



TOURISM INDICATORS – JANUARY 2007

	12/06	12/05	Change
Website			
• Visitors	21,473	16,542	Up 32%
• Unique Visitors	9,704	7,878	Up 18%
• New Visitors	8,161	7,878	Up 4%
• Click throughs	11,853	6,394	Up 80%
• Room Tax Revenue (Jan)	\$ 34,019.36	\$ 29,514.76	Up 15%
• Room Revenue (Dec)	\$ 646,091	506,685	Up 27.5%
• Rooms Sold (Dec)	8,839	7,403	Up 19.4
• Hotel Occupancy (Dec)	43.7%	37.9%	Up 15.3

	Year to date	12/05	Change
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• Visitors	21,473	16,542	Up 32%
• Unique Visitors	9,398	7,878	Up 18%
• New Visitors	8,161	7,878	Up 4%
• Click throughs	11,853	6,394	Up 80%
Room Tax Revenue (Jan)	\$ 34,019.36	\$ 29,514.76	Up 15%
Rooms Sold (Dec)	144,325	138,552	Up 4.2%
Hotel Occupancy (Dec)	61.30%	60.30%	Up 1.7%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind.

Public Relations**

	Jan 07	Year to date
• Media Outlets	6	6
• Total Circulation	1,141,808	1,141,808
• Total Impressions	2,854,520	2,854,520
• Total Ad Value	\$6,578	\$6,578

Tourism Quarterly Sales – Washington Department of Revenue

	3rd quarter 2006	3 rd quarter 2005	
Retail Sales	\$15,068,776	\$13,796,215	up 9.22%
Eating / Drinking Places	\$12,588,587	\$11,627,800	up 8.26%
Hotel / Motel Sales	\$ 3,856,138	\$ 3,515,100	up 9.70%

** See Monthly PR report for details