

TRENDS ANALYSIS: ROOM REVENUES

FALL 2014



What does this measure & why is it important?

This indicator measures annual hotel room revenues, reported by community. Data are gathered from [BC Stats](#) and are based on revenues reported for tax purposes. The data only include communities where accommodation sales are subject to a Municipal and Regional District Tax (MRDT), and may not therefore be reflective of actual total revenues. However, the data do allow for assessment of general trends from year to year.

Room revenues provide a measure of the financial activity in the accommodation sector, which is a large component of the tourism industry and therefore an important economic driver in the Basin-Boundary region. Trends in room revenues can be used as a barometer for the performance of the larger tourism sector.

What are the trends & current conditions?

Data show that there is a clear upward trend in room revenues in almost all of the region's tourism clusters (Figure 1). However, Kimberley's upward trend is not as pronounced as the other communities, and the trend in Other BC Rockies has been flat, with a dip in 2011 and recovery to previous levels in 2012. Revelstoke and Valemount are showing the largest three-year gains in room revenues, with increases of 27% and 24%, respectively, from 2010 to 2012.

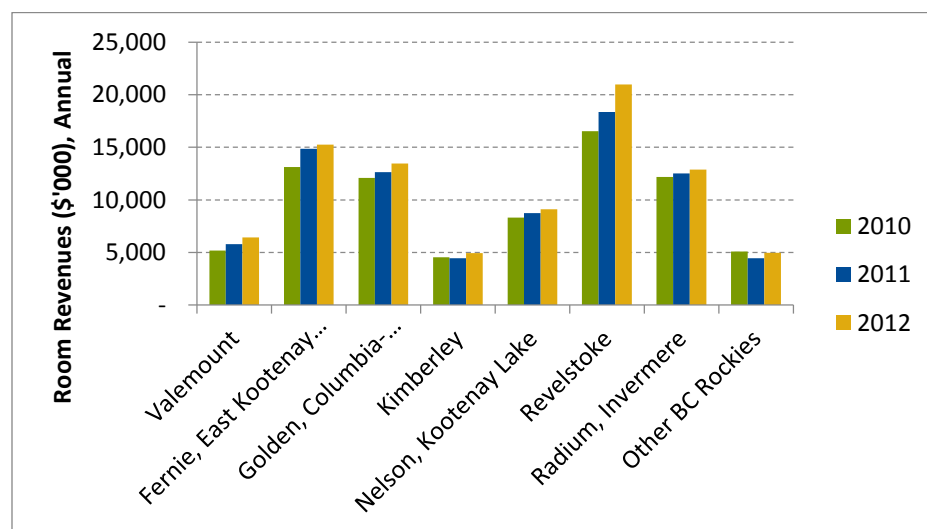


Figure 1: Basin-Boundary Room Revenues

Source: BC Stats, 2013

References

BC Stats (2013). *Room Revenues*. Retrieved on August 14, 2014 from:

<http://www.bcstats.gov.bc.ca/StatisticsBySubject/BusinessIndustry/Tourism.aspx>



The Columbia Basin Rural Development Institute, at Selkirk College, is a regional research centre with a mandate to support informed decision-making by Columbia Basin-Boundary communities through the provision of information, applied research and related outreach and extension support. Visit www.cbrdi.ca for more information.