



TOURISM INDICATORS – JULY 2009

	07/09	07/08	Change
Website			
• Visitors	36,577	33,183	▲ 10%
• Unique Visitors	16,341	14,795	▲ 10%
• New Visitors	12,445	11,291	▲ 10%
• Click throughs	22,537	26,571	▼ 17%
• Rooms booked online	50	26	▲ 90%

	Year to date	07/08	Change
• Visitors	232,010	232,097	▼ > 1%
• Unique Visitors	106,811	105,311	▲ >2%
• New Visitors	87,049	71,940	▲ 21%
• Click throughs	126,905	135,603	▼ 7%
• Rooms booked online	244	241	▲ >1%

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Revenue, Rooms Sold, & Occupancy	07/09	07/08	
• Room Tax Revenue (July)	\$ 60,600.00	\$ 54,720.12	▲ 11%
• Room Revenue (June)	\$ 1,486,387	\$ 1,491,292	▼ 0.3%
• Rooms Sold (June)	15,656	16,089	▼ 2.7%
• Hotel Occupancy (June)	59.6	69.3	▼ 14%

	Year to date	07/08	
• Room Tax Revenue (July)	\$ 275,446.12	\$ 279,882.96	▼ > 1%
• Rooms Sold (June)	70,882	77,617	▼ 8.7%
• Room Revenue (June)	\$ 6,205,538	\$ 6,750,911	▼ 8.1%
• Hotel Occupancy (June)	44.7%	55.4%	▼ 19.3%

\* 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\*\*

	July	Year to date
• Media Outlets	8	55
• Total Circulation	9,652,849	34,085,249
• Total Impressions	24,132,123	101,410,019

\*\* See Monthly PR report for details