



TOURISM INDICATORS –NOVEMBER 2010

	10/10	10/09	Change
Website			
• Visitors	37,603	35,041	Up 7%
• Unique Visitors	18,769	13,810	Up 35%
• New Visitors	13,556	9,645	Up 40%
• Click throughs	17,471	25,484	Down 45%
• Rooms booked online	15	11	Up 35%
• Visitors at Info Center	1,120	953	Up 20%
• Room Tax Revenue (Oct)	\$ 61,647.52	\$ 57,548.76	Up 9%
• Room Revenue (Sept)	\$ 1,795,646	\$1,518,949	Up 18.2%
• Rooms Sold (Sept)	18,118	16,612	Up 9.1%
• Hotel Occupancy (Sept)	69%	63.2%	Up 9.2 %
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	Year to date	0/9	Change
Website			
• Visitors	399,168	339,108	Up 18%
• Unique Visitors	182,934	152,390	Up 20%
• New Visitors	155,187	120,905	Up 29%
• Click throughs	213,545	210,748	Up 1%
• Rooms booked online	201	333	Down 165 %
• Visitors at Info Centers	11,653	9,847	Up 18%
Room Tax Revenue (Oct)	\$ 470,398.14	\$ 457,605.14	Up 3%
Rooms Revenue (Sept)	\$ 11,546,300	\$ 10,538,877	Up 9.6%
Room Sold (Sept)	124,715	117,617	Up 6%
Hotel Occupancy (Sept)	52.2%	49.2	Up 6.1%

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.