



TOURISM INDICATORS – April 2007

	03/07	03/06	Change
Website			
• Visitors	26,308	20,922	Up 28%
• Unique Visitors	12,514	9,557	Up 30%
• New Visitors	9,694	7,484	Up 28%
• Click throughs	17,603	13,718	Up 29 %
• Room Tax Revenue (Apr)	\$ 23,945.34	\$ 22,247.12	Up 7%
• Room Revenue (Mar)	\$ 1,030,061	736,385	Up 39.9%
• Rooms Sold (Mar)	13,322	10,466	Up 27.3%
• Hotel Occupancy (Mar)	65.8%	53.6%	Up 22.86%

	Year to date	03/06	Change
Website			
• Visitors	96,292	79,376	Up 21%
• Unique Visitors	43,945	36,847	Up 19%
• New Visitors	37,042	31,570	Up 18%
• Click throughs	56,662	41,066	Up 38%
Room Tax Revenue (Mar)	\$ 100,404.09	\$ 90,986.88	Up 10%
Rooms Sold (Mar)	31,342	25,433	Up 23.2%
Room Revenue (Mar)	\$2,311,260	\$1,699,567	Up 36%
Hotel Occupancy (Mar)	53.3%	44.9%	Up 18.7%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 450 of the 653 rooms in Walla Walla County.

1st Quarter Comparisons

	Walla Walla	Benton	Yakima
Hotel Occupancy	53.3% ▲ 18.7%	47.7 % ▼ 4.4%	42.7% ▼ 16.6%

Public Relations**

	April 07	Year to date
• Media Outlets	12	30
• Total Circulation	1,700,838	3,379,569
• Total Impressions	4,252,095	7,855,173
• Total Ad Value	\$82,507	\$150,546

** See Monthly PR report for details