	1404 De La Vina	Hotels & Motels	50	\$280	111%	148%	173%	93%	127%	166%
Town & Country Inn	2800 State St	Hotels & Motels	23	\$160	63%	85%	99%	53%	73%	95%
102-106 W. Islay St. /1805 Chapala St	102-106 W Islay St /1805 Chapala St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
109 W Ortega St.	109 W Ortega St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
13 W. Haley St.	13 W Haley St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
1608 Bath St.	1608 Bath St	STVR	1	\$200-\$400	79%-159%	106%-212%	123%-247%	66%-132%	91%-182%	118%-237%
1624 Bath St.	1624 Bath St	STVR	1	\$600-\$800	238%-317%	317%-423%	370%-494%	199%-265%	273%-364%	355%-473%
1929 Bath St.	1929 Bath St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
316 W. Pedregosa St.	316 W Pedregosa St	STVR	1	\$600-\$800	238%-317%	317%-423%	370%-494%	199%-265%	273%-364%	355%-473%
410 E. Haley St. (401 E. Haley St., 406-412 E. Haley St.)	410 E Haley St (401 E Haley St, 406-412 E Haley St)	STVR	2	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
513 Santa Barbara St.	513 Santa Barbara St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
522 Garden St.	522 Garden St	STVR	2	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%

Table 3 Inventory of Overnight Accommodations in the Inland Portion of the City of Santa Barbara										
Facility Name	Address	Category	Units	Cost Per Night	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
536 Brinkerhoff Ave.	536 Brinkerhoff Ave	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
718 Castillo St.	718 Castillo St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
819 Garden St.	819 Garden St	STVR	1	\$400-\$600	159%-238%	212%-317%	247%-370%	132%-199%	182%-273%	237%-355%
[1] Citywide average Year (April 2017-March 2018): \$252, Peak (June 2017-September 2017): \$302; Smith Travel Research hotels and motels only										
[2] Countywide average Year (April 2017-March 2018): \$189, Peak (June 2017-September 2017): \$220; Smith Travel Research hotels and motels only										
[3] Statewide average Year (April 2017-March 2018): \$162, Peak (June 2017-September 2017): \$169; Smith Travel Research hotels and motels only										
Sources: City of Santa Barbara, Smith Travel Research, Accommodation websites.										

Table 4 Inventory of Overnight Accommodations in the Coastal Zone Elsewhere in the County of Santa Barbara

