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VISIT  
**walla  
walla**

**TOURISM DATA  
FEBRUARY 2019**

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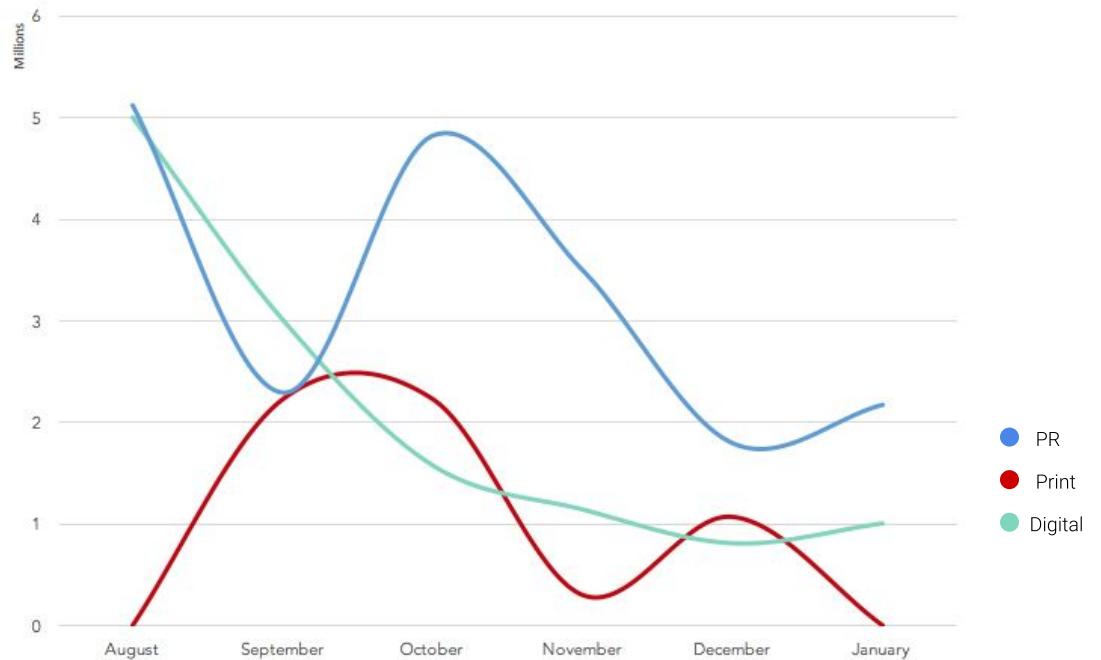
### BIG PICTURE TAKEAWAYS

**PR had a huge month with over \$2.7 million in media value.**

- New digital conversion tracking is now in place.

## EXPOSURE: YTD

In January 2019, we received over 3.1 million impressions coming from digital and PR.



## TRACTION: YTD

Impressions

Website Sessions

○ Impressions were up in October from a big PR month.

○ The dip in traffic is mostly from organic with the new site still being indexed by search engines.



## GOAL CONVERSIONS

21

Visitor Packet  
Downloads

Conversions weren't being tracked until January 23 due to the website update, so these cannot be compared month-over-month.

971

Clicks to  
Stakeholders

Conversions weren't being tracked until January 23 due to the website update, so these cannot be compared month-over-month.

17

Clicks to Call

This is a new conversion, and it consists of people that called a hotel or restaurant directly from the Walla Walla website.

448

Clicks to  
Book



This now includes Jackrabbit conversions.

## JANUARY BY THE NUMBERS

3.1 million  
impressions



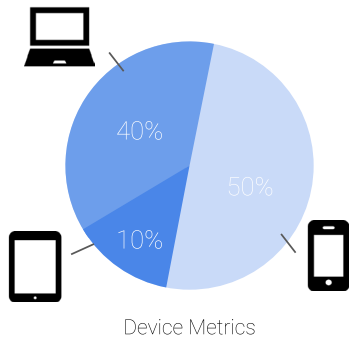
20 thousand  
site visits

Impressions were down in 2019 from cutting print in Google Display this year.

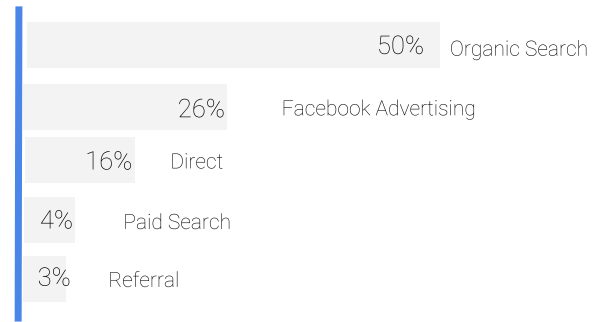
Site traffic was down in January 2019, due to a dip in organic traffic. This is down due to SEO being impacted by the new website.



## WEBSITE SNAPSHOT



Traffic Source Breakdown

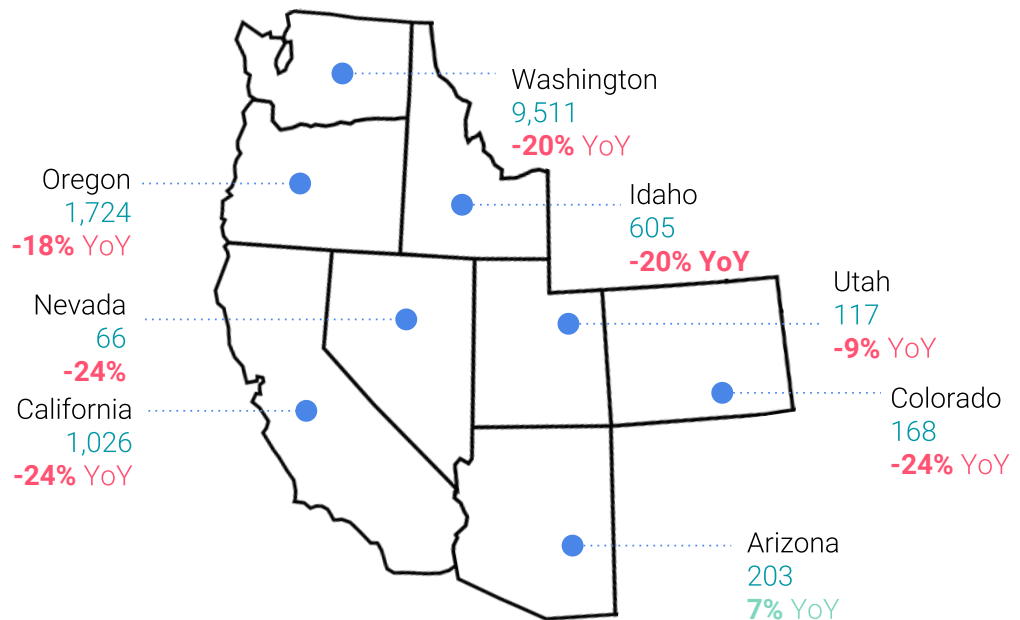


Top Five Pages

1.	Homepage	15%
2.	/wineries	6%
3.	/february-is-for-foodies	5%
4.	/calendar	3%
5.	/things-to-do	3%

## WEBSITE STATS

Traffic is down from a decline on organic traffic.





## BRAND CAMPAIGN

**Visit Walla Walla**  
Sponsored · 🌐

Discover Walla Walla wine country



WALLAWALLA.ORG  
**Explore Walla Walla's Walkable Downtown**  
Plan your getaway

[Learn More](#)

👍❤️🐶 1.5K

85 Comments 236 Shares

**BABY BOOMERS**  
 Impressions: 134,957  
 Link clicks: 1,340  
 Avg. CTR: 0.99%  
 CPC: \$0.99

**MILLENNIALS**  
 Impressions: 173,598  
 Link clicks: 1,301  
 Avg. CTR: 0.75%  
 CPC: \$1.02

**Visit Walla Walla**  
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WALLAWALLA.ORG  
**An Under the Radar Wine Region in the PNW**  
Plan your getaway

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👍❤️😄 Maya Avarzamani, Jean de Rubens and 120 others 17 Comments 6 Shares

## BRAND CAMPAIGN

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## FEB FOR FOODIES

**Visit Walla Walla**  
Sponsored · 🌐

Join us for a full month of events centered around food, wine, and you.



**FEBRUARY**  
*is for* **FOODIES**

**Saffron Mediterranean Kitchen**

Reserve your lodging now [Learn More](#)



**FEBRUARY**  
*is for* **FOODIES**

**The Marc Restaurant**

Reserve your lodging now

👍❤️😄 371      14 Comments 27 Shares

● ..... Impressions: 566,408  
Link clicks: 3,612  
Avg. CTR: 0.64%  
CPC: \$1.43

**Visit Walla Walla**  
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Join us for a full month of events centered around food, wine, and you.



