



TOURISM INDICATORS – FEBRUARY 2008

	02/08	02/07	Change
Website			
• Visitors	26,259	21,243	Up 23%
• Unique Visitors	12,748	9,725	Up 31%
• New Visitors	10,774	8,019	Up 34%
• Click throughs	17,119	11,350	Up 51%
• Room Tax Revenue (Feb)	\$ 37,288.32	\$ 25,943.68	Up 43%
• Room Revenue (Jan)	\$ 852,442	\$ 547,326	Up 55.7
• Rooms Sold (Jan)	11,019	7,994	Up 37.8
• Hotel Occupancy (Jan)	45.9%	39%	Up 17.7%

	Year to date	01/07	Change
Website			
• Visitors	52,379	43,089	Up 24%
• Unique Visitors	24,921	19,429	Up 28%
• New Visitors	21,254	16,180	Up 31%
• Click throughs	32,045	23,203	Up 38%
Room Tax Revenue (Feb)	\$ 71,182.10	\$ 59,963.03	Up 19%
Rooms Sold (Jan)	11,019	7,994	Up 37.8%
Room Revenue (Jan)	\$ 852,442	\$547,326	Up 55.7%
Hotel Occupancy (Jan)	45.9%	39%	Up 17.7%

* 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**

	Feb	Year to date
• Media Outlets	8	15
• Total Circulation	771,718	7,960,813
• Total Impressions	1,929,295	19,902,032
• Total Ad Value		

** See Monthly PR report for details