



TOURISM INDICATORS – April 2011

	04/11	04/10	Change
<b>Website</b>			
<input type="checkbox"/> Visitors	51,986	44,358	Up 17%
<input type="checkbox"/> Unique Visitors	27,167	20,969	Up 29%
<input type="checkbox"/> New Visitors	22,205	17,250	Up 29%
<input type="checkbox"/> Click throughs	33,374	23,037	Up 45%
<input type="checkbox"/> Rooms booked online	32	19	Up 70%
<input type="checkbox"/> Visitors at Info Center	1,696	328	Up 500%
<input type="checkbox"/> Facebook Likes	218	257	Down 18%
<input type="checkbox"/> Room Tax Revenue (Apr)	\$ 28,344.42	\$28,514.04	Down < 1%
<input type="checkbox"/> Room Revenue (Mar)	\$1,046,914	\$ 904,570	Up 15.7%
<input type="checkbox"/> Rooms Sold (Mar)	11,680	12,039	Down 3%
<input type="checkbox"/> Hotel Occupancy (Mar)	43.1%	44.3%	Down 2.9%
	<b>Year to date</b>	<b>02/10</b>	<b>Change</b>
<b>Website</b>			
<input type="checkbox"/> Visitors	169,244	147,590	Up 15%
<input type="checkbox"/> Unique Visitors	84,491	63,866	Up 32%
<input type="checkbox"/> New Visitors	73,790	55,153	Up 34%
<input type="checkbox"/> Click throughs	96,453	78,123	Up 23%
<input type="checkbox"/> Rooms booked online	76	65	Up 16%
<input type="checkbox"/> Visitors at Info Centers	3,825	896	Up 400%
<input type="checkbox"/> Facebook Likes	7,585	5,369	Up 41%
<input type="checkbox"/> Room Tax Revenue (Apr)	\$ 122,752.64	\$ 133,952.22	Down 9%
<input type="checkbox"/> Room Revenue (Mar)	\$ 2,568,230	\$ 2,107,475	Up 21.9%
<input type="checkbox"/> Rooms Sold (Mar)	30,387	27,861	Up 9.1%
<input type="checkbox"/> Hotel Occupancy (Mar)	38.6%	35.3%	Up 9.2 %

Smith Travel Reports on Room Tax Revenue, Rooms Sold and Hotel Occupancy are one month behind. This report is based on a sample of 680 of the 875 rooms in Walla Walla County.