



2011 TOT Totals
2011 compared to 2010

Transient Occupant Tax	SLO County Unincorp 2011	SLO County Unincorp 2010	% Change 2011 vs. 2010	SLO City 2011	SLO City 2010	% Change 2011 vs. 2010	Pismo Beach 2011	Pismo Beach 2010	% Change 2011 vs. 2010	Morro Bay 2011	Morro Bay 2010	% Change 2011 vs. 2010	Paso Robles 2011	Paso Robles 2010	% Change 2011 vs. 2010	Arroyo Grande 2011	Arroyo Grande 2010	% Change 2011 vs. 2010	Atascadero 2011	Atascadero 2010	% Change 2011 vs. 2010	Grover Beach 2011	Grover Beach 2010	% Change 2011 vs. 2010
Jan	\$ 390,551	\$ 225,499	73.19%	\$ 256,351	\$ 230,279	11.20%	\$ 290,500	\$ 251,166	15.66%	\$ 78,312	\$ 84,252	-6.45%	\$ 175,672	\$ 152,877	14.91%	\$ 17,429	\$ 15,136	15.14%				\$ 11,264		
Feb	\$ 327,823	\$ 327,299	0.16%	\$ 302,246	\$ 273,373	10.56%	\$ 232,519	\$ 292,092	-20.39%	\$ 90,866	\$ 87,608	3.95%	\$ 170,990	\$ 160,020	6.93%	\$ 19,907	\$ 17,187	15.82%				\$ 10,094		
Mar	\$ 352,025	\$ 360,867	-2.45%	\$ 331,093	\$ 326,099	2.35%	\$ 369,877	\$ 400,038	-7.54%	\$ 95,830	\$ 114,432	-15.92%	\$ 258,628	\$ 219,626	18.18%	\$ 23,214	\$ 25,569	-9.21%	\$ 73,498	\$ 67,668	8.61%	\$ 14,041		
Apr	\$ 339,153	\$ 376,822	-9.99%	\$ 451,133	\$ 423,158	6.61%	\$ 577,171	\$ 473,038	22.01%	\$ 152,389	\$ 136,163	11.91%	\$ 281,179	\$ 242,421	15.98%	\$ 33,616	\$ 25,999	29.29%				\$ 17,872		
May	\$ 400,681	\$ 507,656	-21.07%	\$ 433,874	\$ 372,997	16.29%	\$ 533,813	\$ 475,255	12.32%	\$ 164,403	\$ 151,293	8.66%	\$ 313,679	\$ 280,070	12.00%	\$ 36,790	\$ 28,335	29.83%				\$ 17,371		
Jun	\$ 523,079	\$ 612,135	-15.54%	\$ 512,542	\$ 489,924	4.61%	\$ 690,740	\$ 650,632	6.16%	\$ 201,333	\$ 191,081	5.36%	\$ 295,126	\$ 272,751	8.20%	\$ 42,309	\$ 40,989	3.22%	\$ 161,760	\$ 121,036	33.64%	\$ 23,052		
Jul	\$ 601,711	\$ 875,470	-31.27%	\$ 591,184	\$ 541,806	9.11%	\$ 1,002,445	\$ 914,996	9.55%	\$ 309,965	\$ 283,667	9.27%	\$ 352,142	\$ 324,732	8.44%	\$ 56,789	\$ 50,871	11.63%				\$ 37,039		
Aug	\$ 922,893	\$ 816,024	13.09%	\$ 574,395	\$ 542,296	5.91%	\$ 874,316	\$ 820,828	6.51%	\$ 258,737	\$ 253,062	2.24%	\$ 309,995	\$ 289,681	6.99%	\$ 67,833	\$ 45,342	49.60%				\$ 31,536		
Sept																								
Oct																								
Nov																								
Dec																								
Total	\$ 3,857,916	\$ 4,101,773	-5.94%	\$ 3,452,818	\$ 3,199,932	7.90%	\$ 4,571,381	\$ 4,278,045	6.87%	\$ 1,351,835	\$ 1,301,557	3.86%	\$ 2,157,411	\$ 1,942,178	11.05%	\$ 297,887	\$ 249,428	19.42%	\$ 235,258	\$ 188,704	24.67%	\$ 162,269		

Total TOT Revenue for SLO County 2011 \$16,086,775

Prepared by the San Luis Obispo County Visitors and Conference Bureau