



TOURISM INDICATORS – SEPTEMBER 2008

	09/08	09/07	Change
Website			
• Visitors	34,415	28,153	Up 22%
• Unique Visitors	16,933	13,172	Up 29%
• New Visitors	14,506	9,916	Up 47%
• Click throughs	24,718	15,135	Up 60%
• Room Tax Revenue (Sept)	\$ 53,988.76	\$ 47,992.66	Up 12%
• Room Revenue (Aug)	\$ 1,565,984	\$ 1,425,109	Up 9.9%
• Rooms Sold (Aug)	16,650	16,183	Up 2.9%
• Hotel Occupancy (Aug)	61.3%	69.6	down 11.9%

	Year to date	08/07	Change
Website			
• Visitors	305,552	260,433	Up 17%
• Unique Visitors	140,975	118,410	Up 19%
• New Visitors	115,322	92,335	Up 25%
• Click throughs	208,802	157,947	Up 32%
Room Tax Revenue (Sept)	\$ 418,791.80	\$ 354,465.94	Up 18%
Rooms Sold (Aug)	110,381	106,463	Up 3.7%
Room Revenue (Aug)	\$ 9,655,509	\$ 8,834,203	Up 9.3%
Hotel Occupancy (Aug)	57.7%	61.3	Down 5.9%

* 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**

	September	Year to date
• Media Outlets	20	119
• Total Circulation	2,030,587	29,729,311
• Total Impressions	5,076,468	74,804,153

** See Monthly PR report for details