



TOURISM INDICATORS – June 2007

| | 05/07 | 05/06 | Change |
|--------------------------|---------------|---------------|----------|
| Website | | | |
| • Visitors | 31,981 | 21,219 | Up 50% |
| • Unique Visitors | 15,146 | 9,705 | Up 55% |
| • New Visitors | 11,780 | 7,259 | Up 60% |
| • Click throughs | 18,250 | 15,632 | Up 17 % |
| • Room Tax Revenue (Mar) | \$ 39,644.60 | \$ 30,677.60 | Up 30% |
| • Room Revenue (Apr) | \$ 1,252,002 | 901,951 | Up 38.8% |
| • Rooms Sold (Apr) | 15,116 | 11,909 | Up 26.9% |
| • Hotel Occupancy (Apr) | 67.6% | 63.5% | Up 9.8% |
| <hr/> | | | |
| | Year to date | 04/06 | Change |
| Website | | | |
| • Visitors | 128,273 | 100,595 | Up 27% |
| • Unique Visitors | 59,091 | 46,552 | Up 26% |
| • New Visitors | 48,822 | 38,829 | Up 25% |
| • Click throughs | 74,912 | 55,698 | Up 31% |
| Room Tax Revenue (Mar) | \$ 140,048.69 | \$ 121,644.48 | Up 15% |
| Rooms Sold (Apr) | 46,260 | 37,150 | Up 24.5% |
| Room Revenue (Apr) | \$3,554,236 | \$2,593.84 | Up 37% |
| Hotel Occupancy (Apr) | 57.8% | 49.5% | Up 16.8% |

* 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 723 rooms in Walla Walla County.

Public Relations**

| | May 07 | Year to date |
|---------------------|-----------|--------------|
| • Media Outlets | 6 | 36 |
| • Total Circulation | 1,839,179 | 5,218,748 |
| • Total Impressions | 4,597,947 | 12,453,120 |
| • Total Ad Value | \$168,488 | \$319,034 |

** See Monthly PR report for details