



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

DATE: March 29, 2016

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Vernon room revenues increased in 2015

The City of Vernon has recently received December's Municipal Regional District Tax (MRDT). In total, \$43,604.74 was collected in the month, which brings the 2015 hotel tax total collected to \$616,621.27. This is an increase of 15.1 per cent over 2014 (\$535,746.89) and up 77.1 per cent since the first full year of collection back in 2011 (\$348,157).

This equates to \$30.8 million of room revenue being generated by accommodators located in Vernon, compared to \$17.4 million in 2011. For five years in a row, Vernon has had the fastest growing room revenue compared to Kelowna, Kamloops and Penticton.

"2015 was another exceptional year for the accommodation sector in Vernon," said Kevin Poole, Manager of Economic Development and Tourism. "We are extremely pleased with the results and hope to see continued growth in the sector."

Community	2015 Room Revenue	Percentage Change
Vancouver	\$ 695.7 million	17.2%
Whistler	\$ 227.8 million	10.4%
Victoria	\$ 158.0 million	13.8%
Kelowna	\$ 90.3 million	9.4%
Kamloops	\$ 50.9 million	1.0%
Vernon	\$ 30.8 million	15.1%
Penticton	\$ 27.4 million	11.3%
BC Total	\$ 2 billion	15.1%

**The MRDT started being collected in March 2010.*