



TOURISM INDICATORS – October 2007

	10/07	10/06	Change
Website			
• Visitors	26,371	21,790	Up 21%
• Unique Visitors	12,883	9,628	Up 33%
• New Visitors	9,389	7,115	Up 32%
• Click throughs	15,764	14,546	Up 8%
• Room Tax Revenue (Aug)	\$ 54,910.46	\$ 44,815.24	Up 22%
• Room Revenue (Sept)	\$ 1,534,808	1,339,991	Up 15.4
• Rooms Sold (Sept)	16,465	16,002	Up 2.8%
• Hotel Occupancy (Sept)	70.6%	80.3%	Down 12.1

	Year to date	10/06	Change
Website			
• Visitors	284,673	220,608	Up 29%
• Unique Visitors	131,304	100,954	Up 30%
• New Visitors	104,052	79,740	Up 30%
• Click throughs	157,922	136,096	Up 16%
Room Tax Revenue (Aug)	\$ 411,181.50	\$ 341,703.64	Up 20%
Rooms Sold (Sept)	133,143	111,461	Up 19.5%
Room Revenue (Sept)	\$11,454,736	\$8,473,936	Up 35.2%
Hotel Occupancy (Sept)	67.4%	62.3%	Up 8.2%

* 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 777 rooms in Walla Walla County.

Public Relations**

	Oct 07	Year to date
• Media Outlets	9	75
• Total Circulation	2,394,800	19,739,873
• Total Impressions	5,987,000	4,875,432
• Total Ad Value	\$ 2,731	\$856,492

** See Monthly PR report for details