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Restored

Convention?

Santa Cruz tourist revenues are on the upswing

While San Francisco and Monterey are seeing heavy declines in tourist spending, visitors' revenues in Santa Cruz City and County's appear to be on the upswing.

Last fiscal year's motel taxes were up

by 17.5 percent in the city and by 4 percent in the county, Joe Flood of the Visitors and Convention Bureau reported this morning.

Flood said that means \$819,814 for the

city and \$436,269 for the county government. Both jurisdictions charge an 8 percent tax.

The prior year, fiscal 1980-81, the city took in \$697,159 and the county got \$419,388.

"And this increase is coming at a time when San Francisco has dropped by 10 percent and Monterey is way down," Flood said.

He said the visitors bureau felt it deserved a lot of the credit because of its advertising of this area as a place for

tourists to visit and spend their money.

He also said he hopes that the Santa Cruz City Council and county Board of Supervisors look at the increase in tax revenues next year when the bureau comes to those agencies for operational money.

"The Convention and Visitors Bureau is projecting a \$1.5 million revenue for next year in the city and county," Flood said.

He thanked the local motel industry for its support in advertising this area for the tourist dollar.