



TOURISM INDICATORS – NOVEMBER 2009

	11/09	11/08	Change
Website			
• Visitors	26,569	32,603	▼ 23%
• Unique Visitors	10,740	15,007	▼ 40%
• New Visitors	7,482	11,419	▼ 51%
• Click throughs	13,840	17,984	▼ 30%
• Rooms booked online	10	17	▼ 70%

	Year to date	11/08	Change
• Visitors	365,677	369,093	▼ 1%
• Unique Visitors	163,130	169,713	▼ 4%
• New Visitors	128,387	121,198	▲ 6%
• Click throughs	222,063	228,732	▼ 3%
• Rooms booked online	340	350	▼ 3%

Revenue, Rooms Sold, & Occupancy	11/09	11/08	Change
• Room Tax Revenue (Nov)	\$ 70,392.58	\$ 63,933.12	▲ 10%
• Room Revenue (Oct)	\$ 1,391,135	\$ 1,499,045	▼ 7.2%
• Rooms Sold (Oct)	15,101	16,005	▼ 5.6%
• Hotel Occupancy (Oct)	55.6	58.9	▼ 5.6%
	Year to date	11/08	
• Room Tax Revenue (Nov)	\$ 527,999.72	\$ 543,607.98	▼ 5%
• Rooms Sold (Oct)	133,325	141,856	▼ 6%
• Room Revenue (Oct)	10,521,756	\$11,256,229	▼ 6.5%
• Hotel Occupancy (Sept)	50.1%	58%	▼ 13.7%

* 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**

	November	Year to date
• Media Outlets	5	74
• Total Circulation	190,247	39,444,163
• Total Impressions	475,618	114,940,551

** See Monthly PR report for details