
VISIT
**walla
walla**

**TOURISM DATA
MARCH 2019**



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DATA SUMMARY

STR Data - January	2019	2018	% Chg	2019 YTD	2018 YTD	% Chg
Occupancy %	31.6	32.2	↓-2.1%	—	—	—
Average Daily Rate \$	89.15	84.65	↑5.3%	—	—	—
Revenue per Avg. Room \$	28.14	27.29	↑3.1%	—	—	—
Demand (rooms sold)	9,696	10,744	↓-9.8%	—	—	—

Airline Data - February	2019	2018	Change	2019 YTD	2018 Y/E	Change
Outbound Avg. Load %	77.52%	67.56%	↑14.7%	74.04%	73.38%	↑0.9%
Inbound Avg. Load %	78.88%	68.78%	↑14.7%	75.02%	73.77%	↑1.7%
Combined Avg. Load %	78.20%	68.17%	↑14.7%	74.53%	73.57%	↑1.3%

Airline Data - February	2019	2018	Change	2019 YTD	2018 YTD	Change
Outbound Enplanements	2,601	3,811	↓31.8%	5,703	7,751	↓26.4%
Inbound Deplanements	2,520	3,862	↓34.7%	5,829	8,104	↓28.1%

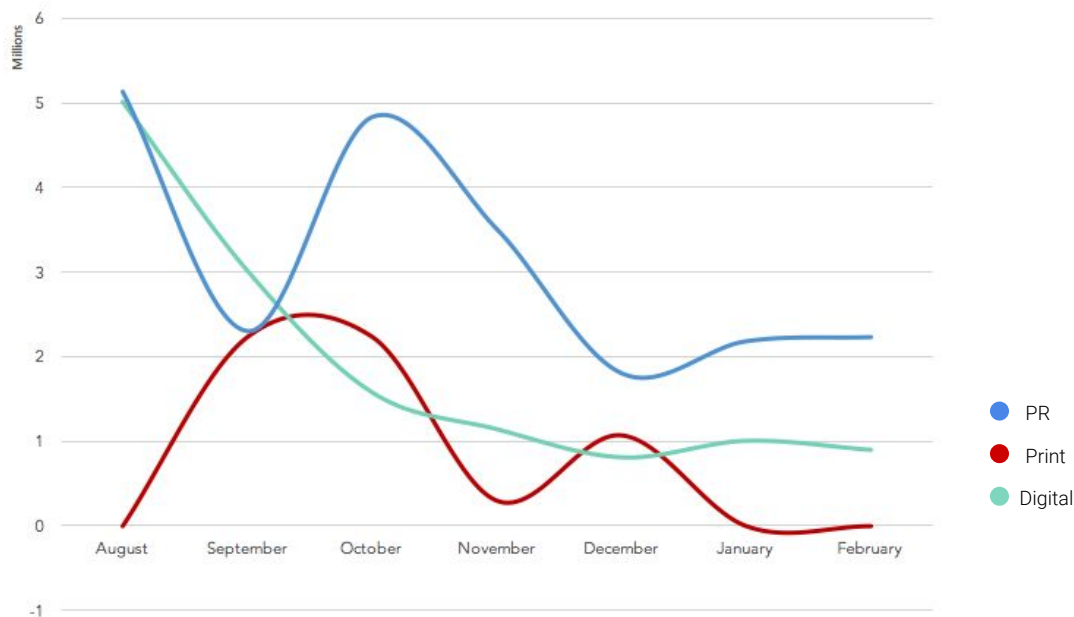
BIG PICTURE TAKEAWAYS

Clicks to book are up year-over-year, and improved tracking is fully in place.

- However, organic traffic has taken a big hit with the new website. SEO and overall page speed, which is a Google ranking criteria, must be improved.

