



TOURISM INDICATORS – AUGUST 2009

	08/09	08/08	Change
Website			
• Visitors	35,211	38,857	▼ 10%
• Unique Visitors	15,322	18,731	▼ 22%
• New Visitors	11,639	15,190	▼ 30%
• Click throughs	24,985	24,943	▲ 1%
• Rooms booked online	40	37	▲ 9%

	Year to date	08/08	Change
• Visitors	267,422	270,954	▼ > 1%
• Unique Visitors	122,133	124,042	▲ >2%
• New Visitors	98,688	87,130	▲ 13%
• Click throughs	151,890	160,546	▼ 5%
• Rooms booked online	284	278	▲ 2%

Revenue, Rooms Sold, & Occupancy	08/09	08/08	Change
• Room Tax Revenue (Aug)	\$ 72,400.00	\$ 84,925.46	▼ 17%
• Room Revenue (July)	\$ 1,349,148	\$ 1,398,716	▼ 3.5%
• Rooms Sold (July)	14,829	15,314	▼ 3.2%
• Hotel Occupancy (July)	54.6	63.8	▼ 14.4%

	Year to date	08/08	Change
• Room Tax Revenue (Aug)	\$ 347,846.12	\$ 364,808.42	▼ 5%
• Rooms Sold (July)	85,711	92,931	▼ 7.8%
• Room Revenue (July)	\$ 7,554,686	\$ 8,149,627	▼ 7.3%
• Hotel Occupancy (July)	46.2%	56.6%	▼ 18.5%

* 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**

	August	Year to date
• Media Outlets	6	61
• Total Circulation	4,247,188	38,332,437
• Total Impressions	10,617,970	112,135,989

** See Monthly PR report for details