



TOURISM INDICATORS – FEBRUARY 2009

	02/09	02/08	Change
Website			
• Visitors	28,946	26,259	▲ 10%
• Unique Visitors	13,024	12,748	▲ 2%
• New Visitors	11,433	10,774	▲ 6%
• Click throughs	18,642	17,119	▲ 9%
• Room Tax Revenue (Feb)	\$ 32,402.96	\$ 37,288.32	▼ 15%
• Room Revenue (Jan)	\$ 559,661	\$ 759,431	▼ 26.3%
• Rooms Sold (Jan)	7,646	9,910	▼ 22.9%
• Hotel Occupancy (Jan)	28.2	41.3	▼ 31.8%

	Year to date	02/08	Change
Website			
• Visitors	55,917	52,109	▲ 8%
• Unique Visitors	24,990	24,921	> 1%
• New Visitors	21,993	21,254	▲ 3%
• Click throughs	35,516	32,045	▲ 11
Room Tax Revenue (Feb)	\$ 82,364.68	\$ 71,182.10	Up 16%
Rooms Sold (Jan)	7,646	9,910	▼ 22.9%
Room Revenue (Jan)	\$ 559,661	\$ 759,431	▼ 26.3%
Hotel Occupancy (Jan)	28.2	41.3	▼ 31.8%

* 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**

	February	Year to date
• Media Outlets	4	11
• Total Circulation	1,653,928	13,938,253
• Total Impressions	4,134,820	34,845,633

** See Monthly PR report for details