



TOURISM INDICATORS – December 2007

	12/07	12/06	Change
Website			
• Visitors	19,572	18,473	Up 6%
• Unique Visitors	9,563	7,398	Up 29%
• New Visitors	6,683	5,120	Up 30%
• Click throughs	12,186	9,993	Up 22%
• Room Tax Revenue (Dec)	\$ 50,053.02	\$ 34,224.96	Up 46%
• Room Revenue (Nov)	\$ 1,072,957	848,819	Up 26.4
• Rooms Sold (Nov)	12,675	11,237	Up 12.8%
• Hotel Occupancy (Nov)	54.6%	58.6%	Down 3.5%

	Year to date	12/06	Change
Website			
• Visitors	325,571	259,663	Up 25%
• Unique Visitors	151,169	118,118	Up 28%
• New Visitors	120,124	92,039	Up 30%
• Click throughs	183,074	157,308	Up 16%
Room Tax Revenue (Dec)	\$ 525,747.28	\$ 428,467.52	Up 22%
Rooms Sold (Nov)	161,068	136,219	Up 18.2%
Room Revenue (Nov)	\$13,926,496	\$10,446,028	Up 33.3%
Hotel Occupancy (Nov)	66%	62.4%	Up 6%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 582 of the 774 rooms in Walla Walla County.

Public Relations**

	Nov	Year to date
• Media Outlets	2	77
• Total Circulation	40,927	19,780,800
• Total Impressions	102,317	4,977,749
• Total Ad Value	\$ 272	\$856,764

** See Monthly PR report for details