**UARY**  
**OODIES**

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**FEBRUARY**  
*is for* **FOODIES**

**The Marc Restaurant**

Reserve your lodging now [Learn More](#)



**FEBRUARY**  
*is for* **FOODIES**

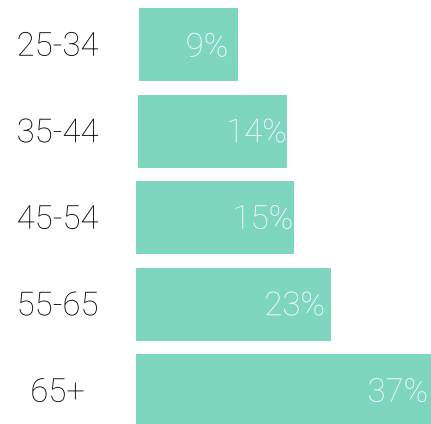
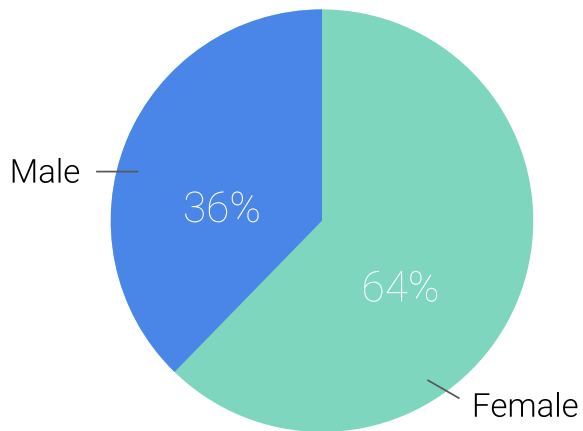
**Three Rivers V**

Reserve your lo

👍❤️😄 371      14 Comments 27 Shares



The audience is trending much older than normal with the addition of the Feb for Foodies campaign in January. More women are clicking on the ads as well.



The following is a timeline of notable coverage/clippings from January. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found [HERE](#).

**January circulation:** 2,176,832

**January UVPM:** 49,923,956

**January value:** \$2,706,335

**Q1 circulation:** 2,176,832

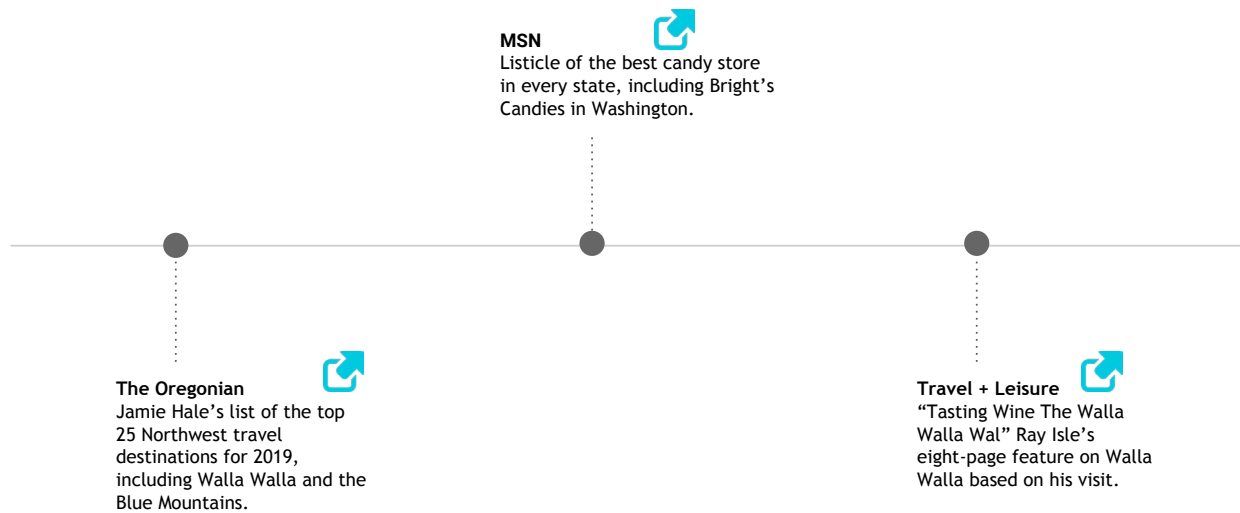
**Q1 UVPM:** 49,923,956

**Q1 value:** \$2,706,335

**YTD 2019 circulation:** 2,176,832

**YTD 2019 UVPM:** 49,923,956

**YTD value:** \$2,706,335





FEBRUARY 2019

# TRAVEL+ LEISURE

HAWAII

THE SEYCHELLES

TENERIFE

SYROS

PORQUEROLLES

## ISLAND ESCAPES

+ THE CARIBBEAN NOW

ST. LUCIA

PUERTO RICO

ST. BART'S

THE BRITISH VIRGIN ISLANDS

TRAVELANDLEISURE.COM FEBRUARY 2019





The vineyards of Abeja Winery in Walla Walla, Washington. Opposite: The tasting patio at Walla Walla's Foundry Vineyards.

## Tasting Wine, the Walla Walla Way

A corner of southeastern Washington known for apples and wheat has also become a compelling wine destination. **TRAVELER** experiences its top-notch Cab and Syrahs, homegrown restaurants, and refreshingly down-to-earth spirit.

PHOTOGRAPHS BY ALANNA HALE



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Just harvested grapes at Woodward Canyon Winery.

Bopp, a lean fellow with extravagant sideburns, a sleeve of tattoos, and a hoop in one ear, who chose a logo for his restaurant that borrows heavily from that of the Dead Kennedys—a chef, in other words—didn't intend to open up in a CeneX station. "I saw the space, and it had a hot dog roller, a microwave, a hot case, and that was it. And I sorta like to cook with actual fire. But I asked some of my guys, 'What do you think if we opened a place in a gas station?' They were like, 'No way. So I asked my wife. She said no way, too. So I came in and told the GM, 'Okay, I'll take it.'"

At one table three young, blond wine tourists were having lunch. At the auto-gadgets rack a guy in hunting camo stood pondering the tire-gauge choices, and at the gas-station register a beefy man in a tank top with frosted tips and sunglasses perched backward on his head was unwittingly channeling Guy Fieri while he paid for a 22-ounce Arizona Iced Tea and some scratch-offs. "So, yeah. Cans of Skool, W.D-40, you can wash your car, get propane...or an insane burger," Bopp said. "It's a great concept. Not that I knew it at the time."

That might go for Walla Walla itself, at least as a wine-tourism destination: a great concept, not that anyone knew it at the time. Hunkered down in the southeastern corner of Washington, a 4½-hour drive from Seattle and equally far from Portland, Oregon, the place isn't really convenient to anywhere. Still, wine has been made

**I**f you want to eat some of the best food there is to be had in Walla Walla, Washington, my suggestion is that you head to the CeneX gas station at the corner of West Rose Street and North Ninth.

That's not a joke. Chef Andrae Bopp has done stints at world-renowned New York destinations like Bouley and Le Bernardin, but for now, this is where he's chosen to run his own restaurant, Andrae's Kitchen. Drive past the pumps, park, walk in. To the left is a blackboard menu and a counter; to the right, a few small tables and the usual gas station stuff: racks of Flamin' Hot Cheetos, tallboys of Monster Energy, an abundance of motor oil. Not long ago, I was sitting at one of those tables talking to Bopp while eating his grilled corn salad (local corn, homemade aioli, cayenne, lime—absolutely good) and short-rib tacos (house-made tortilla, house-smoked short rib, pickled carrot and daikon—also absolutely good). And I was thinking, Well, hell, this is what Walla Walla is all about. The only thing I lacked, since Walla Walla isn't just a town but also the most acclaimed wine-growing region in Washington, was a glass of wine.



Nakengo Adiza makes wine at his new dining restaurant, Whitestone Crawford.



Downtown Walla Walla sits in a valley near the Blue Mountains.

in the Walla Walla area since Italian immigrants first began arriving in the late 1800s. And since the 1970s, when Gary Figgins kick-started Walla Walla's modern wine era by founding Louisa Cellar, the first winery in the region, the vineyards have produced great wine: robust, tobacco-scented Cabernets; velvety, layered Merlots; Syrahs that melt on your palate, all ripe blackberry fruit cut with peppercorn. The Walla Walla Valley, which stretches south across the Oregon border, was designated as an American Viticultural Area in 1984, but the town only caught on in recent years, as the push to explore off-the-beaten-path wine regions has driven visitors to unsung corners of the Pacific Northwest. These days a one-hour flight from Seattle gets travelers to Walla Walla with a minimum of effort, which has resulted in a huge boom in downtown and near-to-town tasting rooms, not to mention the restaurant and hotel scenes.

That's a major change, and it's been some years coming. As Dan Wampler, who runs the winery at Abeja with his wife, Amy Alvarez-Wampler, said, "A decade ago Main

Street was a lot shorter, and it was a ghost town at either end." We were sitting on Abeja's porch, sipping his vibrant 2016 Abeja Chardonnay. A couple of guests at the high-end B&B Abeja operates were enjoying breakfast in the morning sun as Wampler described Walla Walla's blossoming. Now there are tasting rooms by the dozen, among them such critically acclaimed producers as Spring Valley Vineyard, Doubleback, and Seven Hills Winery. Top-notch restaurants line Main Street, which is anchored at one end by the new Walla Walla Steak Co., in the town's beautifully renovated old train station. And there is a plethora of wine bars, patisseries, and coffee



## Travel + Leisure

### "Tasting Wine The Walla Walla Way"

Value: \$3,250

## TRAVEL+LEISURE



shops. "There are probably six or seven venues for live music every night," Wampler said. "My wife and I kind of won the lottery for winemakers when we ended up here." Now, no one could ever confuse Walla Walla for Napa. Wine is big here, as are apples, but what runs the place. When I queried one local farmer about whether he'd ever considered growing grapes, he said, "Hell, no." How big, I asked, was his farm? "Oh, I'm small. Six thousand acres or so." Big, he informed me, was more like 20,000 acres. In many ways Walla Walla is still a quiet rural town in an ocean of wheat. Sure, you can buy excellent artisanal goat cheeses (from the irrepressible French-expat cheese maker Pierre-Louis Monnet) and heirloom tomatoes at the farmers' market, but you can also swing by Kicker's general store and buy a 25-pound bag of Walla Walla's famed sweet onions from a crate by the parking lot. And Walla Walla still has that small-town interconnectedness. As winemaker Casey McClellan of Seven Hills Winery explained, "My father told me in Walla Walla you should only say nice things, because you never know if you're talking to someone's brother or sister or cousin-in-law." That also means it's the kind

of place where, when Chris and Island ANSWERS of Saffron, Mediterranean Kitchen needed to move to a new space, they enlisted their entire Croux family to help out. "They moved the whole place in four hours," Island told me. "They were loading things onto the trucks faster than we could take them out."

