



TOURISM INDICATORS – JANUARY 2008

	01/08	01/07	Change
Website			
• Visitors	25,850	21,846	Up 18%
• Unique Visitors	12,173	9,704	Up 25%
• New Visitors	10,480	8,161	Up 28%
• Click throughs	14,926	11,350	Up 32%
• Room Tax Revenue (Jan)	\$ 33,893.78	\$ 34,019.35	Down 1%
• Room Revenue (Dec)	\$ 728,042	\$ 638,002	Up 14.1
• Rooms Sold (Dec)	9,455	8,593	Up 10%
• Hotel Occupancy (Dec)	39.4%	41.9%	Down 6%

	Year to date	01/07	Change
Website			
• Visitors	25,850	21,846	Up 18%
• Unique Visitors	12,173	9,704	Up 25%
• New Visitors	10,480	8,161	Up 28%
• Click throughs	14,926	11,350	Up 32%
Room Tax Revenue (Jan)	\$ 33,893.78	\$ 34,019.35	Down 1%
Rooms Sold (Dec)	170,420	144,812	Up 18.2%
Room Revenue (Dec)	\$14,653,055	\$11,084,030	Up 32.2%
Hotel Occupancy (Dec)	63.6	60.6%	Up 5%

* 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**

	Jan	Year to date
• Media Outlets	8	8
• Total Circulation	7,189,095	7,189,095
• Total Impressions	17,972,737	17,972,737
• Total Ad Value		

** See Monthly PR report for details