



TOURISM INDICATORS – FEBRUARY 2011

	02/11	02/10	Change
Website			
<input type="checkbox"/> Visitors	28,898	30,934	Down 7%
<input type="checkbox"/> Unique Visitors	14,545	12,848	Up 13%
<input type="checkbox"/> New Visitors	12,382	11,136	Up 11%
<input type="checkbox"/> Click throughs	20,732	17,208	Up 18%
<input type="checkbox"/> Rooms booked online	10	18	Down 80%
<input type="checkbox"/> Visitors at Info Center	686	215	Up 300%
<input type="checkbox"/> Room Tax Revenue (Jan)	\$ 37,615.18	\$47,700.70	Down 25%
<input type="checkbox"/> Room Revenue (Jan)	\$ 658,157	\$ 515,008	Up 27.8%
<input type="checkbox"/> Rooms Sold (Jan)	8,309	6,881	Up 20.8 %
<input type="checkbox"/> Hotel Occupancy (Jan)	30.6%	25.3%	Up 20.9 %
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	Year to date	02/10	Change
Website			
<input type="checkbox"/> Visitors	60,399	63,933	Down 5%
<input type="checkbox"/> Unique Visitors	30,106	25,903	Up 16%
<input type="checkbox"/> New Visitors	25,936	24,191	Up 6%
<input type="checkbox"/> Click throughs	36,479	34,322	Up 6%
<input type="checkbox"/> Rooms booked online	15	24	Down 60 %
<input type="checkbox"/> Visitors at Info Centers	1370	336	Up 400%
<input type="checkbox"/> Room Tax Revenue (Feb)	\$ 72,604.40	\$ 89,651.84	Down 23%
<input type="checkbox"/> Room Revenue (Jan)	\$ 658,157	\$ 515,008	Up 27.8%
<input type="checkbox"/> Rooms Sold (Jan)	8,309	6,881	Up 20.8 %
<input type="checkbox"/> Hotel Occupancy (Jan)	30.6%	25.3%	Up <b>20.9 %</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 680 of the 875 rooms in Walla Walla County.