



## Project Overview

### Assessing the impacts of hotels and accommodation taxes in Manitoba, Canada

#### WHAT IS THE PROJECT?

The purpose of this study is twofold. First, efforts will be made to explore how having accommodations with event facilities impacts communities. This impact assessment will be conducted by interviewing hotel staff who are currently members of the Manitoba Hotel Association to explore the role of accommodation taxes on hosting events. Alongside these engagements, occupancy rates will be assessed to determine how hotel occupancy fluctuates in response to events within the community. Interviews will also be conducted with community and event organizations that host events within these facilities to showcase the breadth of accommodation use. This project will also focus efforts to identify what motivates tourists to visit these communities and stay overnight within these rural accommodations. Through the administration of voluntary written surveys, it may be possible to exemplify the interest of tourists within these Manitoba communities.

#### WHO ARE THE PROJECT PARTNERS?

RDI is collaborating with the Tourism Research Center at Brandon University to engage in this research. The experience and expertise of the Tourism Research Center will work to ensure the true scope of this impact assessment is realized. The two research centers will be working with the Manitoba Hotel Association to explore these impacts in association to this provincial network, and provide valuable insights for further developments within Manitoba.

#### PROJECT COLLABORATORS



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**BRANDON  
UNIVERSITY**

## RDI'S ROLE IN THE PROJECT

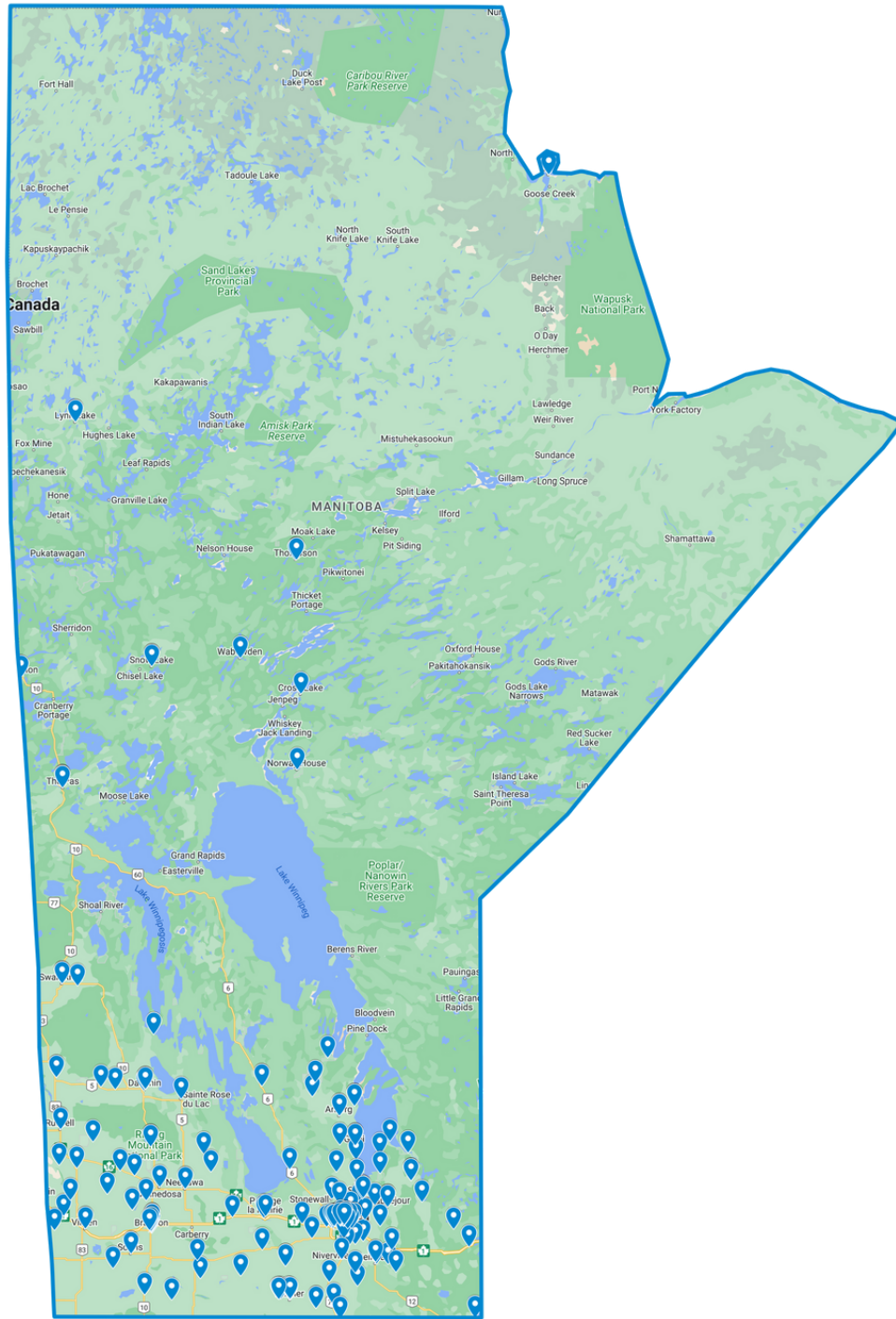
RDI will be working with the Tourism Research Center to create and disseminate the surveys to Manitoba Hotels, as well as analyze the findings upon the completion of data collection. RDI will work to share all project findings through our networks.

## WHY IS THIS PROJECT IMPORTANT?

The ability to host events within communities, as well as provide overnight accommodations, represents a significant opportunity for economic diversification. By conducting an economic impact assessment in rural areas across Manitoba, it may be possible to exemplify the importance of hotels. These findings may also validate the value in allocating resources to building accommodation infrastructure for long term economic development within the tourism sector.



*The majority of hotels in Manitoba are registered Manitoba Hotel Association members. These members are located in urban, rural and remote communities, represented on the provided map.*



With partners in communities, agencies, and among academics and students, RDI continues to initiate new outreach activities, research, and learning options. These partnerships also contribute to addressing rural development issues and responding to development opportunities. The Institute builds on a strong history of collaborative activities while enhancing resource capabilities and programming. As a leading source of information on rural areas, RDI continues to deliver new knowledge of rural issues and helps create opportunities for vibrant rural communities and regions.