



TOURISM INDICATORS –OCTOBER 2010

	09/10	09/09	Change
Website			
• Visitors	42,038	36,645	Up 15%
• Unique Visitors	20,474	16,447	Up 24%
• New Visitors	15,315	12,572	Up 22%
• Click throughs	21,971	22,213	Down 1%
• Rooms booked online	14	38	Down 255%
• Visitors at Info Center	2,309	1,208	Up 91%
• Room Tax Revenue (Sept)	\$ 54,092.46	\$ 53,998.76	Down 3%
• Room Revenue (Aug)	\$ 1,698,900	\$ 1,448,431	Up 17.3%
• Rooms Sold (Aug)	17,341	15,794	Up 10.2%
• Hotel Occupancy (Aug)	63.4%	58.2%	Up 10.3 %
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	Year to date	0/9	Change
Website			
• Visitors	361,565	304,067	Up 19%
• Unique Visitors	164,165	138,580	Up 18%
• New Visitors	141,631	111,260	Up 27%
• Click throughs	196,074	185,264	Up 6%
• Rooms booked online	186	322	Down 170 %
• Visitors at Info Centers	10,597	8,894	Up 17%
Room Tax Revenue (Sept)	\$ 407,750.62	\$ 400,056.38	Up 2%
Rooms Revenue (Aug)	\$ 9,750,684	\$ 9,002,830	Up 8.1%
Room Sold (Aug)	106,597	101,506	Up 5.5%
Hotel Occupancy (Aug)	50.1%	47.4%	Up 5.6%

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.