



## Annual Meeting

*January 15, 2015*

A photograph of Kyle Mussman, a man with grey hair and a beard, wearing a dark suit, sitting on a motorcycle in a hotel lobby. The lobby has ornate chandeliers and large potted plants.

BIKER. SAILOR. TRAVELER.  
**WALLA WALLA HOTELIER.**

• *Kyle Mussman | Marcus Whitman Hotel* •

Adventure. Relaxation. Discovery. We know why you travel, because we do it too. Our hoteliers and innkeepers have seen the world and brought the best of it back to Walla Walla to share with you.

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.com

Fly *Alaska Airlines* from Walla Walla and check your first case of wine free! [TasteAndTote.com](http://TasteAndTote.com)

# 2014 Metrics

- Kiosk visitation down slightly from 21.9K in 2013 to 20k in 2014
- Website visits increased 30.56% in 2014
- Facebook “likes” increased by 180.75% in 2014
- Walla Walla airport load factor up by 5%
- 9% increase in Hotel & Motel Commission fees
- 13% increase in Sales Lodging Tax

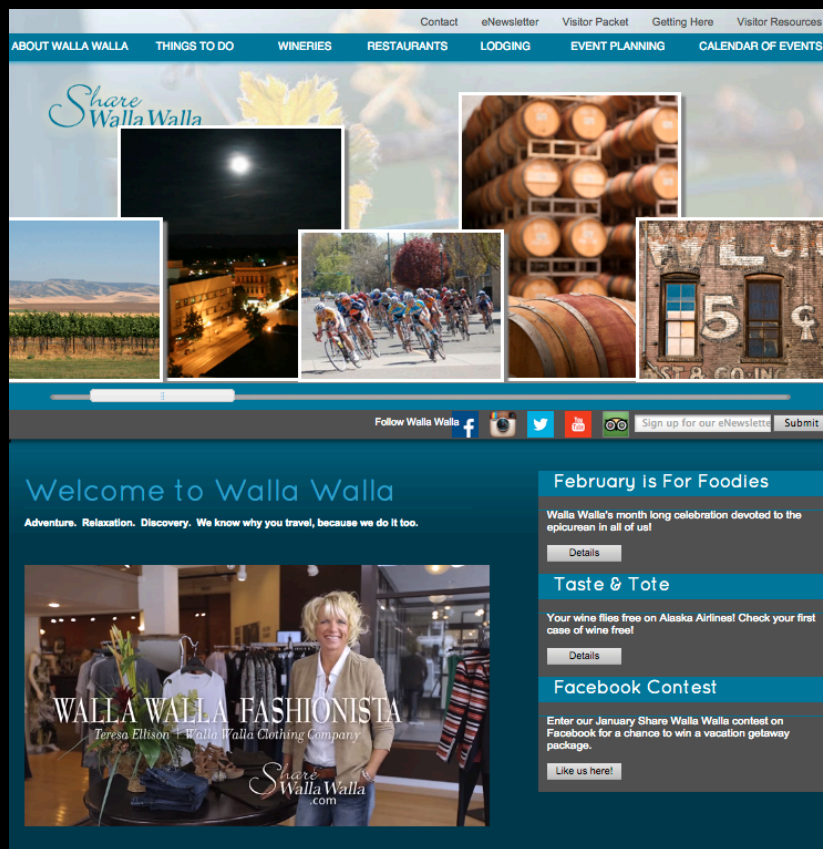
# 2015 Marketing Strategies

- Collaborative efforts continue to pay off by leveraging our resources and gaining additional exposure:
  - Taste Washington with Wine Alliance in March
  - Port of Walla Walla advertising Walla Walla Airport service
  - Walla Walla County co-op funding promoting county area activities services
  - Grants totaling over \$15k awarded to Organizations and events throughout 2015
  - Woodinville Promotion with wine industry partners
  - Cooperative public relations campaign – including partnering with the Walla Walla Wine Alliance on a NYC media trip

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# Website Usability Optimization

- Continue optimizing website usability for visitors and businesses



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# 2014 Tourism Research

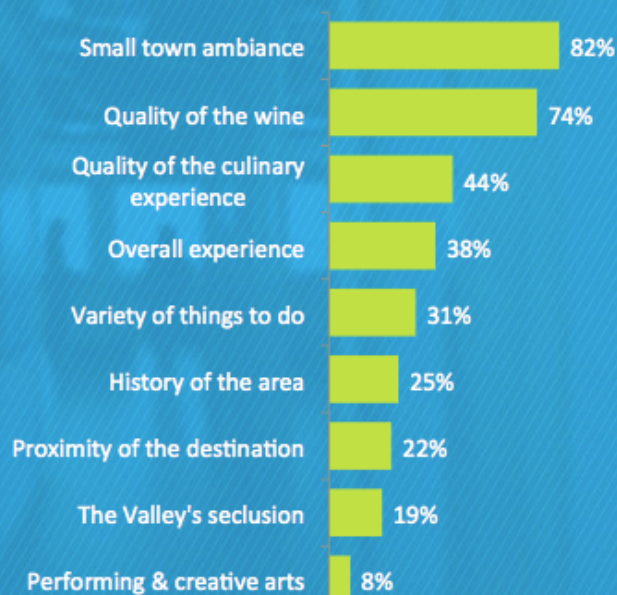
- Visitor's economic impact and contribution to Walla Walla

## WHAT MAKES WALLA WALLA SO SPECIAL?

- Two main draws to Walla Walla Valley are the charming beauty of the town/area, and the quality of local wine.
- Visitors praise the restaurant experience and friendliness of the locals.



### Walla Walla Valley's appeal



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# Group Sales Position



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# Signage Effort



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