EXPOSURE: YTD

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



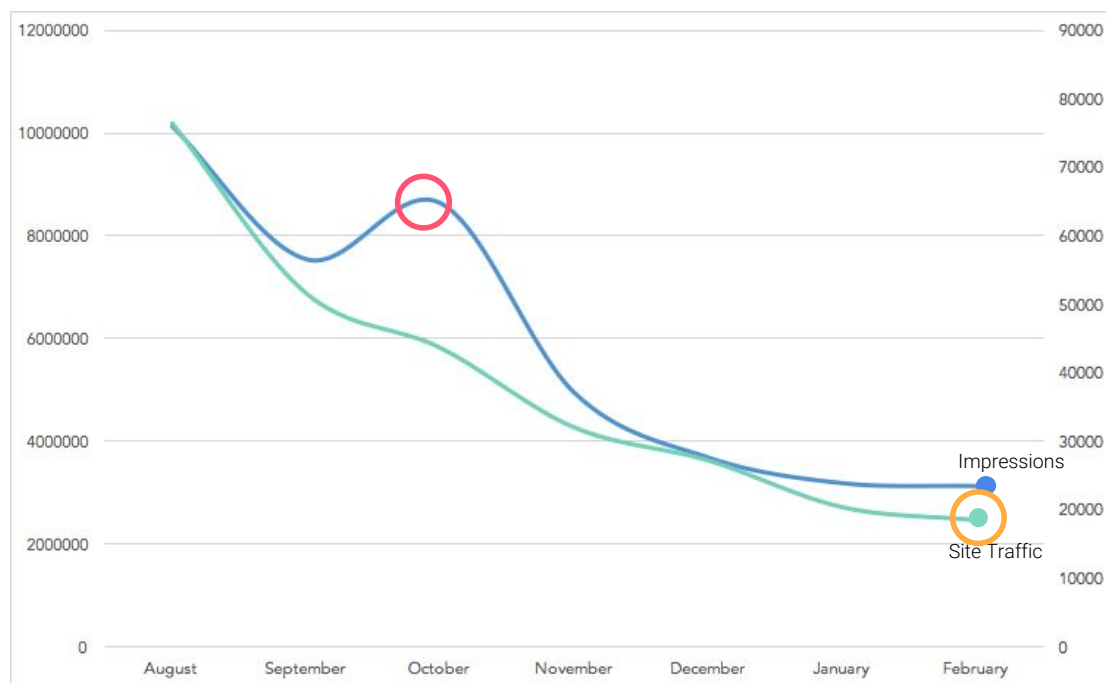
TRACTION: YTD

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

83

Visitor Packet
Downloads

3,647

Clicks to
Stakeholders

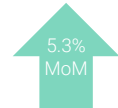
45

Clicks to Call

739

Clicks to
Book

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



5.3%
MoM
Clicks to
Lodging
Websites

FEBRUARY BY THE NUMBERS

3.1 million
impressions

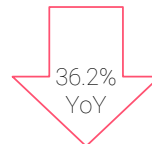


18 thousand
site visits

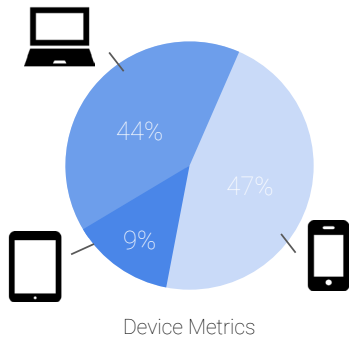
Impressions were up in February year-over-year thanks to a big PR month.



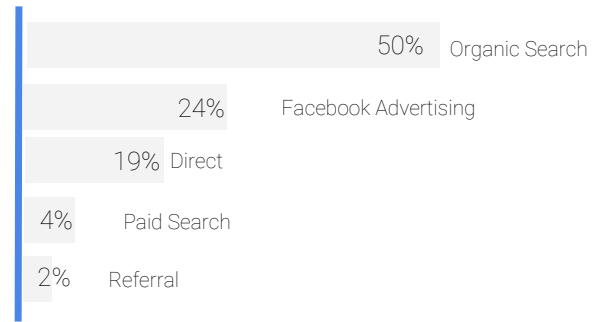
Site traffic was down in February 2019 due to a dip in organic traffic. This is down from SEO being impacted by the new website.



