



TOURISM INDICATORS – JUNE 2008

	06/08	06/07	Change
Website			
• Visitors	36,475	36,963	0
• Unique Visitors	16,277	16,403	0
• New Visitors	12,903	12,963	0
• Click throughs	24,387	18,250	Up 34%
• Room Tax Revenue (June)	\$ 48,777.42	\$ 36,523.79	Up 33%
• Room Revenue (May)	\$ 1,514,127	\$ 1,390,523	Up 8.9%
• Rooms Sold (May)	16,085	15,619	Up 3.0
• Hotel Occupancy (May)	67%	68.8%	down 1.9%

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	Year to date	06/07	Change
Website			
• Visitors	199,097	165,236	Up 20%
• Unique Visitors	90,516	75,473	Up 20%
• New Visitors	74,335	60,242	Up 23%
• Click throughs	132,579	93,132	Up 42%
Room Tax Revenue (June)	\$ 225,157.46	\$ 176,742.80	Up 27%
Rooms Sold (May)	62,062	58,330	Up 6.4%
Room Revenue (May)	\$ 5,230,064	\$ 4,612,750	Up 13.4%
Hotel Occupancy (May)	53.1%	55.8	Down 4.8%

\* 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\*\*

	May	Year to date
• Media Outlets	22	87
• Total Circulation	3,614,353	26,778,632
• Total Impressions	9,516,758	67,427,455

\*\* See Monthly PR report for details