



TOURISM INDICATORS – JULY 2008

	07/08	07/07	Change
Website			
• Visitors	33,183	33,798	Down 2
• Unique Visitors	14,795	15,293	Down 3%
• New Visitors	11,291	11,364	0
• Click throughs	26,571	16,560	Up 58%
• Room Tax Revenue (July)	\$ 54,720.12	\$ 57,861.54	down 5%
• Room Revenue (June)	\$ 1,475,421	\$ 1,434,829	Up 2.8%
• Rooms Sold (June)	16,249	16,374	down 0.8%
• Hotel Occupancy (June)	70%	72.8	down 3.8%

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	Year to date	06/07	Change
Website			
• Visitors	232,280	199,034	Up 17%
• Unique Visitors	105,311	90,766	Up 16%
• New Visitors	85,626	71,606	Up 20%
• Click throughs	159,150	126,252	Up 26%
Room Tax Revenue (July)	\$ 279,877.58	\$ 234,604.34	Up 19%
Rooms Sold (June)	78,311	74,704	Up 4.8%
Room Revenue (June)	\$ 6,705,485	\$ 6,047,579	Up 10.9%
Hotel Occupancy (June)	55.9%	58.8	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 664 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