Facility Name	Address	City	Category	Units	People per Unit	Capacity	Cost Per Night	Cost Per Night Per Person	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
Carpinteria State Beach - Hike and Bike	5361 6th St	Carpinteria	Campsite	150	8	1200	\$10	\$1	4%	5%	6%	3%	5%	6%
Carpinteria State Beach - San Miguel & Santa Cruz Premium Loops	5361 6th St	Carpinteria	Campsite	9	8	72	\$60	\$8	24%	32%	37%	20%	27%	36%
Carpinteria State Beach - San Miguel Campground	5361 6th St	Carpinteria	Campsite	9	4	36	\$15	\$4	6%	8%	9%	5%	7%	9%
Carpinteria State Beach - Santa Rosa Premium Campground	5361 6th St	Carpinteria	Campsite	21	8	168	\$80	\$10	32%	42%	49%	26%	36%	47%
Sandyland Reef Inn	4160 Via Real	Carpinteria	Hotels & Motels	52	2	104	\$146	\$73	58%	77%	90%	48%	66%	86%
Solimar Sands	4700 Sandyland Rd	Carpinteria	Hotels & Motels	59	4	236	\$320	\$80	127%	169%	198%	106%	145%	189%
Holiday Inn & Suites Carpinteria	5606 Carpinteria Ave	Carpinteria	Hotels & Motels	108	2	216	\$174	\$87	69%	92%	107%	58%	79%	103%
Motel 6 Carpinteria North	4200 Via Real	Carpinteria	Hotels & Motels	124	2	248	\$206	\$103	82%	109%	127%	68%	94%	122%
Motel 6 Carpinteria South	5550 Carpinteria Ave	Carpinteria	Hotels & Motels	138	2	276	\$212	\$106	84%	112%	131%	70%	96%	125%
Best Western Carpinteria Inn	4558 Carpinteria Ave	Carpinteria	Hotels & Motels	143	4	572	\$331	\$83	131%	175%	204%	110%	150%	196%
Channel Islands - Anacapa Campground	N/A	Channel Islands	Campsite	7	4	28	\$15	\$4	6%	8%	9%	5%	7%	9%
Channel Islands - Anacapa & Santa Cruz Group	N/A	Channel Islands	Campsite	5	25	125	\$180	\$7	71%	95%	111%	60%	82%	107%
Channel Islands - Anacapa, San Miguel, Santa Cruz Standard Loops	N/A	Channel Islands	Campsite	72	8	576	\$45	\$6	18%	24%	28%	15%	20%	27%
Channel Islands - Santa Cruz Del Norte Backcountry	N/A	Channel Islands	Campsite	4	4	16	\$15	\$4	6%	8%	9%	5%	7%	9%
Channel Islands - Santa Cruz Scorpion Group	N/A	Channel Islands	Campsite	6	15	90	\$40	\$3	16%	21%	25%	13%	18%	24%
Channel Islands - San Miguel & Santa Rosa Premium Loops	N/A	Channel Islands	Campsite	79	8	632	\$70	\$9	28%	37%	43%	23%	32%	41%
Channel Islands - Santa Rosa Backcountry	N/A	Channel Islands	Campsite	15	5	75	\$15	\$3	6%	8%	9%	5%	7%	9%
Bacara Resort & Spa	8301 Hollister Ave	Goleta	Hotels & Motels	358	4	1432	\$1,072	\$268	425%	567%	662%	355%	487%	634%
Four Seasons Resort The Biltmore Santa Barbara	1260 Channel Dr	Montecito	Hotels & Motels	207	2	414	\$1,470	\$735	583%	778%	907%	487%	668%	870%
Summerland Inn	2161 Ortega Hill Rd	Summerland	Hotels & Motels	9	4	36	\$187	\$47	74%	99%	115%	62%	85%	111%
Inn on Summer Hill	2520 Lillie Ave	Summerland	Hotels & Motels	16	2	32	\$465	\$233	185%	246%	287%	154%	211%	275%
Refugio State Beach - Cabrillo Drake Ortega	10 Refugio Beach Rd	Unincorporated County	Campsite	9	8	72	\$35	\$4	14%	19%	22%	12%	16%	21%
Refugio State Beach - Hike and Bike	10 Refugio Beach Road	Unincorporated County	Campsite	60	8	480	\$10	\$1	4%	5%	6%	3%	5%	6%
El Capital State Beach - Group Standard	N/A	Unincorporated County	Campsite	2	35	70	\$225	\$6	89%	119%	139%	75%	102%	133%
El Capital State Beach - Group Tent	N/A	Unincorporated County	Campsite	3	60	180	\$320	\$5	127%	169%	198%	106%	145%	189%
El Capital State Beach - RV	N/A	Unincorporated County	Campsite	9	8	72	\$35	\$4	14%	19%	22%	12%	16%	21%
El Capitan Canyon - Cabins	N/A	Unincorporated County	Campsite	14	4	56	\$250	\$63	99%	132%	154%	83%	114%	148%
El Capitan Canyon - Ocean Mesa Campground	N/A	Unincorporated County	Campsite	20	6	120	\$70	\$12	28%	37%	43%	23%	32%	41%
El Capitan State Beach - Campsites	N/A	Unincorporated County	Campsite	119	8	952	\$45	\$6	18%	24%	28%	15%	20%	27%
Gaviota State Park - Campground	17200 Calle Mariposa Reina	Unincorporated County	Campsite	38	8	304	\$45	\$6	18%	24%	28%	15%	20%	27%
Gaviota State Park - Hike and Bike	17200 Calle Mariposa Reina	Unincorporated County	Campsite	39	8	312	\$10	\$1	4%	5%	6%	3%	5%	6%

Table 4 Inventory of Overnight Accommodations in the Coastal Zone Elsewhere in the County of Santa Barbara

Facility Name	Address	City	Category	Units	People per Unit	Capacity	Cost Per Night	Cost Per Night Per Person	Percent City Year [1]	Percent County Year [2]	Percent State Year [3]	Percent City Peak [1]	Percent County Peak [2]	Percent State Peak [3]
Jalama Beach County Park - Cabins	N/A	Unincorporated County	Campsite	7	4	28	\$150	\$38	60%	79%	93%	50%	68%	89%
Jalama Beach County Park - RV & Campsites	N/A	Unincorporated County	Campsite	107	8	856	\$30	\$4	12%	16%	19%	10%	14%	18%
Ramada Santa Barbara	4770 Calle Real	Unincorporated County	Hotels & Motels	126	6	756	\$180	\$30	71%	95%	111%	60%	82%	107%
El Capitan Canyon - Ocean Mesa - RV	N/A	Unincorporated County	RV	80	8	640	\$125	\$16	50%	66%	77%	41%	57%	74%

[1] Citywide average Year (April 2017-March 2018): \$252, Peak (June 2017-September 2017): \$302; Smith Travel Research hotels and motels only

[2] Countywide average Year (April 2017-March 2018): \$189, Peak (June 2017-September 2017): \$220; Smith Travel Research hotels and motels only

[3] Statewide average Year (April 2017-March 2018): \$162, Peak (June 2017-September 2017): \$169; Smith Travel Research hotels and motels only

Sources: City of Santa Barbara, California Coastal Commission, Smith Travel Research, Accommodation websites.