



TOURISM INDICATORS –MAY 2010

	05/10	05/09	Change
Website			
<input type="checkbox"/> Visitors	45,197	34,833	Up 30%
<input type="checkbox"/> Unique Visitors	21,084	16,462	Up 28%
<input type="checkbox"/> New Visitors	16,875	12,548	Up 31 %
<input type="checkbox"/> Click throughs	26,497	20,665	Up 28 %
<input type="checkbox"/> Rooms booked online	30	29	Up 4%
<input type="checkbox"/> Visitors at Info Center	1,243	1,363	Down 10%
<input type="checkbox"/> Room Tax Revenue (May)	\$36,521.42	\$ 32,493.22	Up 12%
<input type="checkbox"/> Room Revenue (Apr)	\$ 1,265,246	\$ 1,137,356	Up 11.2%
<input type="checkbox"/> Rooms Sold (Apr)	13,741	12,926	Up 6.3%
<input type="checkbox"/> Hotel Occupancy (Apr)	52.3%	49.2%	Up 6.3 %
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	Year to date	0/9	Change
Website			
<input type="checkbox"/> Visitors	192,737	163,008	Up 18%
<input type="checkbox"/> Unique Visitors	84,951	75,908	Up 11%
<input type="checkbox"/> New Visitors	81,955	63,295	Up 28%
<input type="checkbox"/> Click throughs	104,623	80,343	Up 30% %
<input type="checkbox"/> Rooms booked online	95	105	Down 10 %
<input type="checkbox"/> Visitors at Info Centers	2,149	2,200	Down 2%
<b>Room Tax Revenue (May)</b>	<b>\$ 170,473.92</b>	<b>\$ 171,791.54</b>	<b>Down &gt; 1%</b>
<b>Rooms Revenue (Apr)</b>	<b>\$ 3,373,983</b>	<b>\$ 3,208,115</b>	<b>Up 5.2%</b>
<b>Room Sold (Apr)</b>	<b>41,612</b>	<b>39,938</b>	<b>Up 4.2%</b>
<b>Hotel Occupancy (Apr)</b>	<b>39.6 %</b>	<b>38 %</b>	<b>Up 4.2%</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.