



**TOURISM INDICATORS – March 2007**

	02/07	02/06	Change
Website			
• Visitors	<b>21,243</b>	<b>21,503</b>	<b>Up 22%</b>
• Unique Visitors	<b>11,981</b>	<b>9,259</b>	<b>Up 29%</b>
• New Visitors	<b>9,625</b>	<b>7,522</b>	<b>Up 28%</b>
• Click throughs	<b>15,826</b>	<b>12,041</b>	<b>Up 31 %</b>
• Room Tax Revenue (Mar)	<b>\$ 16,676.04</b>	<b>\$ 15,876.58</b>	<b>Up 5%</b>
• Room Revenue (Feb)	<b>\$ 742,324</b>	<b>563,824</b>	<b>Up 31.7%</b>
• Rooms Sold (Feb)	<b>10,072</b>	<b>8,549</b>	<b>Up 17.8%</b>
• Hotel Occupancy (Feb)	<b>55.1%</b>	<b>48.5</b>	<b>Up 13.6%</b>

	Year to date	02/06	Change
Website			
• Visitors	<b>69,397</b>	<b>58,454</b>	<b>Up 19%</b>
• Unique Visitors	<b>31,431</b>	<b>27,290</b>	<b>Up 15%</b>
• New Visitors	<b>27,348</b>	<b>24,086</b>	<b>Up 14%</b>
• Click throughs	<b>39,029</b>	<b>27,348</b>	<b>Up 40%</b>
Room Tax Revenue (Mar)	<b>\$ 76,639.08</b>	<b>\$ 68,739.76</b>	<b>Up 11%</b>
Rooms Sold (Feb)	<b>18,003</b>	<b>14,985</b>	<b>Up 20%</b>
Hotel Occupancy (Feb)	<b>46.7%</b>	<b>40.3%</b>	<b>Up 16%</b>

\* 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\*\*

	Mar 07	Year to date
• Media Outlets	6	18
• Total Circulation	299,423	1,678,731
• Total Impressions	748,558	3,603,078
• Total Ad Value	\$19,054	\$68,039

\*\* See Monthly PR report for details