



TOURISM INDICATORS –FEBRUARY 2010

	02/10	02/09	Change
Website			
• Visitors	32,999	26,917	Up 22%
• Unique Visitors	13,055	11,966	Up 9%
• New Visitors	11,561	10,560	Up 6%
• Click throughs	17,177	16,874	Up 5%
• Room Tax Revenue (Feb)	\$47,700.70	\$ 32,402.96	Up 49%
• Room Revenue (Jan)	\$ 514,867	\$ 560,515	Down 8.1%
• Rooms Sold (Jan)	6,876	7,498	Down 8.3
• Hotel Occupancy (Jan)	25.3%	27.6%	Down 8.3

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	Year to date	01/09	Change
Website			
• Visitors	32,999	26,917	Up 22%
• Unique Visitors	13,055	11,966	Up 9%
• New Visitors	11,561	10,560	Up 6%
• Click throughs	17,177	16,874	Up 5%
Room Tax Revenue (Feb)	\$ 89,652.12	\$ 82,364.68	Up 9%
Rooms Revenue (Jan)	\$ 514,867	\$ 560,515	down 8.1%
Room Sold (Jan)	6,876	7,498	down 8.3%
Hotel Occupancy (Jan)	25.3%	27.6%	down 8.3%

\* 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.