



TOURISM INDICATORS –APRIL 2010

	04/10	04/09	Change
Website			
• Visitors	44,358	35,335	Up 25%
• Unique Visitors	20,969	17,558	Up 19%
• New Visitors	17,250	13,954	Up 23 %
• Click throughs	23,037	24,162	Down 5%
• Rooms booked online	19	23	Down 25%
• Room Tax Revenue (Apr)	\$28,514.04	\$ 30,675.44	down 7%
• Room Revenue (Mar)	\$ 906,087	\$ 835,102	Up 8.5%
• Rooms Sold (Mar)	12,061	10,866	Up 11%
• Hotel Occupancy (Mar)	44.4%	40.0%	Up 11 %
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	Year to date	09	Change
Website			
• Visitors	147,540	127,434	Up 16%
• Unique Visitors	63,867	59,196	Up 8%
• New Visitors	55,458	49,742	Up 11%
• Click throughs	78,126	83,712	Down 6 %
• Rooms booked online	65	86	Down 30 %
Room Tax Revenue (Apr)	\$ 133,952.50	\$ 139,298.32	Down 4%
Rooms Revenue (Mar)	\$ 2,108,737	\$ 2,070,759	Up 1.8%
Room Sold (Mar)	27,871	27,012	Up 3.2%
Hotel Occupancy (Mar)	35.4 %	34.3%	Up 3.2%

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.

