



TOURISM INDICATORS – MARCH 2008

	03/08	03/07	Change
Website			
• Visitors	31,384	26,308	Up 19%
• Unique Visitors	14,877	11,981	Up 24%
• New Visitors	12,270	9,625	Up 27%
• Click throughs	22,922	15,826	Up 45%
• Room Tax Revenue (Mar)	\$ 27,491.80	\$ 16,676.04	Up 65%
• Room Revenue (Feb)	\$ 718,352	\$ 644,433	Up 11.5
• Rooms Sold (Feb)	9,322	9,102	Up 2.4
• Hotel Occupancy (Feb)	43%	49.1%	Down 12.4%

	Year to date	03/07	Change
Website			
• Visitors	83,763	69,397	Up 20%
• Unique Visitors	39,798	31,410	Up 26%
• New Visitors	33,524	25,805	Up 30%
• Click throughs	54,967	39,029	Up 40%
Room Tax Revenue (Mar)	\$ 98,673.90	\$ 76,639.07	Up 29%
Rooms Sold (Feb)	19,453	17,096	Up 13.8%
Room Revenue (Feb)	\$ 1,480,121	\$ 1,191,759	Up 24.2%
Hotel Occupancy (Feb)	42.6%	43.8	Down 2.7%

* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 654 of the 774 rooms in Walla Walla County.

Public Relations**

	March	Year to date
• Media Outlets	13	28
• Total Circulation	6,167,190	14,128,003
• Total Impressions	15,417,975	35,320,007
• Total Ad Value		

** See Monthly PR report for details