Yet despite its small-town vibe, Walla Walla is hardly provincial. When you eat at Saffron, the ANSWERS of Saffron, a crisp Turkish flatbread stuffed with house-made lamb sausage, local greens, and smoked yogurt, makes you wonder if you'd somehow teleported to Istanbul. Sip one of bartender Jim German's sublime cocktails at the new Passatempo Taverna and you could easily be convinced you're in one of Seattle's coolest bars, with not a clue that Passatempo's high-design space was once the Paxtime Cafe, a blue-collar Italian joint with a lasagna deal on Thursdays. Head a few blocks outside of downtown, and you'll find the airy Foundry Vineyards tasting room, which doubles as an art gallery showing nationally known contemporary artists.

But while Walla Walla may have become a place with wine shops selling 500 bottles of Cabernet, it's still the town where the demolition derby at the county fair is among the biggest draws of the year. "Growing up here, you kind of come up with your own fun," local Daylan Gibbard told me. "My friends had this place four miles out on Last Chance Road, and they'd make a potato cannon and go out there and lob potatoes at the cows."

Rick Small, the founder of Woodward Canyon Winery, grew up in a farming family. He also happens to make some of the state's best Cabernets, and has for more than three decades now. The second winery founded in the region, Woodward Canyon got its name from the school bus route that Small took as a kid. But the Smalls, like other longtime Walla Walla families, were wheat and cattle farmers. "We've had family land in Woodward Canyon for three generations now," he told me in the winery's cozy tasting room, a few miles outside of town. "Oh, my

## WALLA WALLA MAY HAVE WINE SHOPS SELLING \$100 BOTTLES OF CABERNET, BUT THE DEMOLITION DERBY IS STILL THE BIGGEST DRAW OF THE YEAR.

mother's side I'm five generations here." Small might have ended up farming wheat himself, but when he was in the Army Reserve he started making wine with Figgins, his friend and fellow reservist. One thing led to another, and in 1981, Small founded Woodward Canyon. Figgins edged him out with Louvet by four years, but when I asked Small whether there were other vineyards around when he planted his vines, he laughed. "Oh, no—this was all wheat, wheat, wheat. I had no water rights, so I was hauling the water up, and I didn't have power either. Everyone thought I was an absolute raving lunatic. Plus I had long hair then. Now I have no hair, but I'm still a long hair person."

I mentioned that it's strange how long it took the Walla Walla wine industry to get going, given the quality of what's being made. "The thing is," Small replied, "we could have had a wine industry here generations ago. But the Italian immigrants in the area were planting Mediterranean varieties, and they just froze out. Particularly in the '80s, Walla Walla had awful frozes. Temperatures that went from 70 degrees to negative 30 degrees in a couple of days. During one of them, my dad was up in the mountains hunting, and he said it got so cold so fast that the sap in the branches of the pines froze. Limbs would crack and drop off the trees."

Whether because of global warming or just seasonal variation, recent years in Walla Walla haven't been as brutal. Woodward Canyon's 2014 Artist Series Cabernet Sauvignon, with its lush, black-cherry fruit, radiates the warmth of the 2014 harvest—one of a string of superb vintages that has continued through 2018. Small has had little to worry about, at least in terms of weather. Later, as we stood amid the vineyard rows in Woodward Canyon, a distant high-pitched yipping brought an annoyed look to his face. I asked what it was.



"Coyotes." "Well, at least you don't have to worry about them eating grapes." "Oh, they'll eat grapes," he said. "Absolutely. Especially Merlot." Later, at the new Eritage Resort, I contemplated the oddity of Merlot-eating coyotes as I heated, sunglasses on, in the pool. Eritage is a joint project of Walla Walla's Justin Wylie, vintner at Va Piano Vineyards, and hotelier-restaurantier Chad Mackay of Seattle's Fire & Vine Hospitality. It's the first of a series of high-end hotel properties slated to open in and around town in the next few years. Eritage's rooms all have private decks or patios, the requisite hot tubs, and large tubs in which one can soak pleasantly while considering which wineries to visit the next day—all touches not available at previous Walla Walla hotel options, which have largely run to Holiday Inn Expresses and the like. Eritage is outside of town, surrounded by vineyards and wheat fields. It has a lot of a build-it-and-they-will-come feel, but based on the serenity of the rooms and the quality of executive chef Brian Price's

travelandleisure.com 85



Frog Hollow Farm's Amy Dietrich is the go-to supplier for Walla Walla's finest restaurants. Opposite: Hand-cut fries with pulled pork, pickled peppers, and a Crystal Red sauce, as at Andrea's Kitchen.

cooking, travelers would be foolish not to. Price moves adeptly between additively delicious takes on comfort food, like butter-milk fried chicken with kale-apple-bacon slaw, and more ambitious yet equally satisfying dishes such as roasted Alaskan halibut with a chowder of razor clam and bacon and a parsley-and-bone-marrow salad—a combo that sounds odd but tastes fantastic. Almost all the produce comes from local farms, and if you stop by, say, Frog Hollow Farm the next day, as I did, the whole concept of "farm-to-table" dining pops into life. Frog Hollow's stand is open daily, and it's a pleasure chatting with the amiable proprietor, Amy Dietrich, about her Honeynut squash, which Price roasts and serves with wheat-cherry risotto and chutney—or, more entertainingly, how her first plant sale was so successful that it caused a traffic jam that the cops had to sort out. She will hosts the event every May, offering more than 100 types of heirloom tomatoes, vegetables, herbs, and flowers, along with baby goats for kids to pet.



Farm to table, farm to bottle, farm to people: that agrarian immediacy, in essence, is for me what makes Walla Walla so appealing. On my last night, I had dinner at Whitehouse-Crawford, the town's longtime benchmark for fine dining, and ended up in a lengthy conversation with my server, a thoughtful guy named Nakagawa. As it turned out, he'd gotten up at six that morning to crush grapes for the two barrels of wine he was making in his basement, before heading over to his restaurant shift. That's Walla Walla. Amy Dietrich of Frog Hollow also works as an obstetric nurse; Andrea Bopp is a certified whitewater-rafting guide; Passatempo bartender extraordinaire Jim German is an accomplished painter. It's a town full of passion projects, but without pretense. Alisa told me he'd moved back to Walla Walla from Seattle because the city was getting to him. "Here," he said, "it's more people-centric."

Bopp put it another way when I stopped back at Andrea's Kitchen on my way to the airport to pick up one of his (again, absurdly delicious) Cuban sandwiches for my flight. "You go to Napa, you won't see the winemaker behind the bar pouring samples, or the chef working the register," he said, handing me my receipt. "Here in Walla Walla, you will." ✕

Ray Isle is T+L's wine and spirits editor.



From top: Hanger steak with almond- and-caper berry salsa and roasted potatoes at Saffron; Mediterranean Kitchen; the farm stand at Frog Hollow Farm, outside of town; Tricia Rine, a server at Passatempo Taverna.



## DRINKING & DINING IN WALLA WALLA

Make a long weekend of it—a three- or four-day trip will give you enough time to experience the top wineries and restaurants at a leisurely pace.

### Getting There & Around

Alisa Anderson offers free flights per day to Walla Walla from Seattle's Sea-Tac Airport on the return leg, as you check a case of wine for free. Here's a case at the Walla Walla airport, or here's a case guide to pick up. Chris Wood of **Taste Wine Tours** ([www.tastewinetours.com](http://www.tastewinetours.com)) and Ali Rodgers of **The Tasting Co.** ([thetastingco.com](http://thetastingco.com)) offer curated itineraries to your tastes and budget.

### Where to Stay

The top lodgings are just a short drive outside Walla Walla. The new **Eritage Resort** ([eritage.com](http://eritage.com)) (doubles from \$160) offers peace and privacy in a luxurious setting (and a full-service spa, a golf course, and a restaurant) and is convenient to several top wineries and restaurants. The **Isle at Alisa** ([alisa.com](http://alisa.com)) is a

ret. studios from \$229 is set in a beautifully renovated group of farm-of-the-century farmstead buildings at **Alisa Winery**. It's a case to try the excellent wines you buy. The tasting room is open only to making 101 customers and no guests.

