



EDC
ISLAND
COUNTY

Seasonal Accommodations Report

Released May 2022

**Economic Development Council
for Island County**
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The Economic Development Council for Island County (EDC) is an independent nonprofit that works to create a thriving economic environment where businesses can grow and create jobs while preserving our unique quality of life.

- Providing one-on-one business advising, connecting owners to state and local resources, nurturing startup entrepreneurs, and sharing economic data and information.
- Giving members a voice in the economic development of their community.
- We are the County’s designated partner with the WA State Department of Commerce and a channel for information and assistance between the State, County, and businesses.

Join us! By becoming a member or sponsor of the EDC you will help support economic vitality in Island County.

Overview

The Economic Development Council for Island County (EDC) works to create a thriving economic environment where businesses can grow and create jobs while preserving our unique quality of life. One area of our economic environment is our tourism industry, and the EDC seeks to support and encourage strategies that will help increase tourism October through April.

To assist with that, the EDC produces an accommodations sales report showing the sales difference between peak and shoulder seasons and provides this to the Island County Tourism Committee and other interested parties. With the report the committee can:

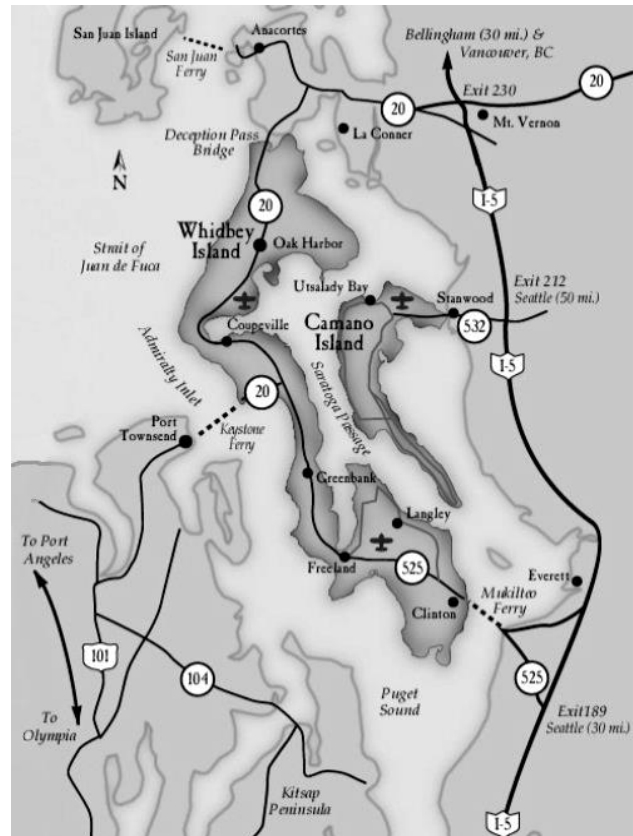
- Determine the difference in sales between peak and shoulder seasons
- View peak and shoulder season trends
- Recognize if shoulder season marketing efforts result in increased sales
- Determine if focused off-season marketing is important to the committee's work

Using data from the WA State Dept of Revenue Statistics & Reports - Taxable Retail Sales, the sales numbers reflect all businesses within the county in the accommodations sector (NAICS 7211). Totals reflect sales within the same year.

In this report, 'peak season' includes all sales which occur from April through September while the 'shoulder season' includes all sales from January through March, and October through December.

The two settled islands, Whidbey and Camano, are favorite destinations for weekend visitors with easy access via State Route 20 over Deception Pass, State Route 532 to Camano, and the State Ferry System routes accessed off-island at Mukilteo and Port Townsend.

Today, the small communities along these sheltered shorelines are highly regarded locations for permanent homes and summer residences, as well as small, but successful, businesses.

