

# Kitsap sees major increase in lodging revenue for October

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Kitsap County hoteliers posted record increases for the month of October. According to Smith Travel Reports, which track national data for the lodging industry, Kitsap County posted the largest increases in sales revenue, demand, and per-room rate among all reporting counties in Washington.

Revenues in October were up 41.2 percent, or nearly \$1 million over the same period last year, and the year-to-date increase in 2015 is 20.4 percent for \$5.6 million in additional lodging revenue this year.

As of Oct. 31, Kitsap hoteliers had generated more than \$33 million in lodging sales. Clark County had the next-largest increase with revenue up 16.4 percent over 2014. The state average increase in revenue was 11.4 percent.

Demand for rooms in Kitsap in October was up 35.2 percent over last year and 16.5 percent year to date, which translates into visitors booking 49,405 more hotel rooms from January through October 2015 than in 2014. The next closest increase was reported by Pierce County at 11 percent.

As revenue and bookings increased, the number of rooms in Kitsap was up only 2 percent this year, below the state average for supply increase of 3.9 percent. In addition, the occupancy rate at area hotels is up 32.5 percent and the average room rate has increased 38.4 percent.

The data is provided by Visit Kitsap Peninsula. VKP director Patricia Graf-Hoke attributes the record numbers to corresponding increases in leisure travelers visiting Kitsap, non-government business travelers, and visitors attending private events. Unlike government travelers that must adhere to lower, GSA per-diem rates, leisure travelers pay higher room rates.

According to a study by the Puget Sound Regional Council, the tourism industry in Kitsap region generates more than 6,700 jobs, a trend Visit Kitsap Peninsula expects to continue.

Visit Kitsap Peninsula ([www.VisitKitsap.com](http://www.VisitKitsap.com)) (<http://www.VisitKitsap.com>) is the official, state-recognized agency responsible for economic development and promotion in Kitsap's tourism industry.

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