### Where to Taste

Book a spot at the best tasting at **Seven Hills Winery** ([sevenhills.com](http://sevenhills.com)) (doubles from \$160) for a small blue paired with wines such as the much-acclaimed 2015 Seven Hills Vineyard Merlot. At other top spots—like the cozy tasting room of **Spring Valley Vineyard** ([springvalleyvineyard.com](http://springvalleyvineyard.com)) and **Charles Smith Winery** ([charles-smith.com](http://charles-smith.com))—a cool-industrial space in an old warehouse—you can just walk in. A five-minute drive away, the reason "industrial district" is home to **Foundry Vineyards**

([foundryvineyards.com](http://foundryvineyards.com)), which has a workshop, art gallery, and sculpture garden, and **Granary Cellars** ([granarycellars.com](http://granarycellars.com)) where you should make a reservation by the Mass. Sommelier turned winemaker Greg Herington's wine class. Sprinkle. Ten minutes outside of town, head to **Woodward Canyon Winery** ([woodwardcanyon.com](http://woodwardcanyon.com)) for Rick Small's gorgeous Cabernets. Other great nearby venues include **Paper Bridge Winery** ([paperbridge.com](http://paperbridge.com)) for sample, sip, and savor; **Marble**, a wine bar and restaurant; and **Budy Winery** ([budywinery.com](http://budywinery.com)) for a sample, sip, and savor. Marla, a wine bar and restaurant, is the street from the airport, and the sleek, modern tasting room at **Long Shadow Winery** ([longshadow.com](http://longshadow.com)) is a

### Where to Eat

The farm stand at **Frog Hollow Farm** ([frohollowfarm.com](http://frohollowfarm.com)) is open Friday from May to December, but if you're in a hurry, proprietor Amy Dietrich can arrange a tour of the farm. Too, it's also a regular presence at **Walla Walla Downtown Farmers' Market** ([wallawallafarmersmarket.com](http://wallawallafarmersmarket.com)) every on Saturdays. At Saffron

**Mediterranean Kitchen** ([mediterraneankitchen.com](http://mediterraneankitchen.com)) (doubles \$27-\$45), chef Chris Anderson channels Middle Eastern and southern European food traditions through local produce. **Whitehouse-Crawford** ([whitehouse-crawford.com](http://whitehouse-crawford.com)) (doubles \$29-\$44), which opened in 2000, is still the premier white-tablecloth destination, with a lengthy selection of top Northwest wines. At **Passatempo Taverna** ([passatempotaverna.com](http://passatempotaverna.com)) (doubles \$24-\$35), do not miss the house's cocktails. And if you're after a late-night bite, don't make it to **Andrea's Kitchen** ([andreas-kitchen.com](http://andreas-kitchen.com)) (doubles \$18-\$19) before heading home. Top it off with the past to pick up a Cuban or house-smoked brisket sandwich for the plane—40.

The farm stand at **Frog Hollow Farm** ([frohollowfarm.com](http://frohollowfarm.com)) is open Friday from May to December, but if you're in a hurry, proprietor Amy Dietrich can arrange a tour of the farm. Too, it's also a regular presence at **Walla Walla Downtown Farmers' Market** ([wallawallafarmersmarket.com](http://wallawallafarmersmarket.com)) every on Saturdays. At Saffron

Walla Walla



The new Eritage Resort.

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## Northwest Travel Guide 2019: 25 adventures for the year ahead

By Jamie Hale | The Oregonian, OregonLive | Posted January 01, 2019 at 08:00 AM | Updated January 02, 2019 at 10:01 AM

545 shares



Jamie Hale/The Oregonian

### Blue Mountains

The Blue Mountains are one of the more underexplored areas of the Pacific Northwest, running through the corners of northeast Oregon and southeast Washington. The range is managed by the [Umatilla National Forest](#), which runs wilderness areas, hunting grounds and developed campgrounds. The mountains are also flanked by the towns of Pendleton and Walla Walla, both worth more than a day trip in their own right.






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**Taste of Home**

## The Best Candy Store from Every State

Amanda Tarlton 2019-01-08



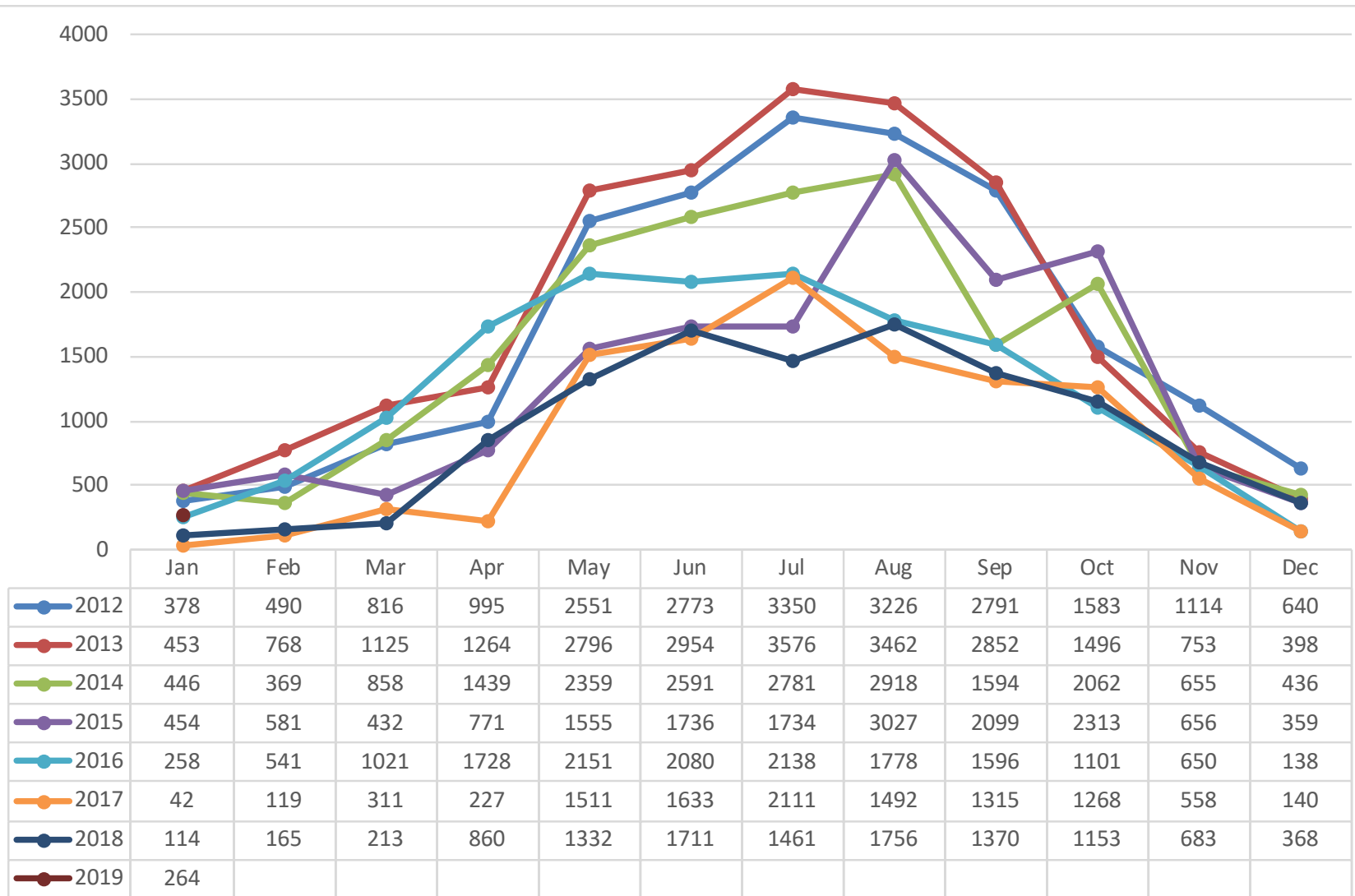
48/51 SLIDES © Courtesy of Bright's Candies [Full Screen](#)

### Washington

Bright's Candies, Walla Walla

Lord Licorice and Princess Frostine would definitely approve of this real-life Candy Land. Since 1934, [Bright's](#) has been making their own confections, along with fresh caramel corn, ice cream and chocolate for days.

