



TOURISM INDICATORS – AUGUST 2008

	08/08	08/07	Change
Website			
• Visitors	38,857	31,115	Up 25%
• Unique Visitors	18,731	14,462	Up 29%
• New Visitors	15,190	10,813	Up 40%
• Click throughs	24,934	16,560	Up 50%
• Room Tax Revenue (Aug)	\$ 84,925.46	\$ 71,868.94	Up 18%
• Room Revenue (July)	\$ 1,383,704	\$ 1,361,515	Up 1.6%
• Rooms Sold (July)	15,418	15,576	down 1%
• Hotel Occupancy (July)	64.3%	67%	down 4.1%

	Year to date	08/07	Change
Website			
• Visitors	271,137	232,280	Up 17%
• Unique Visitors	124,042	105,228	Up 17%
• New Visitors	100,816	82,419	Up 22%
• Click throughs	184,084	142,812	Up 28%
Room Tax Revenue (Aug)	\$ 364,803.04	\$ 306,473.28	Up 18%
Rooms Sold (July)	93,734	90,280	Up 3.8%
Room Revenue (July)	\$ 8,089,792	\$ 7,409,094	Up 9.2%
Hotel Occupancy (July)	57.1%	60%	Down 4.9%

* 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**

	June	Year to date
• Media Outlets	12	99
• Total Circulation	920,092	27,698,724
• Total Impressions	2,300,230	69,727,685

** See Monthly PR report for details