



TOURISM INDICATORS –MARCH 2010

	03/10	03/09	Change
Website			
• Visitors	39,249	36,923	Up 7%
• Unique Visitors	16,994	16,932	Up < 1%
• New Visitors	14,016	14,454	Down > 1%
• Click throughs	20,764	25,557	Down 25%
• Rooms booked online	22	35	Down 55%
• Room Tax Revenue (Mar)	\$15,786.34	\$ 24,972.00	down 55%
• Room Revenue (Feb)	\$ 687,746	\$ 675,142	Up 1.9%
• Rooms Sold (Feb)	8,937	8,628	Up 3.3%
• Hotel Occupancy (Feb)	36.4%	35.3	Up 3.3%
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	Year to date	01/09	Change
Website			
• Visitors	103,182	92,099	Up 12%
• Unique Visitors	42,898	41,646	Up 3%
• New Visitors	38,208	35,788	Up 8%
• Click throughs	55,089	59,550	Down 8%
• Rooms booked online	46	63	Down 40%
Room Tax Revenue (Mar)	\$ 105,438.46	\$ 107,336.68	Down 2%
Rooms Revenue (Feb)	\$ 1,202,494	\$ 1,235,657	down 2.7%
Room Sold (Feb)	15,810	16,146	down 2.1%
Hotel Occupancy (Feb)	30.6 %	31.2%	down 2.1%

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.

