



TOURISM INDICATORS – November 2007

	11/07	11/06	Change
Website			
• Visitors	21,326	20,582	Up 4%
• Unique Visitors	10,302	9,766	Up 6%
• New Visitors	9,389	7,179	Up 30%
• Click throughs	12,966	11,219	Up 15%
• Room Tax Revenue (Sept)	\$ 64,513.16	\$ 52,538.32	Up 23%
• Room Revenue (Oct)	\$ 1,438,345	1,145,168	Up 25.6
• Rooms Sold (Oct)	16,115	13,993	Up 15.2%
• Hotel Occupancy (Oct)	67.2%	68.2%	Down 1.5%

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	Year to date	11/06	Change
Website			
• Visitors	305,999	241,190	Up 26%
• Unique Visitors	141,606	110,720	Up 28%
• New Visitors	113,441	86,919	Up 30%
• Click throughs	170,888	147,315	Up 16%
Room Tax Revenue (Sept)	\$ 475,694.66	\$ 394,241.96	Up 20%
Rooms Sold (Oct)	148,282	124,987	Up 18.6%
Room Revenue (Oct)	\$12,853,982	\$9,597,405	Up 33.9%
Hotel Occupancy (Oct)	67.2%	63.0%	Up 6.7%

\* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 579 of the 774 rooms in Walla Walla County.

Public Relations\*\*

	Nov	Year to date
• Media Outlets	2	77
• Total Circulation	40,927	19,780,800
• Total Impressions	102,317	4,977,749
• Total Ad Value	\$ 272	\$856,764

\*\* See Monthly PR report for details