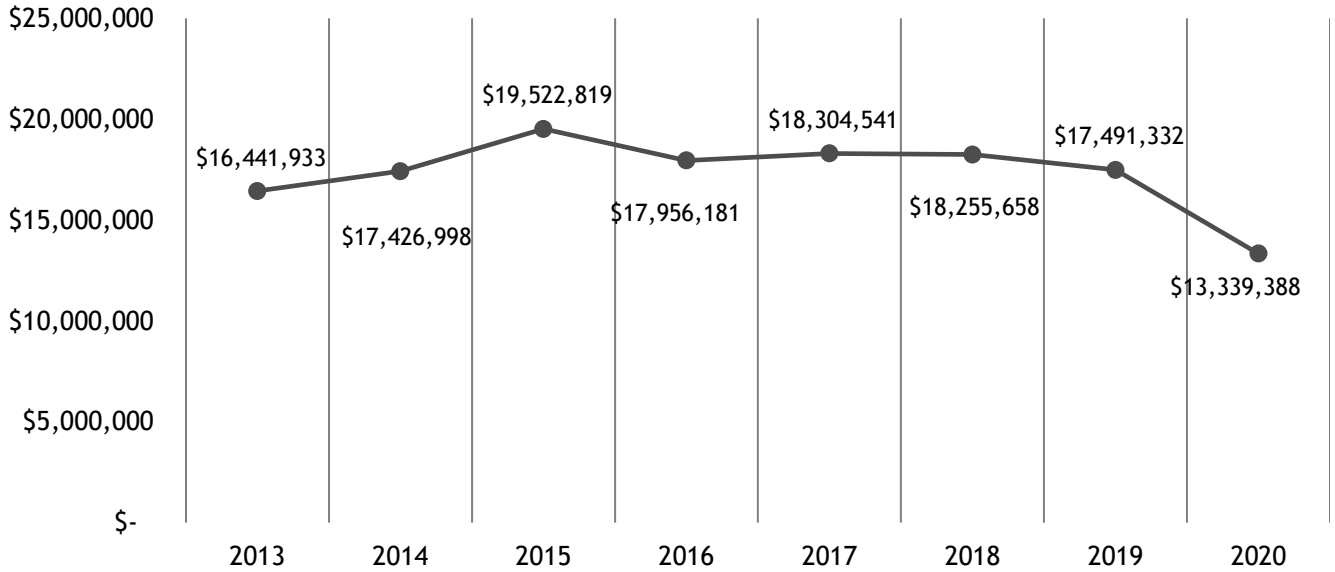


Island County and surrounding area

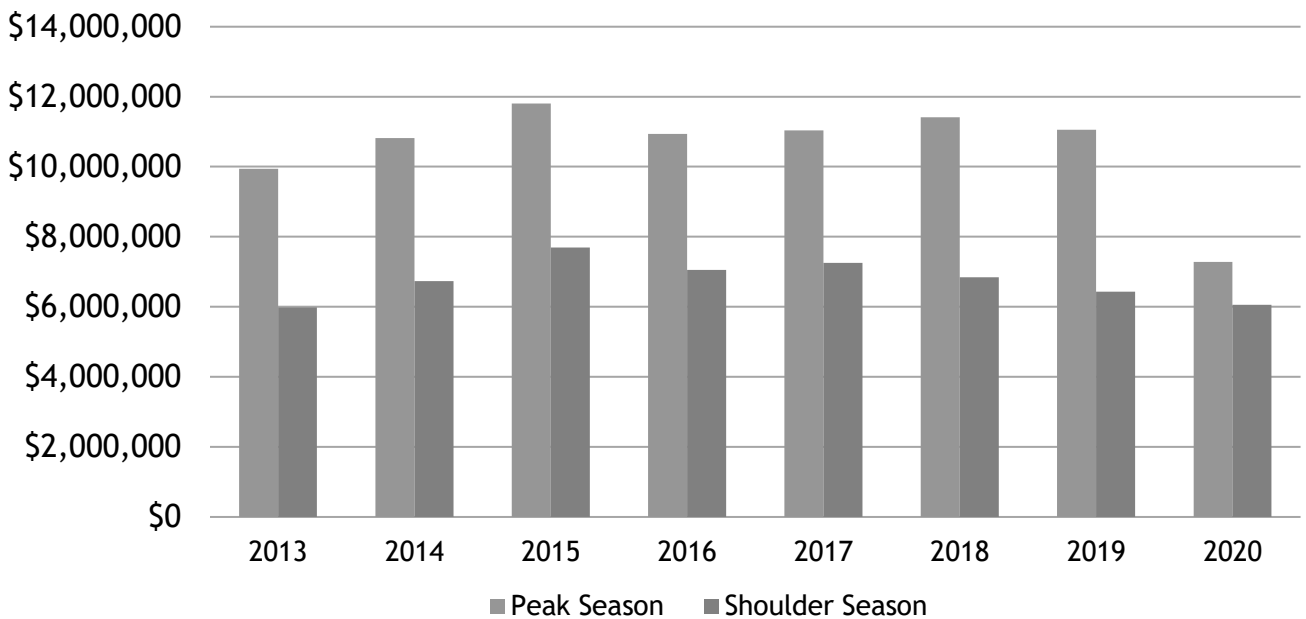
Island County Total Annual Sales

Annual Sales for Seasonal Accommodations (NAICS 7211)

