



### 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%

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	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%
<b>Rooms Sold (Mar)</b>	<b>31,342</b>	<b>25,433</b>	<b>Up 23.2%</b>
<b>Room Revenue (Mar)</b>	<b>\$2,311,260</b>	<b>\$1,699,567</b>	<b>Up 36%</b>
<b>Hotel Occupancy (Mar)</b>	<b>53.3%</b>	<b>44.9%</b>	<b>Up 18.7%</b>

\* 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.

1<sup>st</sup> 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