

KITSAP TOURISM SECTOR UPDATE TO the BOARD of COUNTY COMMISSIONERS

October 28, 2015 – Reported by Visit Kitsap Peninsula

MORE GOOD ECONOMIC NEWS:

According to the Smith Travel Industry Report for September, **Kitsap County is again ranked #1** among WA counties for the largest % increase in revenue generated by lodging sales as well as the largest % increase in room demand over 2014.

As noted in the attached chart, revenues for September 2015 are up 25.3% over 2014, **or \$785,409.00 for the month**. The state average for increased revenues was up just 9%.

Demand for rooms in Kitsap County in September 2015 are up 18.1% or 5,987. The state average for increased demand was up just 4.2%.

Year to Date, Kitsap County is #1 for the largest increase in room demand at 14.7% or 40,273 more rooms sold as of September 30, for only the 1st, 2nd and 3rd quarters of 2015.

Year To Date, lodging revenues for Kitsap County are up 18.4%, second only to Clark County (Vancouver WA market) for a very positive economic impact of **\$4,646,546.00 in new revenue**. The state average for increased revenues YTD was up just 11.8%.

REGIONAL PARTNERSHIPS

Visit Kitsap Peninsula was invited by the Port of Seattle to join 15 other WA State Destination Marketing Organization (WSDMO) members to meet with major travel agencies from the United Kingdom. The private event, held at the closed Seattle Art Museum, offered the VKP the vehicle to provide information about Kitsap's remarkable visitor assets during one-on-one presentations. The response from UK representatives was extremely positive. All were impressed with Kitsap's surprisingly close proximity to the Seattle and access to a very natural environment with minimal time in transit.



This event also served to strengthen Kitsap's image as a cooperative regional partner with the Port of Seattle and Visit Seattle opening the door to even more opportunities to work with industry leaders and to attract international travelers to Kitsap County. Attached is the handout created by the VKP for the event.

The Port of Seattle also invited the VKP to submit photos of the Kitsap regional for consideration on large interior murals to be featured in the newly remodeled area of the Seattle-Tacoma International Airport.

On behalf of the VKP Board of Directors, many thanks to the BOCC for its continued support of Kitsap County's tourism sector and important region-wide tourism marketing programs.

Visit Kitsap Peninsula
the Natural Side of Puget Sound