WEBSITE SNAPSHOT



Traffic Source Breakdown

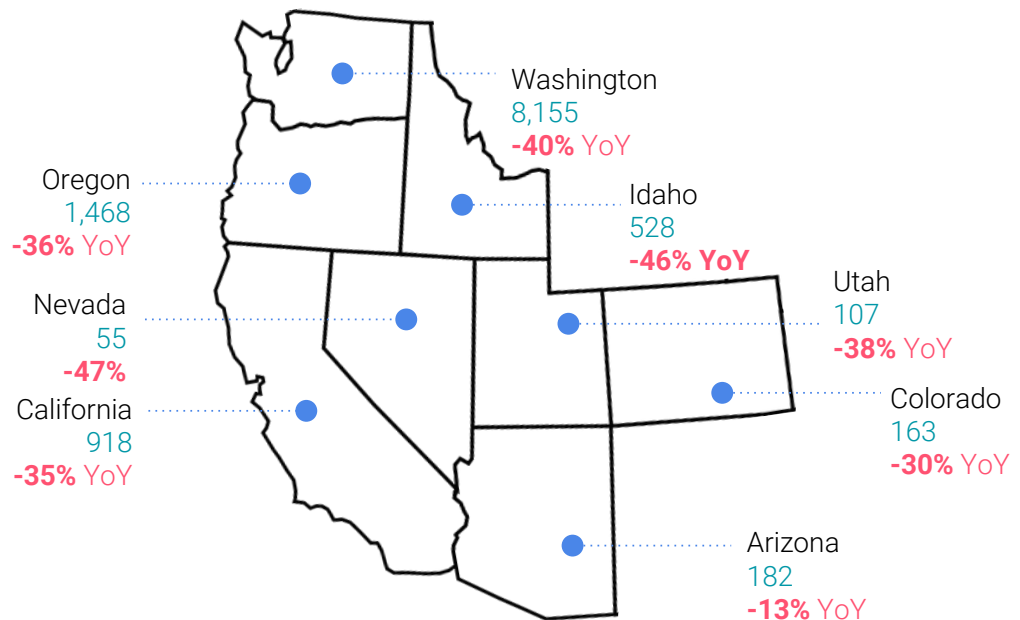


Top Five Pages

- | Rank | Page | Percentage |
|------|--------------------------|------------|
| 1. | Homepage | 14% |
| 2. | /february-is-for-foodies | 6% |
| 3. | /wineries | 6% |
| 4. | /calendar | 5% |
| 5. | /things-to-do | 3% |

WEBSITE STATS

Traffic is down from a decline on organic traffic.



BRAND CAMPAIGN

Visit Walla Walla
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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: 99,931

Link clicks: 1,013

Avg. CTR: 1.01%

CPC: \$1.18

MILLENNIALS

Impressions: 130,187

Link clicks: 907

Avg. CTR: 0.70%

CPC: \$1.32

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Discover Walla Walla wine country



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

FEB FOR FOODIES

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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: 565,129
Link clicks: 3,306
Avg. CTR: 0.58%
CPC: \$1.25

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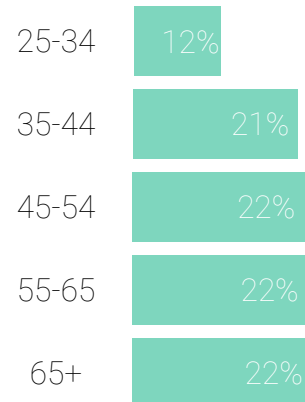
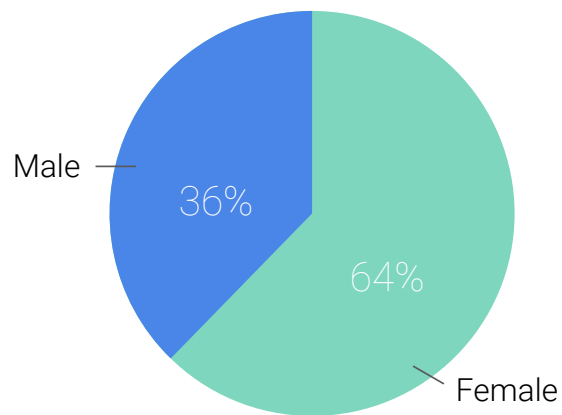
FEBRUARY is for FOODIES

Three Rivers V

Reserve your lo

👍❤️😄 371 14 Comments 27 Shares

We saw a very even age distribution in February. More women are clicking on the ads as well.



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

Feb. circulation: 2,225,794

Feb. UVP: 44,204,589

Feb. value: \$181,533

Q1 circulation: 4,402,626

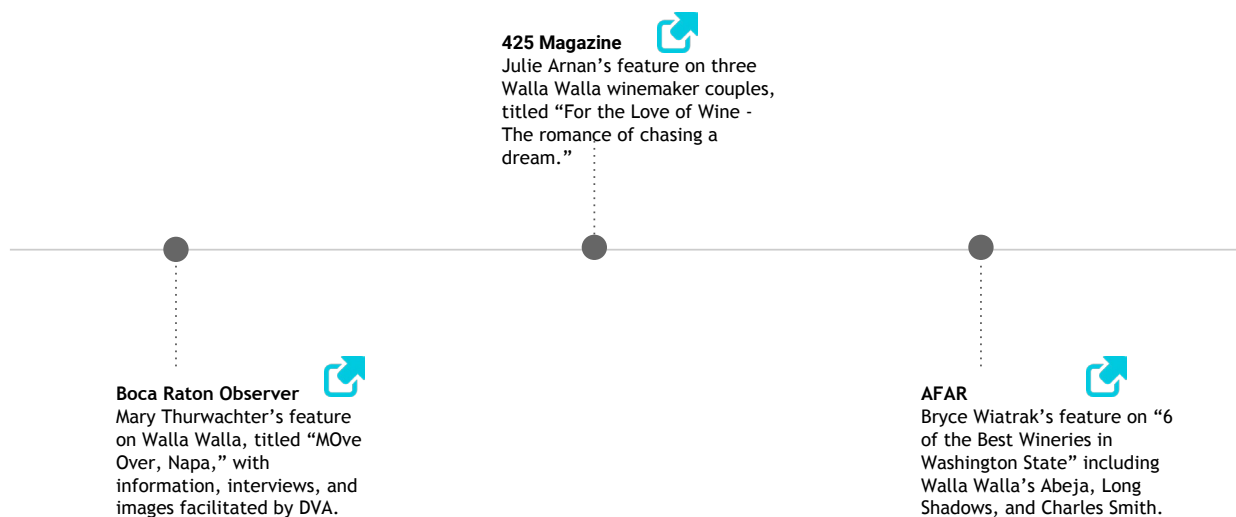
Q1 UVP: 94,128,545

Q1 value: \$2,887,868

YTD 2019 circulation: 4,402,626

YTD 2019 UVP: 94,128,545

YTD value: \$2,887,868





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Move Over, Napa

Oenophiles Are Toasting To A New Wine Country: Walla Walla, Washington
by Mary Thurwachter
January 24, 2019



