



### TOURISM INDICATORS – DECEMBER 2009

	12/09	12/08	Change
Website			
• Visitors	25,514	28,560	▼ 12%
• Unique Visitors	9,998	13,405	▼ 34%
• New Visitors	7,102	10,170	▼ 42%
• Click throughs	12,401	16,133	▼ 30%
• Rooms booked online	5	6	▼ 20%

	Year to date	12/08	Change
• Visitors	391,191	397,653	▼ 1%
• Unique Visitors	173,128	183,118	▼ 6%
• New Visitors	135,489	131,368	▲ 3%
• Click throughs	234,464	244,865	▼ 4%
• Rooms booked online	345	356	▼ 3%

Revenue, Rooms Sold, & Occupancy	12/09	12/08	Change
• Room Tax Revenue (Dec)	\$ 49,930.38	\$ 47,979.68	▲ 4%
• Room Revenue (Nov)	\$ 852,115	\$ 852,239	▼ > 1%
• Rooms Sold (Nov)	10,110	9,959	▲ 1.5%
• Hotel Occupancy (Nov)	38.5	37.9	▲ 1.5 %

	Year to date	12/08	Change
• Room Tax Revenue (Dec)	\$ 577,930.02	\$ 591,587.66	▼ 3%
• Rooms Sold (Nov)	143,435	151,824	▼ 5.5%
• Room Revenue (Nov)	12,765,005	\$13,607,513	▼ 6.2%
• Hotel Occupancy (Nov)	49%	56%	▼ 12.5%

\* 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\*\*

Year to date

• Media Outlets	110
• Total Circulation	117,223,110
• Total Impressions	293,057,775

\*\* See Monthly PR report for details