



TOURISM INDICATORS – APRIL 2008

	04/08	04/07	Change
Website			
• Visitors	39,386	26,895	Up 46%
• Unique Visitors	17,558	12,514	Up 40%
• New Visitors	13,954	9,694	Up 44%
• Click throughs	27,744	17,603	Up 57%
• Room Tax Revenue (Apr)	\$ 33,052.72	\$ 23,945.34	Up 38%
• Room Revenue (Mar)	\$ 1,002,954	\$ 904,075	Up 10.9
• Rooms Sold (Mar)	12,363	11,996	Up 3.1
• Hotel Occupancy (Mar)	51.5%	58.5%	Down 12%

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	Year to date	04/07	Change
Website			
• Visitors	123,149	96,292	Up 27%
• Unique Visitors	57,356	43,924	Up 30%
• New Visitors	47,478	35,499	Up 33%
• Click throughs	82,711	56,632	Up 46%
Room Tax Revenue (Apr)	\$ 131,726.62	\$ 100,574.41	Up 31%
Rooms Sold (Mar)	31,816	29,092	Up 9.4%
Room Revenue (Mar)	\$ 2,483,343	\$ 2,095,834	Up 18.5%
Hotel Occupancy (Mar)	45.7%	48.8%	Down 6.4%

\* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 654 of the 774 rooms in Walla Walla County.

Public Relations\*\*

	<b>March</b>	<b>Year to date</b>
• Media Outlets	37	65
• Total Circulation	9,036,276	23,164,279
• Total Impressions	22,590,690	57,910,697

\*\* See Monthly PR report for details