Those who consider California and Oregon the country's most exciting wine destinations are missing something big - Walla Walla in southeastern Washington state.

That's right: Walla Walla, the place so nice they named it twice. Boasting more than 130 wineries producing European-style syrahs, cabernets and merlots, Walla Walla Valley and the city of Walla Walla have become the toast of oenophiles. Chef-driven restaurants, abundant outdoor activities and a nationally recognized cultural scene add to the area's allure.



"I think what best sums up Walla Walla's appeal to visitors is the combination of friendly and genuine people, authentic charm and character, and a wine and food scene that rivals destinations many times its size," says Ron Williams, CEO of Visit Walla Walla. "It's a unique blend of people and place, and one that we like to call 'rural chic Americana.'"

Experts agree that Walla Walla - which is Native American for "many waters" - is hard to resist. Last year, Sunset Magazine dubbed it the West's Best Wine Town, and Travel + Leisure recognized it as one of the world's 50 Best Places to Travel. Not surprisingly, tourism numbers continue to rise in the small town, Williams says: "This is due to a number of factors, including the national awards, accolades and recognition that Walla Walla has received in recent years; improvements in air service and infrastructure; an expanded (and still expanding) lodging offering; the establishment of new events, such as February is for Foodies; and people's desire to visit and explore new destinations."





Considering that Walla Walla has so much to offer year-round, when is the best time to visit?

"Though it never gets crowded in Walla Walla, like it might be in the tasting rooms of other popular wine regions like Napa or the Willamette Valley, spring and fall are definitely quieter times of year to visit," Williams says. "Spring brings a new energy and anticipation to the valley, with bud break and the coming to life of the vineyards, while a fall visit presents the opportunity to get up close and personal with harvest and crush."

We'll drink to that. O



Feature February 2019

by Mary Thurwachter
January 24, 2019



425 MAGAZINE

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EAT+DRINK

For the Love of Wine

The romance of chasing a dream

By Julie Arnan | February 7, 2019



Amy Alvarez-Wampfler and Daniel Wampfler. Photos ©Richard Duval Images

While drinking wine sets many a heart on fire, making wine can be the polar opposite. Farming the dirt, cleaning tanks, all-nighters during harvest, and possibly the headaches that come with owning a small business can make for frustrations galore. But these three Walla Walla-based couples are making their dreams come true one vintage at a time despite the challenges.



Amy Alvarez-Wampfler and Daniel Wampfler, Winemakers at Abeja

The first thing you notice about this couple is that they clearly love being together. Razor-sharp wit is Dan's native language, and while Amy cracks up at his humor now, it took her a while to warm up. They met at Columbia Crest in 2005, when Dan was making wine and Amy came onboard as an intern.

"We worked together for two years before we started dating. I thought he was full of himself. I didn't get his sense of humor," Amy said. "But now I think he's hilarious."

Amy — "Daniel is funny and likes to be the center of attention. I'm more reserved."

Daniel — "She is the center of my attention."

The turning point for Amy occurred when she caught Daniel (only she calls him Daniel) busting out some surprisingly adept dance moves to a Justin Timberlake song behind a tank. In 2008, the couple moved to Walla Walla, where he made wine at Dunham and she commuted daily to the Tri-Cities — a miserable year and a half for Amy. In 2010, she transitioned to Sinclair Winery in Walla Walla, where she learned the ins and outs of small business management, making wine, managing the tasting room, marketing — all the hats. "It was very eye-opening."

They always dreamed of working together, so when Abeja owner Ken Harrison, called offering the couple head and assistant winemaker positions, the Wampflers jumped at the chance. "We never thought it would be possible to make wine together," said Dan.

They've seen enough to know they don't want to own their own label. They're just thrilled they get to do the thing they fell in love doing — making wine. "The best part is knowing someone has your back in all circumstances," said Dan. Amy agrees, "We make a great team. Our skills complement one another in the cellar. Together we make better wine."

Understandably, the hardest part is leaving work at work, and not continuing the work conversations at home. But the tradeoff is the privilege of being together. "Why wouldn't you want to work with the person you say you love more than anyone else in the world?" Dan said. Indeed. abeja.net



Mike and Melissa Berghan, Gifford Hirlinger

Ask anyone in the Walla Walla wine community. The Berghans are the fun couple — maybe the "funnest," judging by the width of smiles on faces when their name is mentioned. It's hard to tell who is the "funner" of the two.

