



TOURISM INDICATORS – APRIL 2009

	04/09	04/08	Change
Website			
• Visitors	35,335	39,473	▼ 11%
• Unique Visitors	17,524	17,558	▼ > 1%
• New Visitors	14,094	13,954	▲ 1 %
• Click throughs	24,162	27,744	▼ 15%
• Room Tax Revenue (April)	\$ 31,961.64	\$ 33,052.72	▼ 4%
• Room Revenue (Mar)	\$ 805,011	\$1,002,912	▼ 19.7%
• Rooms Sold (Mar)	10,624	12,364	▼ 14.1%
• Hotel Occupancy (Mar)	39.1%	51.5%	▼ 24.1%

	Year to date	04/08	Change
Website			
• Visitors	128,175	122,966	▲ 5%
• Unique Visitors	59,446	57,356	▲ 4%
• New Visitors	50,551	35,208	▲ 44%
• Click throughs	59,678	59,168	▲ > 1%
Room Tax Revenue (April)	\$ 139,298.32	\$ 131,732	Up 6%
Rooms Sold (Mar)	27,019	31,593	▼ 14.5%
Room Revenue (Mar)	\$ 2,033,580	\$ 2,480,992	▼ 18%
Hotel Occupancy (Mar)	34.3%	45.4%	▼ 24.4 %

* 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**

	March	Year to date
• Media Outlets	10	21
• Total Circulation	1,764,342	15,702,595
• Total Impressions	4,410,855	39,256,488

** See Monthly PR report for details