



TOURISM INDICATORS – JANUARY 2009

	01/09	01/08	Change
Website			
• Visitors	26,917	25,850	Up 1%
• Unique Visitors	11,966	12,173	Down 2%
• New Visitors	10,560	10,480	Up 1%
• Click throughs	16,874	14,926	Up 12%
• Room Tax Revenue (Jan)	\$ 49,961.72	\$ 33,893.78	Up 46%
• Room Revenue (Dec)	\$ 894,980	\$ 853,564	Up 4.9%
• Rooms Sold (Dec)	7,215	8,464	Down 14.8%
• Hotel Occupancy (Dec)	26.2	35.3	Down 24.7%

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	Year to date	01/08	Change
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• Visitors	26,917	25,850	Up 1%
• Unique Visitors	11,966	12,173	Down 2%
• New Visitors	10,560	10,480	Up 1%
• Click throughs	16,874	14,926	Up 12%
Room Tax Revenue (Jan)	\$ 49,961.72	\$ 33,893.78	Up 12%
Rooms Sold (Dec)	160,243	156,348	Up 2.5%
Room Revenue (Dec)	\$ 14,098,962	\$ 13,086,367	Up 7.7%
Hotel Occupancy (Dec)	53.8%	58.3	Down 7.9%

\* 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\*\*

	January	Year to date
• Media Outlets	7	7
• Total Circulation	12,284,325	12,284,325
• Total Impressions	30,710,8135	30,710,813

\*\* See Monthly PR report for details