



TOURISM INDICATORS – OCTOBER 2008

	10/08	10/07	Change
Website			
• Visitors	31,121	26,371	Up 19%
• Unique Visitors	13,731	12,883	Up 7%
• New Visitors	9,993	7,146	Up 39%
• Click throughs	25,484	14,546	Up 72%
• Room Tax Revenue (Oct)	\$ 60,877.68	\$ 54,910.46	Up 11%
• Room Revenue (Sept)	\$ 1,546,246	\$ 1,348,863	Up 14.6%
• Rooms Sold (Sept)	16,445	14,821	Up 11%
• Hotel Occupancy (Sept)	62.6	63.8	down 2%

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	Year to date	10/07	Change
Website			
• Visitors	336,673	286,804	Up 17%
• Unique Visitors	154,706	131,293	Up 18%
• New Visitors	125,315	99,481	Up 26%
• Click throughs	234,286	172,493	Up 35%
Room Tax Revenue (Oct)	\$ 479,669.48	\$ 409,376.40	Up 17%
Rooms Sold (Sept)	126,826	121,284	Up 4.6%
Room Revenue (Sept)	\$ 11,201,755	\$ 10,183,066	Up 10%
Hotel Occupancy (Sept)	58.3%	61.6	Down 5.4%

\* 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\*\*

	October	Year to date
• Media Outlets	16	135
• Total Circulation	966,239	30,695,550
• Total Impressions	2,415,598	77,219,751

\*\* See Monthly PR report for details