

## Appendix F. Example Annual Report on Tourism in the Community

It has been a good year for tourism in Hometown:

- bed tax revenues were \$1.1 million, up 10 percent over last year's record breaking \$1 million.
- occupancy averaged 71 percent for the year:
  - 84 percent during the peak season from May through September.
  - 55 percent for October through April.
- average room rate was \$65.08 up from \$63.50 last year.
- total visitor expenditures were an estimated \$34.5 million.
- the ratio of visitor expenditures to our promotion costs was up to 20 from 18 last year based on \$1.725 million in promotion and visitor center costs.
- visitation at our premier attraction: the prehistoric ruins and museum was 180,000 this year, up 15 percent over last year.

Overall, growth in tourism has been strong over the past five years:

- bed tax revenues and visitor expenditures have increased at an estimated annual rate of 7 percent in real 1998 dollars.
- occupancy rates have remained relatively stable despite the addition of 120 new rooms in the past five years.
- average room rates have increased at an estimated annual rate of 4 percent in real 1998 dollars.

In the past year we have:

- added new public restrooms in the downtown park.
- opened a second archeological site with interpretative signage.
- received 20,000 telephone and e-mail requests for information at the visitor center.
- had 80,000 people stop in at the visitor center.
- had 10 featured newspaper and magazine travel articles written about our community in publications such as *Sunset Magazine* and *The New York Times*.

Our plans for this year include:

- a new harvest festival in late October, in addition to our three other festivals.
  - special events and publicity to attract visitors to the new archaeological site.
- a downtown beautification effort on Earth Day.