



TOURISM INDICATORS – MARCH 2009

| | 03/09 | 03/08 | Change |
|--------------------------|--------------|--------------|--------|
| Website | | | |
| • Visitors | 36,923 | 31,384 | ▲ 17% |
| • Unique Visitors | 16,932 | 14,877 | ▲ 14% |
| • New Visitors | 14,464 | 10,170 | ▲ 42% |
| • Click throughs | 25,557 | 22,922 | ▲ 12% |
| • Room Tax Revenue (Mar) | \$ 24,972.00 | \$ 27,491.18 | ▼ 10% |
| • Room Revenue (Feb) | \$ 669,178 | \$ 718,649 | ▼ 6.9% |
| • Rooms Sold (Feb) | 8,750 | 9,319 | ▼ 6.1% |
| • Hotel Occupancy (Feb) | 35.7% | 43% | ▼ 17% |

| | Year to date | 03/08 | Change |
|------------------------|---------------|--------------|----------|
| Website | | | |
| • Visitors | 92,840 | 83,493 | ▲ 11% |
| • Unique Visitors | 41,922 | 39,798 | ▲ 5% |
| • New Visitors | 36,457 | 21,254 | ▲ 3% |
| • Click throughs | 35,516 | 31,424 | ▲ 13% |
| Room Tax Revenue (Mar) | \$ 107,336.68 | \$ 98,679.28 | Up 9% |
| Rooms Sold (Feb) | 16,395 | 19,229 | ▼ 14.7% |
| Room Revenue (Feb) | \$ 1,228,839 | \$ 1,478,080 | ▼ 16.9% |
| Hotel Occupancy (Feb) | 31.7% | 42.3% | ▼ 24.7 % |

* 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**

| | 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