## VISITOR KIOSK NUMBERS - THROUGH JANUARY 2019





**WALLA WALLA REGIONAL AIRPORT**  
**Alaska Air Load Factor**

**Year 2019: Outbound (Walla Walla to Seattle)**

Flight #	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 YTD	2018 Jan	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Yr End
#2087 - 5:10 AM	73.77%												73.77%	77.94%	80.33%	80.83%	81.99%	85.75%	79.95%	73.43%
Pass. (Rev/Non)	1,626												1,626	1,777	21,656	20,466				
No. of Flights	29												29	30	355	333				
#2079 - 11:50 AM	67.34%												67.34%	72.64%	79.61%	79.67%	68.36%	75.52%	68.84%	65.09%
Pass. (Rev/Non)	1,433												1,433	1,601	21,437	21,006				
No. of Flights	28												28	29	354	347				
#2021 - 6:59 PM	34.21%												34.21%	43.98%	56.20%	63.58%	59.24%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	156												156	702	7,911	9,773				
No. of Flights	6												6	21	186	204				
Average	67.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	67.15%	64.85%	73.38%	74.69%	71.18%	80.64%	74.40%	69.26%

1/2019 Cancel	Reason	1/2018 Cancel
2	Wthr.	1

3	Wthr.	2
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0		1
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5		4
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**Year 2019: Inbound (Seattle to Walla Walla)**

Flight #	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 YTD	2018 Jan	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Year End
#2096 - 11:12 AM	69.60%												69.60%	70.19%	71.39%	73.33%	66.00%	84.66%	76.97%	71.60%
Pass. (Rev/Non)	1,481												1,481	1,547	18,739	19,140				
No. of Flights	28												28	29	345	343				
#2020 - 6:21	71.27%												71.27%	79.30%	80.08%	83.83%	84.31%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	325												325	1,808	17,019	20,419				
No. of Flights	6												6	30	270	321				
#2086 - 10:20 PM	72.73%												72.73%	69.74%	69.00%	68.18%	67.91%	75.95%	72.15%	68.42%
Pass. (Rev/Non)	1,603												1,603	1,006	13,930	11,323				
No. of Flights	29												29	21	267	218				
Average	71.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	71.20%	73.08%	73.77%	75.11%	71.90%	80.31%	74.56%	70.01%

1/2019 Cancel	Reason	1/2018 Cancel
3	Wthr.	2

0		1
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2	Wthr.	1
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5		4
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**Combined Inbound/Outbound Average**

Combined Average:	69.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	69.18%	68.97%	73.57%	74.90%	71.54%	80.47%	74.48%	69.64%
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\*\*Note: 11/4/2018: 3 RT per day at 5 days per wk. No TU & SA 6:30 pm IN and 7:00 pm OUT.

1/6/2019: 2 RT per day at 7 days per wk.

Monthly Passenger and Flight Report January 2019

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
		Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu				
Flights operated I/B	R	3	3	3	3	3	3	2	2	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	2	2	2	2	63	Total Flights operated I/B		
Flights cancelled I/B	R	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	5	Total Flights cancelled I/B		
Flagstops operated I/B	R	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Total Flagstops operated I/B		
Flight 2096	R	24	48	37	54	49	62	57	46	62	62			74	65	54	34	36	69	44	46	48	46	37	58	48		70	72	43	40	44	69.60%	2096 Load Factor	28	
	NR	1	3	0	4	0	4	0	1	4	0			0	0	1	1	4	2	8	1	2	1	2	1	7		0	0	4	1	0				
Flight 2020	R	48	41	54	61	51	63																										71.27%	2020 Load Factor	6	
	NR	0	0	0	7	0	0																													
Flight 2086	R	27	46	31	59	56	67	56	65	49		64	68	66	43	36	44	61	64	48	33	43	52	71	66	61	58		65	47	54	62	72.73%	2086 Load Factor	29	
	NR	3	1	2	1	2	1	1	0	0		2	0	1	2	3	0	3	3	1	2	0	4	0	0	4	0		2	1	0	2				
Daily I/B Revenue Total		99	135	122	174	156	192	113	111	111	62	64	68	140	108	90	78	97	133	92	79	91	98	108	124	109	58	70	137	90	94	106	3309	MTD I/B Revenue Passengers		
Daily I/B Non-Rev Total		4	4	2	12	5	1	1	4	0	2	0	2	0	1	2	4	1	7	5	9	3	2	5	2	1	11	0	2	5	1	2	100	MTD I/B Non-Rev Passengers		
Daily I/B Passenger Total		103	139	124	186	158	197	114	112	115	62	66	68	141	110	94	79	104	138	101	82	93	103	110	125	120	58	70	139	95	95	108	3409	MTD I/B All Passenger Total		
Daily I/B Load Factor		45%	61%	54%	82%	69%	86%	75%	74%	76%	82%	87%	89%	93%	72%	62%	52%	68%	91%	66%	54%	61%	68%	72%	82%	79%	76%	92%	91%	63%	63%	71%	71.20%	MTD I/B Load Factor		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
		Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu				
Flights operated O/B	R	3	3	3	3	3	3	2	2	2	2	0	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	1	2	2	2	63	Total Flights operated O/B		
Flights cancelled O/B	R	0	0	0	0	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	5	Total Flights cancelled O/B		
Flagstops operated O/B	R	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Total Flagstops operated O/B		
Flight 2087	R	47	49	53	60	44	52	53	35	47	30		42	49	67	43	58	63	57	74	54	60	55	69	72	72	64	73		38	48	61	73.77%	2087 Load Factor	29	
	NR	3	1	0	1	0	0	2	0	1	2		2	1	1	2	2	1	3	0	1	2	2	4	0	1	2	0		0	3	0				
Flight 2079	R	59	49	37	48	41	61	36	41	43	42			45	35	36	40	60	45	48	57	69	45	50	48	52		67	70	47	57	42	67.34%	2079 Load Factor	28	
	NR	4	1	0	2	4	2	0	0	2	3			6	0	0	5	2	0	5	0	5	0	1	3	4		3	1	0	5	5				
Flight 2021	R	20	34	21	19	18	31																										34.21%	2021 Load Factor	6	
	NR	1	2	0	3	2	5																													
Daily O/B Revenue Total		126	132	111	127	103	144	89	76	90	72	0	42	94	102	79	98	123	102	122	111	129	100	119	120	124	64	140	70	85	105	103	3102	MTD O/B Revenue Passengers		
Daily O/B Non-Rev Total		8	4	0	6	6	7	2	0	3	5	0	2	7	1	2	7	3	3	5	1	7	2	5	3	5	2	3	1	0	8	5	113	MTD O/B Non-Rev Passengers		
Daily O/B Passenger Total		134	136	111	133	109	151	91	76	93	77	0	44	101	103	81	105	126	105	127	112	136	102	124	123	129	66	143	71	85	113	108	3215	MTD O/B All Passenger Total		
Daily O/B Load Factor		59%	60%	49%	58%	48%	66%	60%	50%	61%	51%	#####	58%	66%	68%	53%	69%	83%	69%	84%	74%	89%	67%	82%	81%	85%	87%	94%	93%	56%	74%	71%	67.15%	MTD O/B Load Factor		
STAR Delays-Station		0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	MTD STAR Delays-Station		
STAR Delays-Other		0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	6	MTD STAR Delays-Other		
Turn Delays-Station		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	MTD Turn Delays-Station	
Turn Delays-Other		0	0	1	0	0	1	0	0	0	1	0	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	8	MTD Turn Delays-Other	
																																		72.41%	MTD STAR On Time	
																																		74.60%	MTD All Flights On Time	
																																		92.65%	MTD I/B schedule completion rate	
																																		92.65%	MTD O/B schedule completion rate	

