



TOURISM INDICATORS – NOVEMBER 2008

	11/08	11/07	Change
Website			
• Visitors	32,121	21,326	Up 51%
• Unique Visitors	15,007	10,302	Up 45%
• New Visitors	11,419	7,146	Up 56%
• Click throughs	17,984	12,966	Up 38%
• Room Tax Revenue (Nov)	\$ 63,933.12	\$ 64,513.16	Down 1%
• Room Revenue (Oct)	\$ 1,481,893	\$ 1,302,991	Up 13.7%
• Rooms Sold (Oct)	16,109	14,911	Up 8%
• Hotel Occupancy (Oct)	59.3	62.1	down 4.5%

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	Year to date	11/08	Change
Website			
• Visitors	368,794	308,130	Up 20%
• Unique Visitors	169,713	141,595	Up 20%
• New Visitors	136,734	106,627	Up 28%
• Click throughs	252,270	185,459	Up 36%
Room Tax Revenue (Nov)	\$ 543,360.60	\$ 473,889.56	Up 15%
Rooms Sold (Oct)	142,935	136,195	Up 4.9%
Room Revenue (Oct)	\$ 12,683,648	\$ 11,486,057	Up 10.4%
Hotel Occupancy (Oct)	58.4%	61.7	Down 5.3%

\* Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 766 of the 876 rooms in Walla Walla County.

Public Relations\*\*

	November	Year to date
• Media Outlets	11	146
• Total Circulation	12,112,630	42,808,180
• Total Impressions	30,281,575	107,501,326

\*\* See Monthly PR report for details