



TOURISM INDICATORS – August 2007

	07/07	07/06	Change
Website			
• Visitors	33,798	23,267	Up 45%
• Unique Visitors	15,293	11,285	Up 35%
• New Visitors	11,364	8,611	Up 32%
• Click throughs	16,560	17,528	down 6%
• Room Tax Revenue (May)	\$ 57,861.54	\$ 44,158.96	Up 31%%
• Room Revenue (June)	\$ 1,555,440	1,121,756	Up 38.7%
• Rooms Sold (June)	17,292	14,426	Up 19.96%
• Hotel Occupancy (June)	78.31%	74.2%	Up 5.5%

	Year to date	07/06	Change
Website			
• Visitors	199,034	147,129	Up 35%
• Unique Visitors	90,787	69,122	Up 31%
• New Visitors	73,149	56,051	Up 31%
• Click throughs	109,722	88,858	Up 23%
Room Tax Revenue (May)	\$ 234,443.02	\$ 203,671.30	Up 15%
Rooms Sold (June)	79,968	65,159	Up 22.7%
Room Revenue (June)	\$6,597,957	\$4,809,590	Up 37.2
Hotel Occupancy (June)	64.2%	56.9	Up 12.8%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 538 of the 736 rooms in Walla Walla County.

Public Relations**

	June 07	Year to date
• Media Outlets	8	51
• Total Circulation	1,003,976	8,184,690
• Total Impressions	2,509,940	19,867,975
• Total Ad Value	\$42,329	\$413,826

** See Monthly PR report for details