



TOURISM INDICATORS – MARCH 2011

| | 03/11 | 03/10 | Change |
|----------------------------|--------------|---------------|-----------|
| Website | | | |
| • Visitors | 56,886 | 39,299 | Up 45% |
| • Unique Visitors | 27,236 | 16,994 | Up 60% |
| • New Visitors | 23,642 | 14,016 | Up 65% |
| • Click throughs | 26,600 | 20,764 | Up 29% |
| • Rooms booked online | 29 | 22 | Up 35% |
| • Visitors at Info Center | 759 | 283 | Up 260% |
| • Facebook Likes | 183 | 299 | Down 60% |
| • Room Tax Revenue (Mar) | \$ 21,803.82 | \$15,786.34 | Up 35% |
| • Room Revenue (Feb) | \$ 863,159 | \$ 687,897 | Up 25.5% |
| • Rooms Sold (Feb) | 10,398 | 8,941 | Up 16.3 % |
| • Hotel Occupancy (Feb) | 42.4% | 36.5% | Up 16.4 % |
| | Year to date | 02/10 | Change |
| Website | | | |
| • Visitors | 117,285 | 103,232 | Up 14% |
| • Unique Visitors | 57,342 | 42,897 | Up 34% |
| • New Visitors | 51,585 | 37,903 | Up 35% |
| • Click throughs | 63,079 | 55,086 | Up 15% |
| • Rooms booked online | 44 | 46 | Down 5 % |
| • Visitors at Info Centers | 2,129 | 568 | Up 385% |
| • Facebook Likes | 7,414 | 5,241 | Up 42% |
| • Room Tax Revenue (Mar) | \$ 94,408.22 | \$ 105,438.18 | Down 12% |
| • Room Revenue (Feb) | \$ 1,521,316 | \$ 1,202,905 | Up 26.5% |
| • Rooms Sold (Feb) | 18,707 | 15,822 | Up 18.2 % |
| • Hotel Occupancy (Feb) | 36.2% | 30.6% | Up 18.4 % |

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.