



TOURISM INDICATORS – JUNE 2009

	06/09	06/08	Change
Website			
• Visitors	32,425	36,475	▼ 12%
• Unique Visitors	14,562	16,277	▼ 11%
• New Visitors	11,309	12,903	▼ 14%
• Click throughs	24,025	24,384	▼ > 1%

	Year to date	06/08	Change
• Visitors	195,433	198,914	▼ 2%
• Unique Visitors	90,470	90,516	▼ >1%
• New Visitors	74,604	60,649	▲ 23%
• Click throughs	104,368	109,033	▲ 5%

Revenue, Rooms Sold, & Occupancy	06/09	06/08	
• Room Tax Revenue (June)	\$ 43,054.48	\$ 48,777.42	▼ 13%
• Room Revenue (May)	\$ 1,540,261	\$ 1,532,106	▲ 0.5%
• Rooms Sold (May)	15,125	15,910	▼ 4.9%
• Hotel Occupancy (May)	55.7	66.3	▼ 16%
	Year to date	06/08	
• Room Tax Revenue (June)	\$ 214,846.12	\$ 225,162.84	▼ 5%
• Rooms Sold (May)	55,226	61,528	▼ 10.2%
• Room Revenue (May)	\$ 4,719,151	\$ 5,259,619	▼ 10.3%
• Hotel Occupancy (May)	41.8%	52.6%	▼ 20.7 %

* 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**

	June	Year to date
• Media Outlets	15	47
• Total Circulation	9,772,960	24,432,400
• Total Impressions	23,631,968	77,277,896

** See Monthly PR report for details