



TOURISM INDICATORS –SEPTEMBER 2010

	08/10	08/09	Change
Website			
<input type="checkbox"/> Visitors	41,279	35,211	Up 17%
<input type="checkbox"/> Unique Visitors	18,965	15,322	Up 24%
<input type="checkbox"/> New Visitors	14,217	11,639	Up 22%
<input type="checkbox"/> Click throughs	25,302	24,985	Up 4%
<input type="checkbox"/> Rooms booked online	24	37	Down 35%
<input type="checkbox"/> Visitors at Info Center	2,096	1938	Up < 1%
<input type="checkbox"/> Room Tax Revenue (Aug)	\$ 70,112.74	\$ 72,402.00	Down 3%
<input type="checkbox"/> Room Revenue (July)	\$ 1,601.194	\$ 1,350,402	Up 18.6%
<input type="checkbox"/> Rooms Sold (July)	16,248	14,775	Up 10%
<input type="checkbox"/> Hotel Occupancy (July)	59.8%	54.4%	Up 10 %
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	Year to date	0/9	Change
Website			
<input type="checkbox"/> Visitors	319,527	267,422	Up 19%
<input type="checkbox"/> Unique Visitors	143,691	122,133	Up 18%
<input type="checkbox"/> New Visitors	126,316	98,688	Up 28%
<input type="checkbox"/> Click throughs	177,020	160,546	Up 11%
<input type="checkbox"/> Rooms booked online	173	284	Down 38 %
<input type="checkbox"/> Visitors at Info Centers	8288	7,686	Up 8%
Room Tax Revenue (Aug)	\$ 353,658.16	\$ 347,848.12	Up 2%
Rooms Revenue (July)	\$ 8,051,784	\$ 7,571,408	Up 6.3%
Room Sold (July)	89,256	85,271	Up 4.7%
Hotel Occupancy (July)	48.1%	45.9%	Up 4.7%

Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 681 of the 876 rooms in Walla Walla County.