



TOURISM INDICATORS – JUNE 2010

	06/10	06/09	Change
Website			
<input type="checkbox"/> Visitors	41,895	32,425	Up 27%
<input type="checkbox"/> Unique Visitors	19,124	14,562	Up 31%
<input type="checkbox"/> New Visitors	14,526	11,390	Up 28%
<input type="checkbox"/> Click throughs	23,727	24,025	Down >1%
<input type="checkbox"/> Rooms booked online	23	30	Down 30%
<input type="checkbox"/> Visitors at Info Center	1,871	1,558	Up 20%
<input type="checkbox"/> Room Tax Revenue (June)	\$ 50,812.64	\$ 43,054.48	Up 12%
<input type="checkbox"/> Room Revenue (May)	\$ 1,542,848	\$ 1,532,106	Up 0.5%
<input type="checkbox"/> Rooms Sold (May)	15,427	15,043	Up 2.6%
<input type="checkbox"/> Hotel Occupancy (May)	56.8%	55.4%	Up 2.6 %
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	Year to date	0/9	Change
Website			
<input type="checkbox"/> Visitors	234,632	195,433	Up 20%
<input type="checkbox"/> Unique Visitors	104,075	90,516	Up 11%
<input type="checkbox"/> New Visitors	96,481	74,604	Up 28%
<input type="checkbox"/> Click throughs	128,350	104,368	Up 30% %
<input type="checkbox"/> Rooms booked online	131	135	Down 3 %
<input type="checkbox"/> Visitors at Info Centers	4,020	3,748	Up 7%
<i>Room Tax Revenue (June)</i>	<i>\$ 221,286.56</i>	<i>\$ 214,846.12</i>	Up 3%
Rooms Revenue (May)	\$ 4,916,831	\$ 4,742,233	Up 3.7%
Room Sold (May)	57,039	54,981	Up 3.7%
Hotel Occupancy (May)	43.1%	41.6%	Up 3.7%

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.