



TOURISM INDICATORS – MAY 2008

	05/08	05/07	Change
Website			
• Visitors	39,473	31,981	Up 23%
• Unique Visitors	16,883	15,146	Up 11%
• New Visitors	13,954	11,780	Up 18%
• Click throughs	25,481	18,250	Up 39%
• Room Tax Revenue (May)	\$ 44,653.42	\$ 39,644.60	Up 10%
• Room Revenue (Apr)	\$ 1,237,638	\$ 1,126,393	Up 9.9%
• Rooms Sold (Apr)	14,455	13,619	Up 6.1%
• Hotel Occupancy (Apr)	62.3%	61.5%	Up 1.3%

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	Year to date	04/07	Change
Website			
• Visitors	162,622	128,273	Up 27%
• Unique Visitors	74,239	59,070	Up 26%
• New Visitors	61,432	47,279	Up 30%
• Click throughs	108,192	74,882	Up 45%
Room Tax Revenue (May)	\$ 176,380.04	\$ 140,219.01	Up 25%
Rooms Sold (Apr)	46,271	42,711	Up 8.3%
Room Revenue (Apr)	\$ 3,720,981	\$ 3,222,227	Up 15.5%
Hotel Occupancy (Apr)	49.8%	52.3	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