



TOURISM INDICATORS – DECEMBER 2008

	12/08	12/07	Change
Website			
• Visitors	28,560	19,572	Up 45%
• Unique Visitors	13,405	9,563	Up 40%
• New Visitors	10,170	6,683	Up 52%
• Click throughs	16,133	12,186	Up 32%
• Room Tax Revenue (Dec)	\$ 47,979.68	\$ 50,053.02	Down .5%
• Room Revenue (Dec)	\$ 894,980	\$ 853,564	Up 4.9%
• Rooms Sold (Dec)	7,215	8,464	Down 14.8%
• Hotel Occupancy (Dec)	26.2	35.3	Down 24.7%

	Year to date	12/08	Change
Website			
• Visitors	397,354	327,702	Up 22%
• Unique Visitors	183,118	151,158	Up 21%
• New Visitors	146,904	113,310	Up 29%
• Click throughs	268,403	197,645	Up 36%
Room Tax Revenue (Dec)	\$ 591,340.28	\$ 523,942.58	Up 12%
Rooms Sold (Dec)	160,243	156,348	Up 2.5%
Room Revenue (Dec)	\$ 14,098,962	\$ 13,086,367	Up 7.7%
Hotel Occupancy (Dec)	53.8%	58.3	Down 7.9%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 766 of the 876 rooms in Walla Walla County.

Public Relations**

	November	Year to date
• Media Outlets	11	146
• Total Circulation	12,112,630	42,808,180
• Total Impressions	30,281,575	107,501,326

** See Monthly PR report for details