**Walla Walla Regional Airport**  
**Monthly Passenger Enplanements (Outbound)**

	<u>JAN</u>		<u>FEB</u>		<u>MAR</u>		<u>APR</u>		<u>MAY</u>		<u>JUN</u>		<u>JUL</u>		<u>AUG</u>		<u>SEP</u>		<u>OCT</u>		<u>NOV</u>		<u>DEC</u>	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Enplanements	2,019	0	1,983	0	2,367	0	2,202	0	2,427	0	2,481	0	2,070	0	1,973	0	1,928	0	2,360	0	2,250	90	2,210	80
2003 Y-T-D	2,019	0	4,002	0	6,369	0	8,571	0	10,998	0	13,479	0	15,549	0	17,522	0	19,450	0	21,810	0	24,060	90	26,270	170
2004 Enplanements	1,543	80	2,008	108	2,162	97	2,010	138	2,359	132	2,379	165	1,796	142	2,060	131	2,173	124	2,377	123	2,099	111	2,269	119
2004 Y-T-D	1,543	80	3,551	188	5,713	285	7,723	423	10,082	555	12,461	720	14,257	862	16,317	993	18,490	1,117	20,867	1,240	22,966	1,351	25,235	1,470
2005 Enplanements	1,627	114	1,646	98	2,152	98	2,148	134	2,260	107	2,082	138	1,824	114	1,952	119	1,933	131	2,230	116	2,439	89	2,407	86
2005 Y-T-D	1,627	114	3,273	212	5,425	310	7,573	444	9,833	551	11,915	689	13,739	803	15,691	922	17,624	1,053	19,854	1,169	22,293	1,258	24,700	1,344
2006 Hor.Enplanements	2,054	118	2,134	99	2,526	121	2,297	75	2,317	122	2,400	106	1,976	154	2,029	109	2,317	86	2,485	133	2,287	67	2,205	58
2006 BS Enplanements	0	0	71	2	94	2	113	0	93	1	112	14	125	1	134	1	146	0	91	0	100	0	154	1
2006 Y-T-D	2,054	118	4,259	219	6,879	342	9,289	417	11,699	540	14,211	660	16,312	815	18,475	925	20,938	1,011	23,514	1,144	25,901	1,211	28,260	1,270
2007 Hor. Enplanements	1,944	110	1,833	95	2,286	118	2,241	139	2,583	118	2,414	119	2,224	122	2,422	115	2,408	82	2,750	72	2,490	51	2,757	74
2007 BS Enplanements	99	0	112	0	95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2007 Y-T-D	2,043	110	3,988	205	6,369	323	8,610	462	11,193	580	13,607	699	15,831	821	18,253	936	20,661	1,018	23,411	1,090	25,901	1,141	28,658	1,215
2008 Enplanements	2,436	114	2,530	119	2,492	92	2,360	81	2,507	76	2,438	114	2,281	116	2,216	97	2,354	87	2,513	116	2,306	117	3,149	120
2008 Y-T-D	2,436	114	4,966	233	7,458	325	9,818	406	12,325	482	14,763	596	17,044	712	19,260	809	21,614	896	24,127	1,012	26,433	1,129	29,582	1,249
2009 Enplanements	2,545	140	2,329	102	2,969	128	2,683	109	2,867	120	2,798	143	2,383	172	2,501	118	2,687	112	3,092	124	3,110	133	3,466	137
2009 Y-T-D	2,545	140	4,874	242	7,843	370	10,526	479	13,393	599	16,191	742	18,574	914	21,075	1,032	23,762	1,144	26,854	1,268	29,964	1,401	33,430	1,538
2010 Enplanements	2,179	137	1,970	106	2,575	91	2,431	98	2,649	102	2,494	106	2,090	102	2,242	119	2,379	113	2,619	122	2,642	104	2,780	92
2010 Y-T-D	2,179	137	4,149	243	6,724	334	9,155	432	11,804	534	14,298	640	16,388	742	18,630	861	21,009	974	23,628	1,096	26,270	1,200	29,050	1,292
2011 Enplanements	2,268	113	2,167	103	2,585	72	2,743	98	2,795	118	2,837	129	2,524	121	2,568	105	2,574	100	2,947	113	3,058	119	3,061	99
2011 Y-T-D	2,268	113	4,435	216	7,020	288	9,763	386	12,558	504	15,395	633	17,919	754	20,487	859	23,061	959	26,008	1,072	29,066	1,191	32,127	1,290
2012 Enplanements	2,210	111	2,189	88	2,899	108	2,690	95	2,778	103	2,625	109	2,295	95	2,328	125	2,695	101	3,049	83	2,915	96	3,152	96
2012 Y-T-D	2,210	111	4,399	199	7,298	307	9,988	402	12,766	505	15,391	614	17,686	709	20,014	834	22,709	935	25,758	1,018	28,673	1,114	31,825	1,210
2013 Enplanements	2,279	95	2,334	90	2,849	96	2,630	85	2,885	95	2,824	77	2,634	120	2,470	111	2,851	90	3,055	106	2,839	113	3,400	71
2013 Y-T-D	2,279	95	4,613	185	7,462	281	10,092	366	12,977	461	15,801	538	18,435	658	20,905	769	23,756	859	26,811	965	29,650	1,078	33,050	1,149
2014 Enplanements	2,450	100	2,441	96	3,021	97	2,874	97	2,965	97	3,270	95	2,958	113	2,909	102	3,267	85	3,338	95	3,278	84	3,501	73
2014 Y-T-D	2,450	100	4,891	196	7,912	293	10,786	390	13,751	487	17,021	582	19,979	695	22,888	797	26,155	882	29,493	977	32,771	1,061	36,272	1,134
2015 Enplanements	2,789	90	2,973	88	3,444	87	3,334	112	3,661	98	3,528	115	3,379	123	3,500	113	3,520	107	3,782	101	3,549	112	3,800	90
2015 Y-T-D	2,789	90	5,762	178	9,206	265	12,540	377	16,201	475	19,729	590	23,108	713	26,608	826	30,128	933	33,910	1,034	37,459	1,146	41,259	1,236
2016 Enplanements	3,102	97	3,041	94	3,890	106	3,938	132	4,220	142	4,567	124	3,722	144	3,973	150	4,063	144	4,615	117	4,007	116	4,284	111
2016 Y-T-D	3,102	97	6,143	191	10,033	297	13,971	429	18,191	571	22,758	695	26,480	839	30,453	989	34,516	1,133	39,131	1,250	43,138	1,366	47,422	1,477
2017 Enplanements	3,881	151	3,517	154	4,576	155	4,123	129	4,059	140	4,360	158	3,541	153	4,122	155	3,791	142	4,452	86	4,532	81	4,642	88
2017 Y-T-D	3,881	151	7,398	305	11,974	460	16,097	589	20,156	729	24,516	887	28,057	1,040	32,179	1,195	35,970	1,337	40,422	1,423	44,954	1,504	49,596	1,592
2018 Enplanements	3,940	140	3,811	124	4,765	100	4,338	93	4,629	123	4,454	116	4,249	171	3,881	105	3,526	80	3,735	91	3,862	101	4,473	94
2018 Y-T-D	3,940	140	7,751	264	12,516	364	16,854	457	21,483	580	25,937	696	30,186	867	34,067	972	37,593	1,052	41,328	1,143	45,190	1,244	49,663	1,338
2019 Enplanements	3,102	113																						
2019 Y-T-D	3,102	113																						
Mthly % Change - 18 to 19	-21.3%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	
% Change YTD - 18 to 19	-21.3%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	

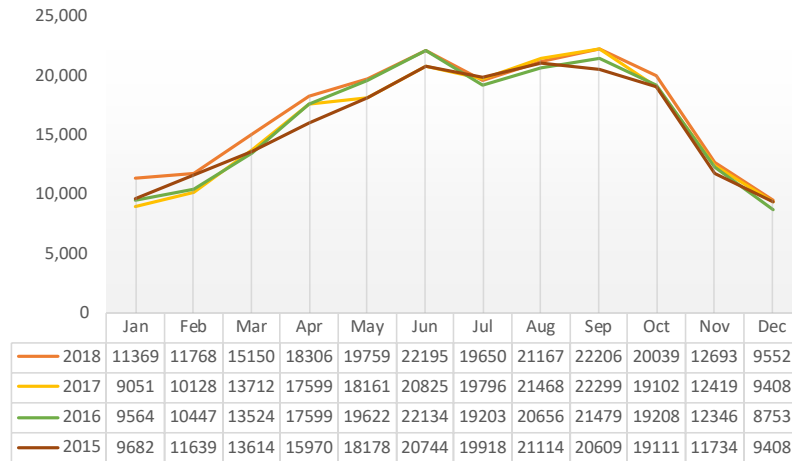
**Walla Walla Regional Airport**  
**Monthly Passenger Deplanements (Inbound)**

