



MEDIA RELEASE

Transient Occupancy Tax Up 7.2% in October

SANTA BARBARA, CA – November 21, 2012

Santa Barbara's Transient Occupancy Tax (TOT) continues its strong performance in fiscal year 2013, which runs from July 1 through June 30. The October results came in 7.2% higher than the same month last year and with one fewer weekend day. The strong growth trend is encouraging since October marks the beginning of the off-season travel months, when fewer travelers visit Santa Barbara and TOT collections are typically lower than in the summer months.

Over \$6.2 million in TOT has been collected this fiscal year, with overall growth of 6.8%. Through October, TOT is approximately \$43,700 ahead of budget. The fiscal year 2013 TOT budget is \$14,489,200 and factors in an estimated growth rate of 6.1% over last year's collections. TOT in fiscal year 2012 was \$13.7 million and marked the highest year on record.

The Transient Occupancy Tax table can be viewed here:

www.santabarbaraca.gov/files/finance/transient-occupancy-tax.pdf

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City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2010	Change Prior Yr	FY 2011	Change Prior Yr	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr
July	\$ 1,393,219	-14.6%	\$ 1,571,324	12.8%	\$ 1,763,206	12.2%	\$ 1,820,520	3.3%
Aug	1,474,189	-19.0%	1,591,121	7.9%	1,697,686	6.7%	1,832,581	7.9%
Sept	1,106,152	-7.5%	1,154,834	4.4%	1,255,217	8.7%	1,379,110	9.9%
Oct	944,230	-10.0%	1,058,405	12.1%	1,126,506	6.4%	1,208,010	7.2%
Nov	672,636	-12.6%	752,641	11.9%	845,583	12.3%		
Dec	588,594	-1.8%	651,909	10.8%	709,979	8.9%		
Jan	685,633	0.8%	692,393	1.0%	774,725	11.9%		
Feb	683,280	6.2%	742,361	8.6%	831,055	11.9%		
Mar	823,759	8.4%	825,040	0.2%	950,142	15.2%		
April	957,350	2.9%	1,060,466	10.8%	1,128,073	6.4%		
May	1,001,965	6.0%	1,093,703	9.2%	1,168,811	6.9%		
June	1,133,124	12.1%	1,264,961	11.6%	1,410,718	11.5%		
FY Total	\$ 11,464,132	-4.8%	\$ 12,459,157	8.7%	\$ 13,661,699	9.7%	\$ 6,240,221	6.8%
Adopted Budget							\$ 14,489,200	6.1%

Includes only the 10% unrestricted TOT revenues. Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).
FY10 includes \$132,852 in new TOT from vacation rentals as part of the vacation rental audit program.