



TOURISM INDICATORS – July 2007

| | 06/07 | 06/06 | Change |
|--------------------------|--------------|--------------|----------|
| Website | | | |
| • Visitors | 36,963 | 23,267 | Up 59% |
| • Unique Visitors | 16,403 | 11,285 | Up 45% |
| • New Visitors | 12,963 | 8,611 | Up 50% |
| • Click throughs | 18,250 | 15,632 | Up 17 % |
| • Room Tax Revenue (Apr) | \$ 36,523.79 | \$ 37,847.86 | Down 3% |
| • Room Revenue (May) | \$ 1,484,608 | 1,093,993 | Up 35.7% |
| • Rooms Sold (May) | 16,377 | 13,583 | Up 20.6% |
| • Hotel Occupancy (May) | 73.1% | 67.6% | Up 8.1% |

| | Year to date | 06/06 | Change |
|------------------------|---------------|---------------|----------|
| Website | | | |
| • Visitors | 165,236 | 123,862 | Up 34% |
| • Unique Visitors | 75,494 | 57,837 | Up 30% |
| • New Visitors | 61,785 | 47,440 | Up 30% |
| • Click throughs | 93,162 | 71,330 | Up 31% |
| Room Tax Revenue (Apr) | \$ 176,572.48 | \$ 159,492.34 | Up 11% |
| Rooms Sold (May) | 62,637 | 50,733 | Up 23.5% |
| Room Revenue (May) | \$5,038,844 | \$3,687,834 | Up 36.6 |
| Hotel Occupancy (May) | 61.2% | 53.4% | Up 14.6% |

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 523 of the 723 rooms in Walla Walla County.

Public Relations**

| | June 07 | Year to date |
|---------------------|-----------|--------------|
| • Media Outlets | 7 | 43 |
| • Total Circulation | 1,961,966 | 7,180,714 |
| • Total Impressions | 4,904,915 | 17,358,035 |
| • Total Ad Value | \$52,463 | \$371,497 |

** See Monthly PR report for details