	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Deplanements	2,191	0	2,000	0	2,332	0	2,237	0	2,269	0	2,462	0	2,209	0	2,162	0	1,825	0	2,342	0	2,162	87	1,966	82
2003 Y-T-D	2,191	0	4,191	0	6,523	0	8,760	0	11,029	0	13,491	0	15,700	0	17,862	0	19,687	0	22,029	0	24,191	87	26,157	169
2004 Deplanements	1,628	62	1,978	109	2,186	102	2,060	132	2,201	141	2,186	176	1,891	134	2,141	152	2,070	105	2,339	125	2,093	95	2,084	127
2004 Y-T-D	1,628	62	3,606	171	5,792	273	7,852	405	10,053	546	12,239	722	14,130	856	16,271	1,008	18,341	1,113	20,680	1,238	22,773	1,333	24,857	1,460
2005 Deplanements	1,688	98	1,635	108	2,106	78	2,179	133	2,074	112	1,960	142	1,823	115	2,207	121	1,889	130	2,223	120	2,378	90	2,295	63
2005 Y-T-D	1,688	98	3,323	206	5,429	284	7,608	417	9,682	529	11,642	671	13,465	786	15,672	907	17,561	1,037	19,784	1,157	22,162	1,247	24,457	1,310
2006 Hor.Deplanements	2,119	110	2,063	93	2,489	119	2,370	94	2,351	116	2,234	123	1,988	147	2,270	114	2,055	88	2,407	129	2,283	74	2,050	83
2006 BS Deplanements	0	0	69	1	101	1	99	1	82	2	112	18	139	1	133	0	90	0	93	0	106	1	82	1
2006 Y-T-D	2,119	110	4,251	204	6,841	324	9,310	419	11,743	537	14,089	678	16,216	826	18,619	940	20,764	1,028	23,264	1,157	25,653	1,232	27,785	1,316
2007 Hor.Deplanements	1,928	91	1,791	107	2,258	111	2,294	133	2,457	128	2,378	114	2,185	120	2,568	82	2,332	84	2,699	60	2,540	45	2,460	93
2007 BS Deplanements	104	1	97	1	58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2007 Y-T-D	2,032	92	3,920	200	6,236	311	8,530	444	10,987	572	13,365	686	15,550	806	18,118	888	20,450	972	23,149	1,032	25,689	1,077	28,149	1,170
2008 Deplanements	2,574	103	2,625	121	2,495	87	2,403	81	2,431	86	2,375	92	2,310	123	2,465	99	2,241	82	2,478	100	2,160	123	2,949	124
2008 Y-T-D	2,574	103	5,199	224	7,694	311	10,097	392	12,528	478	14,903	570	17,213	693	19,678	792	21,919	874	24,397	974	26,557	1,097	29,506	1,221
2009 Deplanements	2,786	126	2,342	110	3,041	127	2,886	147	2,725	135	2,720	151	2,569	168	2,793	118	2,584	118	3,029	113	3,317	124	3,106	122
2009 Y-T-D	2,786	126	5,128	236	8,169	363	11,055	510	13,780	645	16,500	796	19,069	964	21,862	1,082	24,446	1,200	27,475	1,313	30,792	1,437	33,898	1,559
2010 Deplanements	2,340	110	1,973	84	2,436	86	2,551	103	2,351	96	2,434	112	2,190	99	2,555	110	2,271	118	2,617	126	2,489	107	2,385	78
2010 Y-T-D	2,340	110	4,313	194	6,749	280	9,300	383	11,651	479	14,085	591	16,275	690	18,830	800	21,101	918	23,718	1,044	26,207	1,151	28,592	1,229
2011 Deplanements	2,415	91	2,214	119	2,595	82	2,760	111	2,606	111	2,795	136	2,534	113	2,842	100	2,615	101	2,825	111	2,994	118	2,807	88
2011 Y-T-D	2,415	91	4,629	210	7,224	292	9,984	403	12,590	514	15,385	650	17,919	763	20,761	863	23,376	964	26,201	1,075	29,195	1,193	32,002	1,281
2012 Deplanements	2,501	91	2,215	93	2,742	121	2,770	100	2,714	116	2,521	92	2,139	104	2,643	124	2,685	97	2,918	74	2,807	84	2,882	101
2012 Y-T-D	2,501	91	4,716	184	7,458	305	10,228	405	12,942	521	15,463	613	17,602	717	20,245	841	22,930	938	25,848	1,012	28,655	1,096	31,537	1,197
2013 Deplanements	2,470	87	2,317	89	2,875	77	2,799	97	2,920	92	2,732	75	2,625	106	2,924	109	2,740	107	3,064	80	2,765	112	3,223	73
2013 Y-T-D	2,470	87	4,787	176	7,662	253	10,461	350	13,381	442	16,113	517	18,738	623	21,662	732	24,402	839	27,466	919	30,231	1,031	33,454	1,104
2014 Deplanements	2,695	96	2,393	101	3,081	92	2,965	97	2,845	82	3,137	107	3,076	103	3,217	117	3,171	100	3,348	90	3,133	72	3,252	67
2014 Y-T-D	2,695	96	5,088	197	8,169	289	11,134	386	13,979	468	17,116	575	20,192	678	23,409	795	26,580	895	29,928	985	33,061	1,057	36,313	1,124
2015 Deplanements	3,066	78	2,671	78	3,534	77	3,474	98	3,352	107	3,520	124	3,469	124	4,032	109	3,423	96	3,736	69	3,426	73	3,574	89
2015 Y-T-D	3,066	78	5,737	156	9,271	233	12,745	331	16,097	438	19,617	562	23,086	686	27,118	795	30,541	891	34,277	960	37,703	1,033	41,277	1,122
2016 Deplanements	3,212	90	3,046	99	3,836	81	3,921	137	3,925	148	4,382	152	3,750	143	4,526	149	4,076	144	4,474	116	3,872	118	4,103	105
2016 Y-T-D	3,212	90	6,258	189	10,094	270	14,015	407	17,940	555	22,322	707	26,072	850	30,598	999	34,674	1,143	39,148	1,259	43,020	1,377	47,123	1,482
2017 Deplanements	4,123	127	3,407	155	4,481	138	4,333	120	3,854	123	4,256	160	3,635	148	4,535	141	3,812	132	4,476	77	4,369	54	4,018	90
2017 Y-T-D	4,123	127	7,530	282	12,011	420	16,344	540	20,198	663	24,454	823	28,089	971	32,624	1,112	36,436	1,244	40,912	1,321	45,281	1,375	49,299	1,465
2018 Deplanements	4,242	119	3,862	133	4,619	93	4,528	92	4,562	126	4,244	123	4,144	155	4,108	72	3,156	73	3,533	89	3,573	102	3,843	98
2018 Y-T-D	4,242	119	8,104	252	12,723	345	17,251	437	21,813	563	26,057	686	30,201	841	34,309	913	37,465	986	40,998	1,075	44,571	1,177	48,414	1,275
2019 Deplanements	3,309	100																						
2019 Y-T-D	3,309	100																						
Mthly % Change - 18 to 19	-22.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	
% Change YTD - 18 to 19	-22.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%		-100.0%	

