



TOURISM INDICATORS –JANUARY 2011

	01/11	01/10	Change
Website			
• Visitors	31,501	32,999	Down 5%
• Unique Visitors	15,561	13,055	Up 20%
• New Visitors	13,554	13,056	Up 20%
• Click throughs	15,747	17,177	Down 12%
• Rooms booked online	5	6	Down 20%
• Visitors at Info Center	684	121	Up 505%
• Room Tax Revenue (Jan)	\$ 34,988.22	\$ 41,951.14	Down 20%
• Room Revenue (Dec)	\$ 620,855	\$ 622,582	Down 0.03%
• Rooms Sold (Dec)	8,164	7,957	Up 2.6 %
• Hotel Occupancy (Dec)	30.1%	29.3%	Up 2.7 %
<hr/>			
	Year to date	01/10	Change
Website			
• Visitors	31,501	32,999	Down 5%
• Unique Visitors	15,561	13,055	Up 20%
• New Visitors	13,554	13,055	Up 20%
• Click throughs	15,747	17,177	Down 12%
• Rooms booked online	5	6	Down 20 %
• Visitors at Info Centers	684	121	Up 505%
Room Tax Revenue (Jan)	\$ 34,988.22	\$ 41,951.14	Down 20%
Rooms Revenue (Dec)	\$ 620,855	622,582	Down 0.03%
Rooms Sold (Dec)	8,164	7,957	Up 2.6%
Hotel Occupancy (Dec)	30.1%	29.3%	Up 2.7%

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.