Washington State Department of Revenue

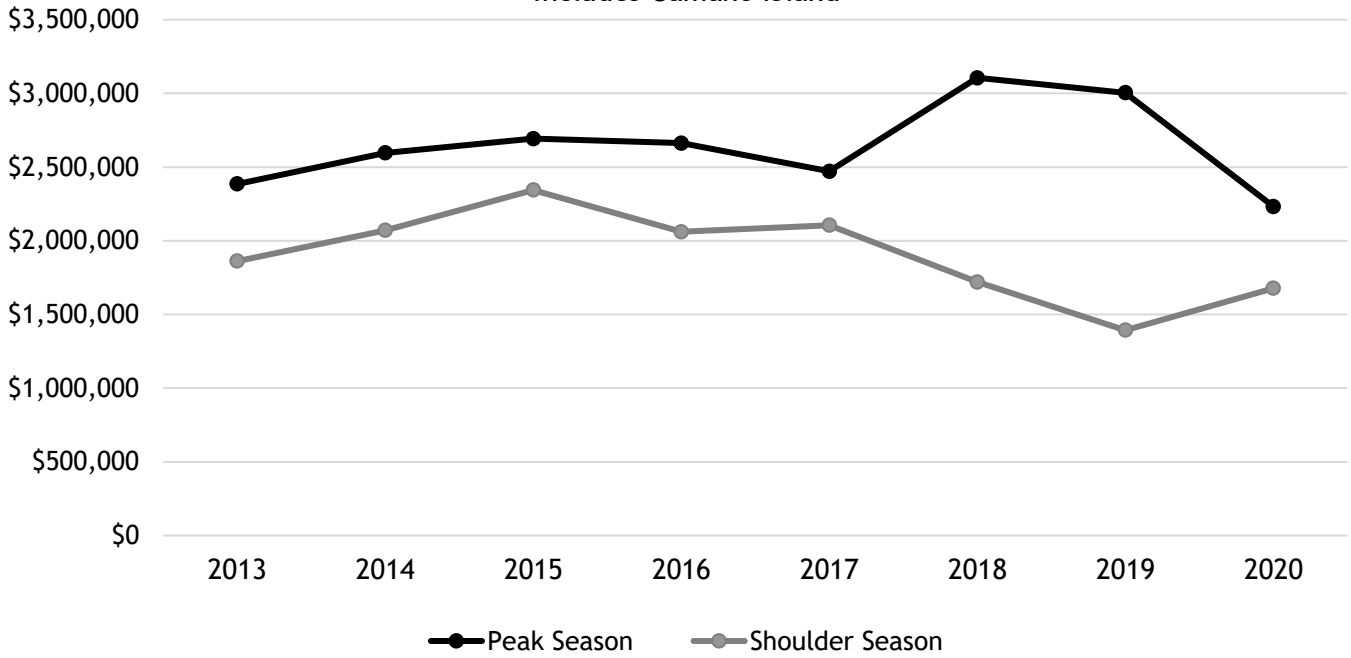


Seasonal Sales - Peak vs Shoulder Season

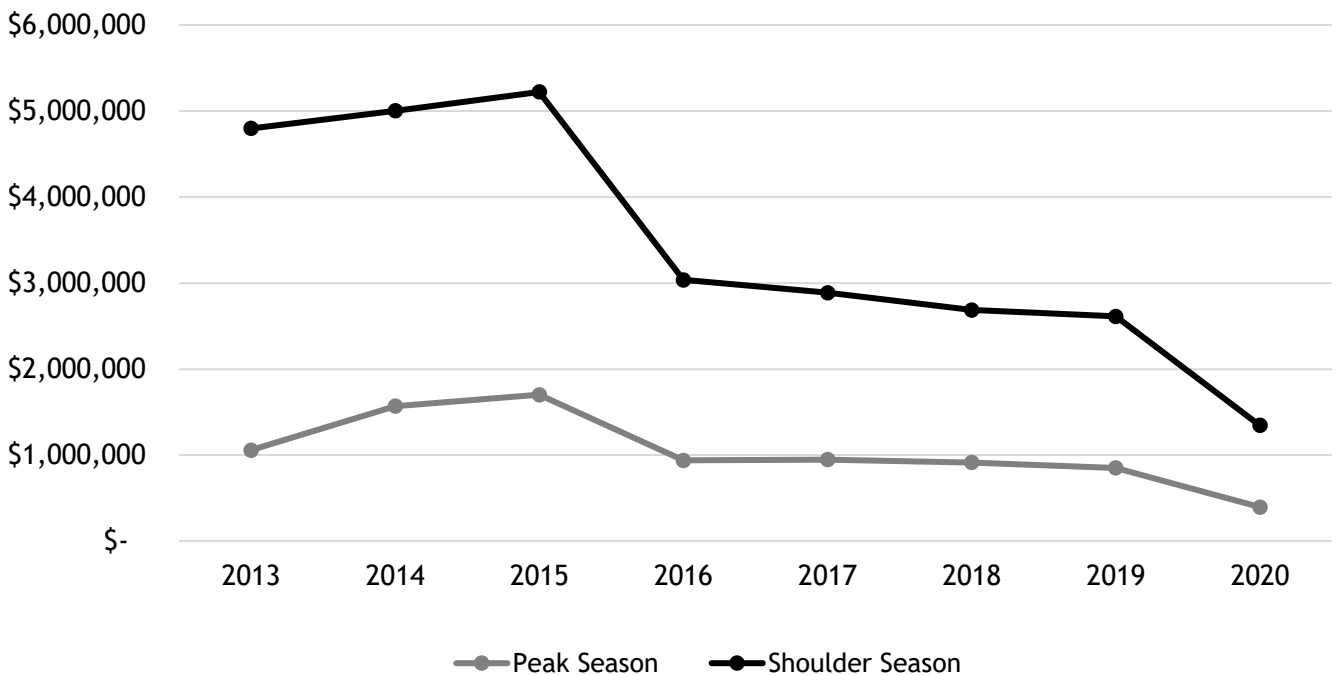


Peak & Shoulder Sales by Location

