



TOURISM INDICATORS – SEPTEMBER 2009

	09/09	09/08	Change
Website			
• Visitors	36,645	34,415	▲ 6%
• Unique Visitors	16,447	16,933	▼ 3%
• New Visitors	12,572	12,666	▼ 1%
• Click throughs	22,213	24,718	▼ 11%
• Rooms booked online	38	32	▲ 20%

	Year to date	09/08	Change
• Visitors	304,067	305,369	▼ > 1%
• Unique Visitors	138,580	140,975	▲ > 2%
• New Visitors	111,260	99,796	▲ 12%
• Click throughs	174,103	185,264	▼ 6%
• Rooms booked online	322	310	▲ 3%

Revenue, Rooms Sold, & Occupancy	09/09	09/08	Change
• Room Tax Revenue (Sept)	\$ 52,210.26	\$ 53,988.76	▼ 3.4%
• Room Revenue (Aug)	\$ 1,448,144	\$ 1,585,136	▼ 8.6%
• Rooms Sold (Aug)	15,794	16,539	▼ 4.5%
• Hotel Occupancy (Aug)	58.2	60.9	▼ 4.5%

	Year to date	09/08	
• Room Tax Revenue (Sept)	\$ 400,056.38	\$ 418,797.18	▼ 4.5%
• Rooms Sold (Aug)	101,506	109,470	▼ 7.3%
• Room Revenue (Aug)	\$ 9,002,830	\$ 9,734,783	▼ 7.5%
• Hotel Occupancy (Aug)	47.7%	57.2%	▼ 16.7%

* 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**

	September	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