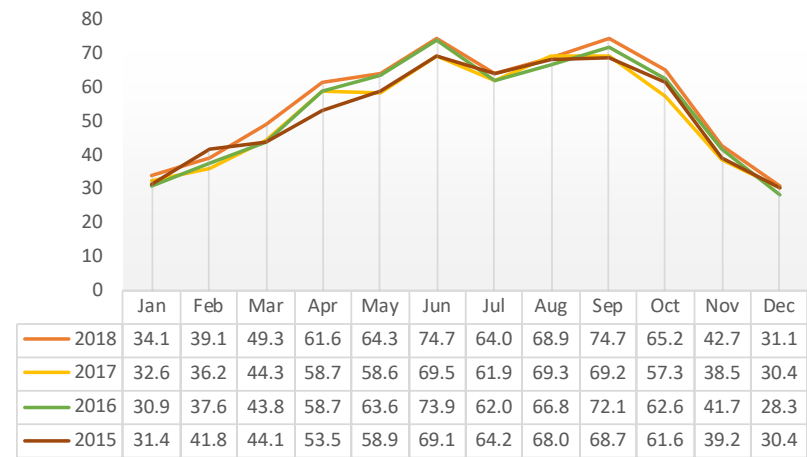


# STR REPORT - MONTH OVER MONTH 2015-2018

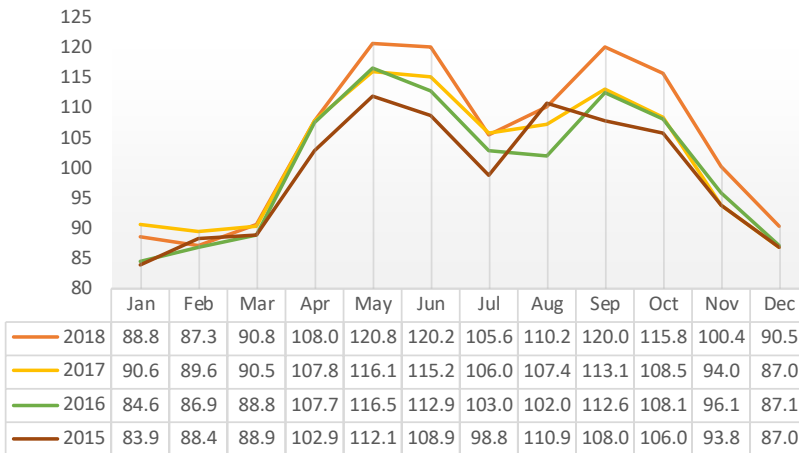
Rooms Sold - 2015 to 2018



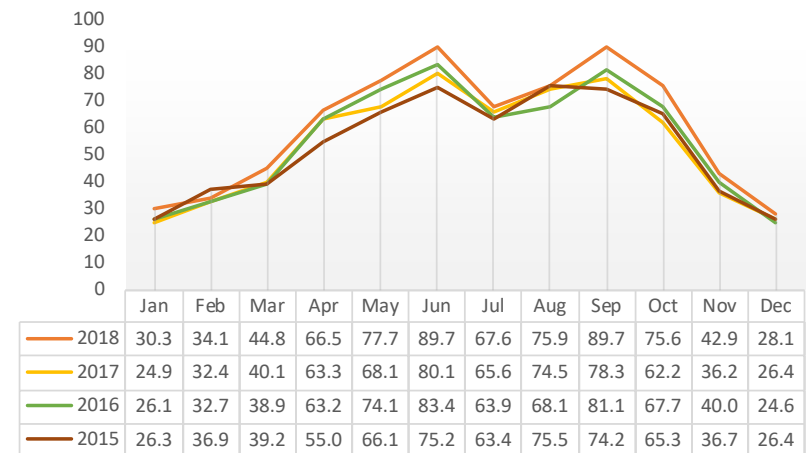
Occupancy % - 2015 to 2018



ADR - 2015 to 2018

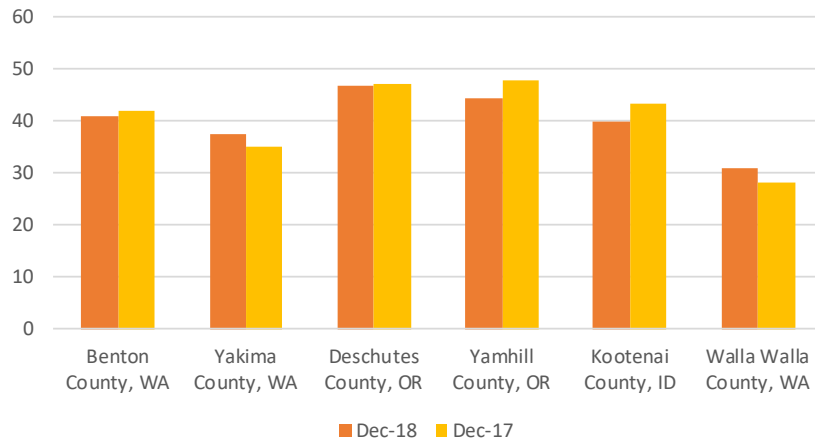


RevPAR - 2015 to 2018

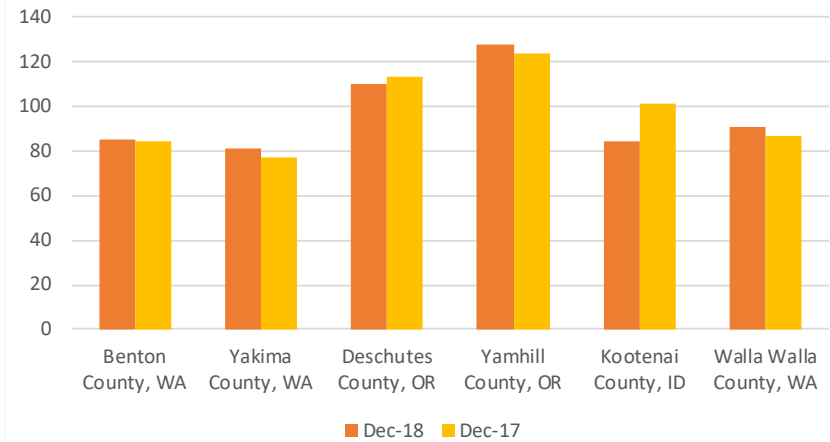


## STR CHARTS - DECEMBER 2018

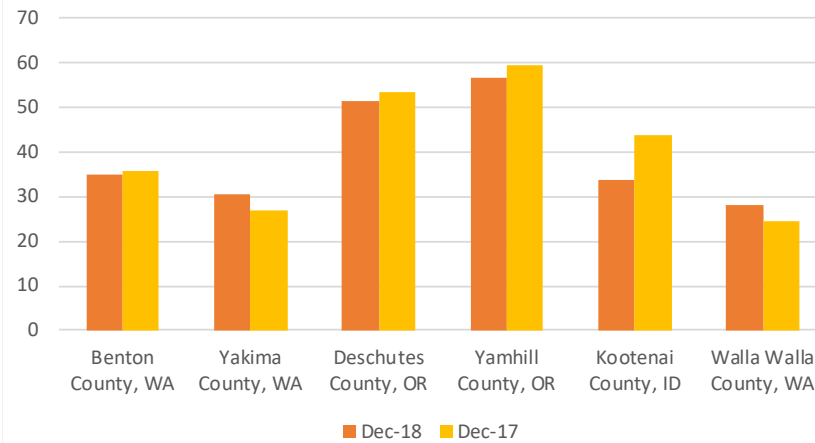
Occupancy % Annual Comparison by Month



ADR Annual Comparison by Month

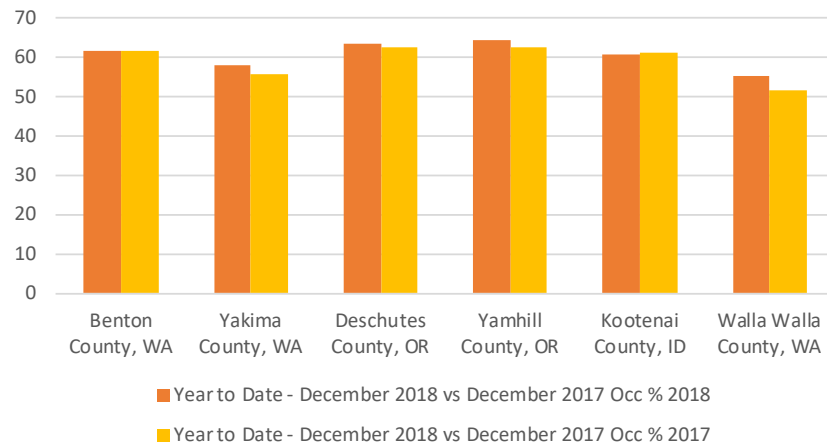


Revenue PAR Annual Comparison by Month

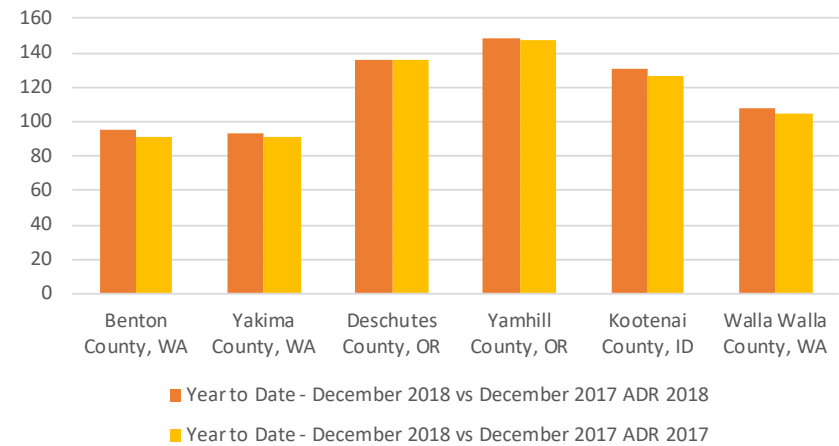


## STR CHARTS - YTD

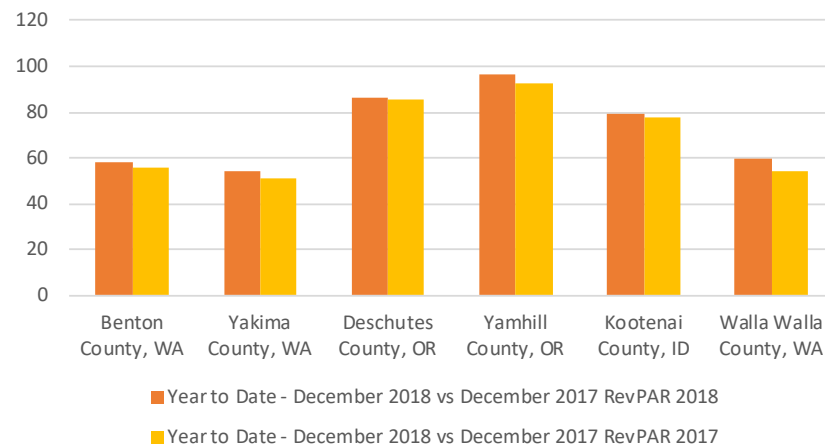
### Occupancy Rate YTD 2017 to 2018



### ADR YTD 2017 to 2018



### Revenue PAR YTD 2017 to 2018



# STR REPORT - DECEMBER 2018

## Tab 2 - Multi-Segment

Tourism Walla Walla

For the month of: December 2018

Currency: USD - US Dollar

	Current Month - December 2018 vs December 2017												Year to Date - December 2018 vs December 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	Sample	2018	Sample
Benton County, WA	41.0	42.2	85.36	84.55	35.01	35.68	-2.8	1.0	-1.9	-1.9	0.0	-2.8	61.6	61.7	94.88	91.03	58.42	56.18	-0.2	4.2	4.0	7.2	3.0	2.8	37	30	3251	2842
Yakima County, WA	37.5	35.2	81.37	76.90	30.51	27.11	6.4	5.8	12.5	17.6	4.5	11.2	58.1	56.0	92.97	90.99	54.03	50.98	3.7	2.2	6.0	8.6	2.4	6.3	42	23	3208	1799
Deschutes County, OR	46.9	47.3	110.02	113.26	51.65	53.63	-0.8	-2.9	-3.7	0.8	4.7	3.8	63.5	62.9	135.99	136.13	86.39	85.56	1.1	-0.1	1.0	3.4	2.4	3.5	65	35	5046	3401
Yamhill County, OR	44.4	48.0	127.88	124.13	56.79	59.54	-7.4	3.0	-4.6	0.5	5.3	-2.5	64.6	62.7	148.94	147.19	96.25	92.24	3.1	1.2	4.3	8.6	4.1	7.3	15	11	713	600
Kootenai County, ID	40.1	43.4	84.73	101.18	33.94	43.87	-7.6	-16.3	-22.6	-22.7	-0.1	-7.7	61.0	61.4	130.27	126.28	79.51	77.59	-0.7	3.2	2.5	2.4	-0.1	-0.7	29	20	2624	1762
Walla Walla County, WA	31.1	28.3	90.47	86.51	28.13	24.52	9.7	4.6	14.7	5.8	-7.8	1.1	55.5	51.9	107.76	104.67	59.80	54.30	7.0	3.0	10.1	7.3	-2.6	4.2	14	11	991	922

## Tab 3 - Multi-Seg Raw

Tourism Walla Walla

For the Month of December 2018

Currency: USD - US Dollar

	Current Month - December 2018 vs December 2017									Year to Date - December 2018 vs December 2017								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg
	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg
Benton County, WA	100,781	100,781	0.0	41,337	42,529	-2.8	3,528,568	3,595,869	-1.9	1,186,615	1,151,607	3.0	730,647	710,735	2.8	69,327,156	64,698,253	7.2
Yakima County, WA	99,448	95,139	4.5	37,284	33,535	11.2	3,033,675	2,578,910	17.6	1,135,319	1,108,205	2.4	659,817	620,832	6.3	61,344,714	56,492,262	8.6
Deschutes County, OR	156,426	149,451	4.7	73,440	70,761	3.8	8,080,093	8,014,700	0.8	1,791,658	1,749,821	2.4	1,138,185	1,099,880	3.5	154,783,413	149,722,671	3.4
Yamhill County, OR	22,103	20,987	5.3	9,815	10,066	-2.5	1,255,159	1,249,490	0.5	257,005	246,954	4.1	166,085	154,759	7.3	24,736,452	22,779,316	8.6
Kootenai County, ID	81,344	81,406	-0.1	32,585	35,298	-7.7	2,760,879	3,571,359	-22.7	957,970	958,490	-0.1	584,685	588,892	-0.7	76,166,485	74,364,882	2.4
Walla Walla County, WA	30,721	33,325	-7.8	9,552	9,446	1.1	864,206	817,215	5.8	364,319	373,998	-2.6	202,157	194,003	4.2	21,784,501	20,306,262	7.3