



TOURISM INDICATORS –DECEMBER 2010

	12/10	11/09	Change
Website			
<input type="checkbox"/> Visitors	26,075	25,514	Up 4%
<input type="checkbox"/> Unique Visitors	12,532	9,998	Up 25%
<input type="checkbox"/> New Visitors	8,720	7,102	Up 21%
<input type="checkbox"/> Click throughs	12,425	12,401	Up <1%
<input type="checkbox"/> Rooms booked online	6	5	Up 220%
<input type="checkbox"/> Visitors at Info Center	425	61	Up 70%
<input type="checkbox"/> Room Tax Revenue (Dec)	\$ 52,973.50	\$ 49,930.38	Up 6%
<input type="checkbox"/> Room Revenue (Dec)	\$ 620,855	\$ 622,582	Down 0.03%
<input type="checkbox"/> Rooms Sold (Dec)	8,164	7,957	Up 2.6 %
<input type="checkbox"/> Hotel Occupancy (Dec)	30.1%	29.3%	Up 2.7 %
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	Year to date	0/9	Change
Website			
<input type="checkbox"/> Visitors	454,007	391,191	Up 17%
<input type="checkbox"/> Unique Visitors	209,525	173,128	Up 20%
<input type="checkbox"/> New Visitors	174,021	140,408	Up 24%
<input type="checkbox"/> Click throughs	240,390	223,149	Up 7%
<input type="checkbox"/> Rooms booked online	220	338	Down 160 %
<input type="checkbox"/> Visitors at Info Centers	12,763	10,358	Up 23%
Room Tax Revenue (Dec)	\$ 599,240.11	\$ 577,928.10	Up 3.5%
Rooms Revenue (Dec)	\$ 14,563,684	\$ 13,393,976	Up 8.7.9%
Room Sold (Dec)	159,183	150,602	Up 5.7%
Hotel Occupancy (Dec)	49.8 %	47.1	Up 5.7%

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.