A Kentucky firecracker, Melissa joined the Navy after high school and was stationed in San Diego, where she met friends originally from Spokane. In 1998, she visited said friends, swinging on down to Walla Walla for the Hot Air Balloon Stampede, and never left. She befriended (and often bowled with) many burgeoning winemakers at the time. But her role within the wine industry was mainly as a wine consumer. Even now, she laughs saying, "Mike makes the wine. I drink it."

Mike rolled onto the Walla Walla wine scene in 2000 after several years of vineyard labor work in Napa. He grew up in Sand Point, Idaho, where his grandfather and great uncle worked in the lumber industry and eventually founded Schweitzer ski resort. During college, Mike studied abroad in Florence, Italy, through Gonzaga University. The school was located on the second floor of the Renaissance home of the Antinori family, just upstairs from the Antinori wine bar. "I met Piero Antinori when I was an idiot knucklehead beer-drinking kid," said Mike. The experience piqued his interest in wine, and upon graduation, he worked the vineyards of Caymus in Napa, where owner/founder Chuck Wagner offered him grapes from his special selection block when Mike expressed an interest in trying his hand at winemaking.

Ultimately, Mike knew Napa was too expensive to start his own winery, so he toured Washington with his dad. Within an hour of setting foot in Walla Walla, he knew he wanted to stay, and purchased the property that now houses his family, vineyards, winery, and tasting room.

Melissa was actually engaged to someone else when she met Mike. "I was more fun than the other guy," jokes Mike. Some things are meant to be. Two kids later, they are "living the dream" managing every aspect of their wine production, from farming the vineyards they planted, to making the wine (if Melissa says it tastes great, Mike immediately changes everything about how he's making it), to running the tasting room (Melissa's forte). Melissa's background in the military and corporate world have honed her ability to work efficiently — something "Melissa's husband" (as Mike is often referred to around town) readily admits he lacks, along with a propensity toward distraction.

"We are invested in what we do," said Melissa. "We are doers. At the end of the day, we just get stuff done. I like to give Mike credit — he had such a plan, and he stuck with it. And, apparently, I'm bossy enough to make it happen."

"It's a lot of hard work, but look where we get to live. We live right above the winery. When I take a step back and look at it, it's kind of what 90 percent of people want," Mike said. "This is our life and our livelihood. We are in it together." giffordhirlinger.com



Courtesy Armstrong Family Winery

Jen and Tim Armstrong, Armstrong Family Winery

Bump, set, spike. Some couples have the admirable ability to execute plans, and the Armstrongs have demonstrated that again and again. Their move to Walla Walla in 2017, however, was a modification from their original plan to relocate near Jen's family in North Carolina. The journey from their first wine "aha moment" to full-fledged vineyard residents has been full of challenges, but they are committed to each other and the legacy they are creating for their two daughters.

"We just sit around like this all the time ... always making out," said Jen nuzzling Tim in the restaurant booth, faint drip of sarcasm in her tone. Tim chimes in with, "Well, that's when we're not strolling through the vineyard with a glass of wine in our hands, eating cheese...al fresco lunches every day."

"To have the best idea of what it's like (owning a winery), you just have to check out our Instagram feed," suggests Jen. Knowing laughter ensues.

The couple's foray into the world of wine began when they were living in Chicago, pre-kids. Tim had experienced his first wine awakening over a glass of Opus One during a work trip to New York City before meeting Jen, so by the time they were married, he was already a self-proclaimed wine geek. They would work long hours and then come home to a do-it-yourself house remodeling project each day. When they finally knocked off late at night, they would open a bottle of wine and really take time talking about it — where it was from, what it smelled and tasted like, all the nerdy nuances. Side note: One of those bottles just happened to be from [Walla Vintners](http://WallaVintners.com).

Tim decided to sign up for a UC Davis wine class — they shipped him DVDs, which the couple watched together. After passing the exams, he was offered a position with Microsoft that would mean a move from Chicago to the Seattle area. During the decision process, a friend showed Tim around the various towns they might want to settle in, including a tour around the Woodinville wineries.

"I was like, 'Wait a minute. So, we could come here for a Microsoft job, they'll move us out here, and we could make wine, like legitimately we could make wine.' Everything was here, all the assets were here for us," said Tim.



