



TOURISM INDICATORS – MAY 2009

	05/09	05/08	Change
Website			
• Visitors	34,833	39,473	▼ 11%
• Unique Visitors	16,462	16,883	▼ > 1%
• New Visitors	12,744	12,548	▲ 1 %
• Click throughs	20,665	25,481	▼ 15%
• Room Tax Revenue (May)	\$ 32,493.32	\$ 44,653.42	▼ 37%
• Room Revenue (Apr)	\$ 1,145,228	\$1,246,521	▼ 8.1%
• Rooms Sold (Apr)	13,085	14,025	▼ 6.7%
• Hotel Occupancy (Apr)	49.8	60.4	▼ 17.6%

	Year to date	04/08	Change
Website			
• Visitors	163,008	162,439	▲ 5%
• Unique Visitors	75,908	74,239	▲ 4%
• New Visitors	63,295	47,756	▲ 32%
• Click throughs	80,343	84,649	▲ > 1%
Room Tax Revenue (May)	\$ 171,791.64	\$ 176,385.42	▼ 3%
Rooms Sold (Apr)	40,101	45,618	▼ 12.1%
Room Revenue (Apr)	\$ 3,178,890	\$ 3,727,513	▼ 14.7%
Hotel Occupancy (Mar)	38.1	49.1	▼ 22.3 %

* 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**

	May	Year to date
• Media Outlets	11	32
• Total Circulation	5,543,603	21,246,198
• Total Impressions	13,859,008	52,845,496

** See Monthly PR report for details