



TOURISM INDICATORS – OCTOBER 2009

	10/09	10/08	Change
Website			
• Visitors	35,041	31,121	▲ 13%
• Unique Visitors	13,810	13,731	▼ 1%
• New Visitors	9,645	9,983	▼ >1%
• Click throughs	20,280	25,484	▼ 25%
• Rooms booked online	11	23	▼ 100%

	Year to date	10/08	Change
• Visitors	339,108	336,490	▲ 1%
• Unique Visitors	152,390	154,706	▼ 2%
• New Visitors	120,905	109,779	▲ 10%
• Click throughs	194,383	210,748	▼ 8%
• Rooms booked online	333	333	0%

Revenue, Rooms Sold, & Occupancy	10/09	10/08	Change
• Room Tax Revenue (Oct)	\$ 57,548.76	\$ 60,877.68	▼ 5%
• Room Revenue (Sept)	\$ 1,518,925	\$ 1,521,466	▼ 0.2%
• Rooms Sold (Sept)	16,719	16,390	▲ 2.0
• Hotel Occupancy (Sept)	63.6	62.4	▲ 2.0%

	Year to date	09/08	
• Room Tax Revenue (Oct)	\$ 457,605.14	\$ 479,674.86	▼ 5%
• Rooms Sold (Sept)	118,224	125,860	▼ 6.1%
• Room Revenue (Sept)	\$10,521,756	\$11,256,229	▼ 6.5%
• Hotel Occupancy (Sept)	49.4%	57.9%	▼ 14.6

* 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**

	October	Year to date
• Media Outlets	8	69
• Total Circulation	931,479	39,253,916
• Total Impressions	2,328,947	114,464,933

** See Monthly PR report for details