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6 of the Best Wineries in Washington State

By Bryce Wiatrak 2.14.2019



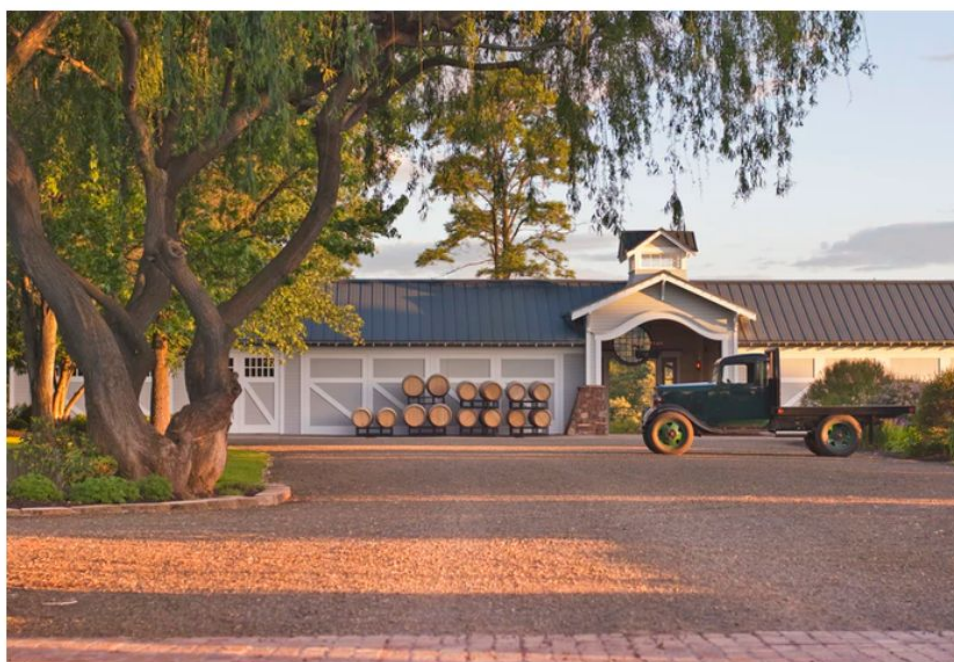
Photo by Heather Hill

Abeja, in Walla Walla, unfolds on a restored, century-old farmstead with 38 acres of vineyards; there's also an inn on the property.

Trailing only California, Washington is the USA's second-biggest wine-producing state—and these half-dozen Washington wineries offer some of the finest pours around.



AFAR Magazine
Bryce Wiatrak
6 of the Best Wineries in Washington State
Value: \$43,018



Courtesy of Abeja

Visits to the Abeja winery's idyllic country farmhouse setting are by appointment only.

Abeja

Walla Walla

Ken and Ginger Harrison founded **Abeja** in 2000, restoring a century-old farmstead in Walla Walla and cultivating a 38-acre property. The wines, focused on cabernet sauvignon, merlot, and chardonnay, are made by husband-and-wife duo Daniel Wamplfer and Amy Alvarez-Wamplfer. The name *Abeja* translates to “bee” in Spanish, a reference to the farmers’ ethos of respecting the environment at all levels to maintain a fully functioning ecosystem. Visits to Abeja are strictly by appointment and the property itself is stunning—the most idyllic, elegantly rustic country farmhouse setting you can imagine. Abeja also operates an inn on the estate—a top option if visiting Walla Walla, **The Inn at Abeja** offers a gourmet breakfast and priority for Abeja tasting appointments.

What to Drink: Abeja’s chardonnay charms with its gentle white floral aromas, coupled with notes of nectarine and fresh peach, and a broad, flowing undercurrent of lemon blossom acidity. Its cabernet sauvignon is exceptional, striking a balance between a taut line of rocky tannins and fleshier smoked cherry and violet pastille flavors.



Courtesy of Long Shadows Vintners

The tasting room at Long Shadows in Walla Walla features glassworks by sculptor Dale Chihuly.

Long Shadows

Walla Walla & Woodinville

Long Shadows gathers some of the wine world's biggest talents under the umbrella of a single label. In 2003, Allen Shoup began the Long Shadows project, in which iconic winemakers from around the globe focus on their signature grape varieties, as produced with Washington fruit. Accordingly, the Long Shadows portfolio offers seven wines, made by seven different winemakers hailing from the **Napa Valley** to **Tuscany**, **Australia** to **Bordeaux**. Winemaker and viticulturalist Gilles Nicault holds down the fort in Washington year round, to ensure the grapes are grown and the wines are vinified to meet each winemaker's specifications. Long Shadows operates two tasting rooms (with vineyards in several parts of the Columbia Valley)—one conveniently close to Seattle in Woodinville, and the other in Walla Walla, which is decorated with glassworks by famed native Washington sculptor Dale Chihuly.

What to Drink: Long Shadows's only white wine, its Poet's Leap riesling, made by German winemaker Armin Diel of Schlossgut Diel, is one of America's most consistent and age-worthy examples of the grape, as well as an incredible value (at around \$20 a bottle). The Pedestal merlot, crafted by Bordelais legend Michel Rolland, demonstrates remarkable polish, with its velvety, plummy warmth.