Unincorporated Island County *Includes Camano Island*

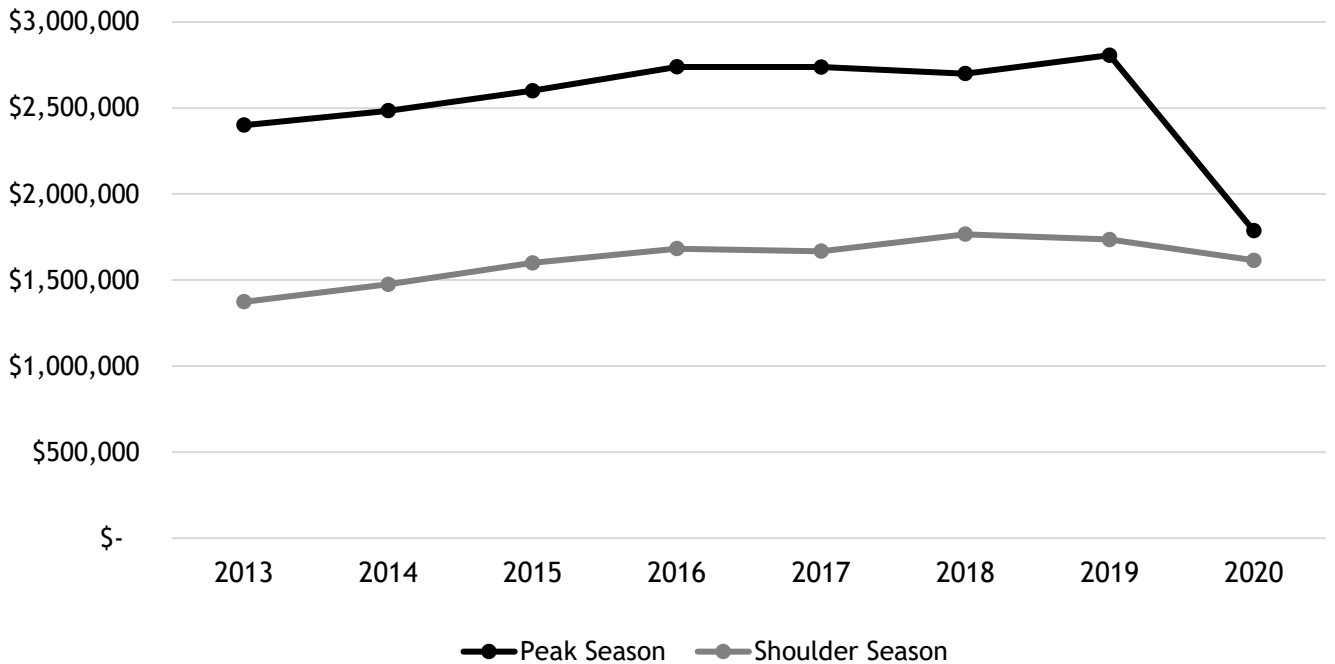


Coupeville



Peak & Shoulder Sales by Location

Langley



Oak Harbor

