



TOURISM INDICATORS – JANUARY 2010

	01/10	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%
• <b>Room Tax Revenue (Jan)</b>	<b>\$41,951.42</b>	<b>\$ 49,961.72</b>	<b>Down 19%</b>
• <b>Room Revenue (Dec)</b>	<b>\$ 628,733</b>	<b>\$ 577,544</b>	<b>Up 8.9%</b>
• <b>Rooms Sold (Dec)</b>	<b>8,070</b>	<b>7,331</b>	<b>Up 10.1%</b>
• <b>Hotel Occupancy (Dec)</b>	<b>29.7%</b>	<b>27%</b>	<b>Up 10.1</b>

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	Year to date	01/09	Change
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• Visitors	32,999	26,917	Up 22%
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• New Visitors	11,561	10,560	Up 6%
• Click throughs	17,177	16,874	Up 5%
<b>Room Tax Revenue (Jan)</b>	<b>\$ 41,951.42</b>	<b>\$ 49,961.72</b>	<b>down 19%</b>
<b>Rooms Sold (Dec)</b>	<b>151,505</b>	<b>159,155</b>	<b>down 4.8%</b>
<b>Room Revenue (Dec)</b>	<b>\$ 13,393,769</b>	<b>\$ 14,185,057</b>	<b>down 5.6%</b>
<b>Hotel Occupancy (Dec)</b>	<b>47.4 %</b>	<b>53.4</b>	<b>down 11.2%</b>

\* 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\*\*

	January	Year to date
• Media Outlets	7	7
• Total Circulation	12,284,325	12,284,325
• Total Impressions	30,710,8135	30,710,813

\*\* See Monthly PR report for details