



### TOURISM INDICATORS – February 2007

	01/07	01/06	Change
Website			
• Visitors	21,243	20,409	Up 4%
• Unique Visitors	9,725	10,153	down 4%
• New Visitors	8,019	8,686	down 8%
• Click throughs	11,350	7,417	Up 53 %
• Room Tax Revenue (Feb)	\$ 25,763.19	\$ 23,348.42	Up 10%
• Room Revenue (Jan)	\$ 538,254	399,212	Up 34.8%
• Rooms Sold (Jan)	7,931	6,436	Up 23.2%
• Hotel Occupancy (Jan)	39.2%	33%	Up 18.8

	Year to date	01/06	Change
Website			
• Visitors	43,089	36,951	Up 17%
• Unique Visitors	19,450	18,031	Up 8%
• New Visitors	17,723	16,573	Up 4%
• Click throughs	23,203	13,811	Up 68%
Room Tax Revenue (Feb)	\$ 59,782.71	\$ 52,863.18	Up 13%
Rooms Sold (Jan)	7,931	6,436	Up 23.2%
Hotel Occupancy (Jan)	39.2%	33%	Up 18.8%

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

Public Relations\*\*

	Feb 07	Year to date
• Media Outlets	6	12
• Total Circulation	237,500	1,379,308
• Total Impressions	593,750	2,854,520
• Total Ad Value	\$41,985	\$48,985

\*\* See Monthly PR report for details