

CITY OF MONTEREY VISITOR ACCOMODATION FACILITIES REVENUE

March 2021 Reporting Period

March 2021 Reported and Compared to Prior Year Bi-Monthly Reporting Period March - April 2020

	Reporting Period Comparison			Fiscal Year Comparison		
	Mar-Apr 20**	Mar-21	Change	FY 2019/20**	FY 2020/21	Change
Transient Occupancy Tax (TOT)***						
84% to City General Fund, 16% to Neighborhood Improvement Districts	\$ 772,109	\$ 1,252,248	62.2%	\$ 18,152,686	\$ 8,722,954	-51.9%
Tourism Improvement District						
Monterey County Convention & Visitors Bureau	\$ 87,567	\$ 103,433	18.1%	\$ 1,421,423	\$ 790,312	-44.4%
Conference Center Facilities District						
Conference Center renovation	\$ 135,006	\$ 183,896	36.2%	\$ 3,444,242	\$ 1,364,060	-60.4%
Total Room Nights *	61,663	70,073	8,410	924,030	549,138	(374,892)
Citywide Occupancy *	21.1%	47.3%				

TOT by Area	# of VAFS	Reporting Period Comparison			Fiscal Year to Date Comparison		
		Mar-Apr 20**	Mar-21	Change	FY 2019/20**	FY 2020/21	Change
Downtown	7	\$ 150,567	\$ 257,308	70.9%	\$ 4,650,850	\$ 1,489,112	-68.0%
Cannery Row	8	\$ 199,027	\$ 416,648	109.3%	\$ 4,945,283	\$ 2,781,888	-43.7%
Fremont Street	17	\$ 73,032	\$ 110,334	51.1%	\$ 1,365,716	\$ 852,866	-37.6%
Munras/Abrego	22	\$ 119,406	\$ 164,185	37.5%	\$ 2,446,238	\$ 1,316,497	-46.2%
Other	14	\$ 230,076	\$ 303,772	32.0%	\$ 4,744,599	\$ 2,282,591	-51.9%
Total	68	<u>\$ 772,109</u>	<u>\$ 1,252,248</u>	62.2%	<u>\$ 18,152,686</u>	<u>\$ 8,722,954</u>	-51.9%

AVERAGE OCCUPANCY RATES*

	Jul/Aug	Sep/Oct	Nov/Dec	Jan/Feb	Mar/Apr	May/June	Annual Average
2017/18	88.5%	82.9%	63.0%	64.7%	74.5%	81.9%	75.9%
2018/19	90.7%	81.7%	63.2%	63.0%	75.9%	81.7%	76.0%
2019/20	87.4%	82.8%	62.6%	61.5%	21.1%	30.3%	57.6%
2020/21	Jul 2020 47.8%	Sept 2020 48.7%	Nov 2020 38.3%	Jan 2021 25.2%	Mar 2021 47.3%		41.9%
	Aug 2020 55.9%	Oct 2020 50.8%	Dec 2020 23.6%	Feb 2021 39.3%			

* Room nights and citywide occupancy are computed from TID.

** "Reporting Period Comparison" prior year amounts reported are for the bi-monthly period of March through April 2020. "Year to Date Comparison" prior year amounts reported are for the five (5) bi-monthly periods from July 2019 through April 2020. Individual months' reporting data is not available for FY 2019/20.

*** Effective January 1, 2021, the Transient Occupancy Tax (TOT) rate was increased from 10% to 12% per Measure Y which was approved by 71.7% of Monterey voters on November 3, 2020.