Courtesy of Charles Smith

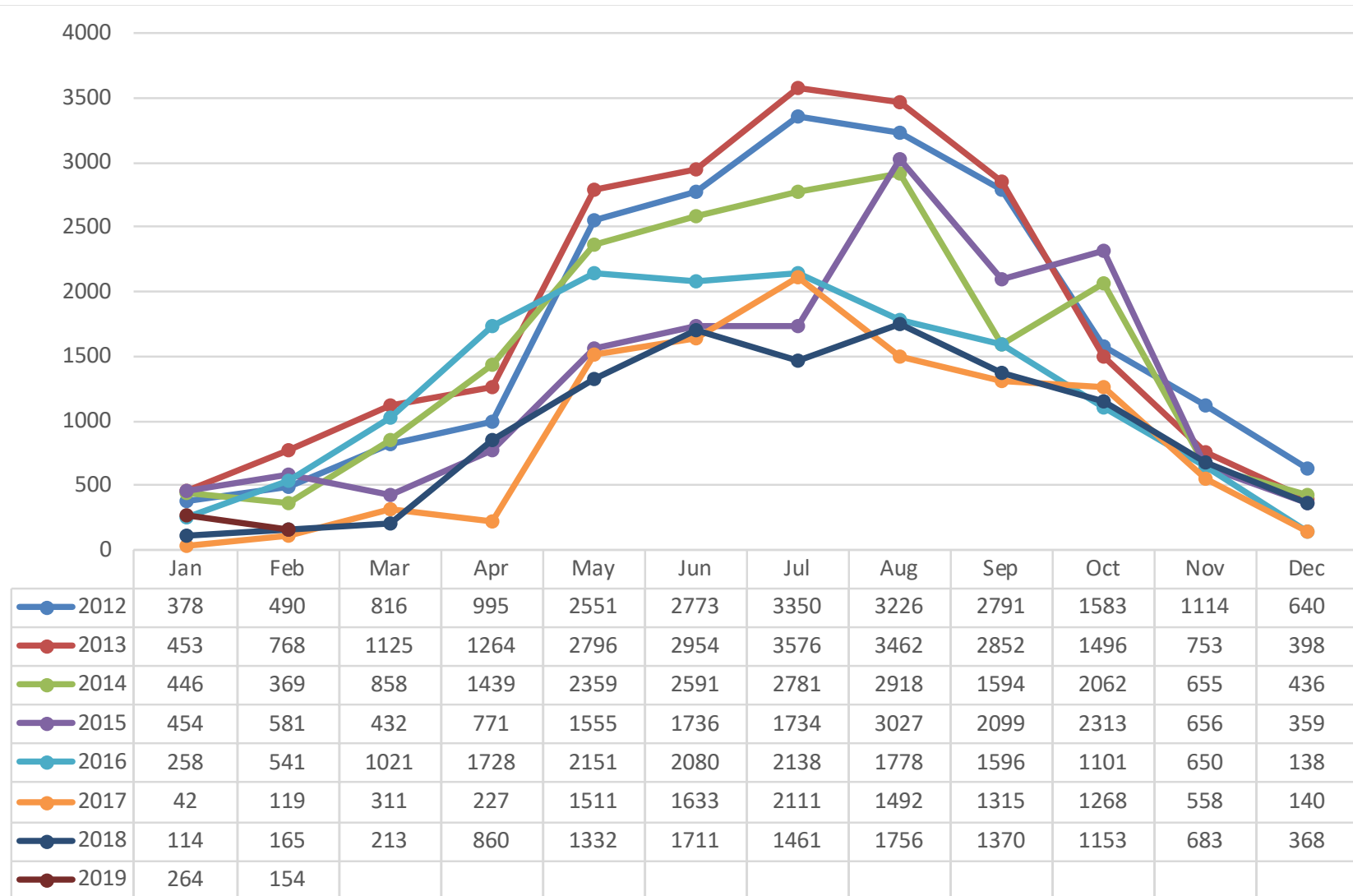
In downtown Seattle, the Charles Smith Jet City tasting room pairs wine tasting with tunes, rustic decor, and views of the runways at Boeing Field.

Charles Smith

Seattle & Walla Walla

The man behind such omnipresent wines as Kung Fu Girl riesling and Boom Boom! syrah, **Charles Smith** is Washington State's resident rock-and-roll winemaker. (He even managed rock bands in Europe before entering the wine business.) Charles Smith (both the name of the winemaker and of his umbrella winery, under which several different labels are turned out) makes a tremendous variety of wines and across all price ranges. What they have in common, besides eye-catchingly graphic labels, is some of the most exuberant examples of what Washington grapes can do. Although he also has a second space in Walla Walla (and sources fruit from assorted Washington vineyards), the Charles Smith Jet City tasting room fittingly takes place not in wine country, but in downtown Seattle, with views of Boeing Field and Mount Rainier. The whimsically urban space, which once operated as a Dr. Pepper bottling plant, marries themes of aviation, Pacific Northwest decor, and '60s rock—putting forth more of a swanky bar feel than a country club—esque tasting salon.

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 Feb	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Yr End
#2087 - 5:10 AM	73.77%	77.51%											75.64%	78.76%	80.33%	80.83%	81.99%	85.75%	79.95%	73.43%
Pass. (Rev/Non)	1,626	1,237											2,863	1,676	21,656	20,466				
No. of Flights	29	21											50	28	355	333				
#2079 - 11:50 AM	67.34%	77.52%											72.43%	70.57%	79.61%	79.67%	68.36%	75.52%	68.84%	65.09%
Pass. (Rev/Non)	1,433	1,414											2,847	1,448	21,437	21,006				
No. of Flights	28	24											52	27	354	347				
#2021 - 6:59 PM	34.21%	0.00%											34.21%	53.36%	56.20%	63.58%	59.24%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	156	0											156	811	7,911	9,773				
No. of Flights	6	0											6	20	186	204				
Average	67.15%	77.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	74.04%	67.56%	73.38%	74.69%	71.18%	80.64%	74.40%	69.26%

2/2019 Cancel	Reason	2/2018 Cancel
6 1	Wthr Mech	0

4	Wthr.	1
---	-------	---

0		0
---	--	---

11		1
----	--	---

Year 2019: Inbound (Seattle to Walla Walla)

Flight #	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 YTD	2018 Feb	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Year End
#2096 - 11:12 AM	69.60%	80.32%											74.96%	60.62%	71.39%	73.33%	66.00%	84.66%	76.97%	71.60%
Pass. (Rev/Non)	1,481	1,343											2,824	1,290	18,739	19,140				
No. of Flights	28	22											50	28	345	343				
#2020 - 6:21	71.27%	0.00%											71.27%	80.64%	80.08%	83.83%	84.31%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	325	0											325	1,716	17,019	20,419				
No. of Flights	6	0											6	28	270	321				
#2086 - 10:20 PM	72.73%	77.44%											75.09%	65.07%	69.00%	68.18%	67.91%	75.95%	72.15%	68.42%
Pass. (Rev/Non)	1,603	1,236											2,839	989	13,930	11,323				
No. of Flights	29	21											50	20	267	218				
Average	71.20%	78.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	75.02%	68.78%	73.77%	75.11%	71.90%	80.31%	74.56%	70.01%

2/2019 Cancel	Reason	2/2018 Cancel
6	Wthr	0

0		0
---	--	---

6 1	Wthr Mech	0
--------	--------------	---

13		0
----	--	---

Combined Inbound/Outbound Average

Combined Average:	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2019 YTD	2018 Feb	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Year End
	69.18%	78.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	74.53%	68.17%	73.57%	74.90%	71.54%	80.47%	74.48%	69.64%

**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 February 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			
	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	2	1	1	0	2	2	2	1	1	2	0	2	0	1	2	2	2	2	2	2	2	2	2	2	1	2	1	2	43 Total Flights operated I/B		
Flights cancelled I/B	0	1	1	2	0	0	0	1	1	0	2	0	2	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	13 Total Flights cancelled I/B		
Flagstops operated I/B	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	69	40	73		66	49	53	74		64		70			71	52	57	56	56	48	61	61	33	53	55	76		75	80.32% 2096 Load Factor 22		
NR	0	4	0		0	1	0	0		0		1			4	5	4	0	0	0	2	4	3	1	1	0	1		#DIV/0! 2020 Load Factor 0		
Flight 2020 R																															
NR																															
Flight 2086 R	39				57	41	60		72	73		60		70	63	49	40	66	60	47	60	60	36	63		52	70	70	77.44% 2086 Load Factor 21		
NR	0				0	0	5		1	3		0		0	1	2	1	0	0	1	3	1	2	1		1	1	5			
Daily I/B Revenue Total	108	40	73	0	123	90	113	74	72	137	0	130	0	70	134	101	97	122	116	95	121	121	69	116	55	128	70	145	0	0	2520 MTD I/B Revenue Passengers
Daily I/B Non-Rev Total	0	4	0	0	0	1	5	0	1	3	0	1	0	0	5	7	5	0	0	1	5	5	5	2	1	1	6	0	0	59 MTD I/B Non-Rev Passengers	
Daily I/B Passenger Total	108	44	73	0	123	91	118	74	73	140	0	131	0	70	139	108	102	122	116	96	126	126	74	118	56	129	71	151	0	0	2579 MTD I/B All Passenger Total
Daily I/B Load Factor	71%	58%	96%	#####	81%	60%	78%	97%	96%	92%	#####	86%	#####	92%	91%	71%	67%	80%	76%	63%	83%	83%	49%	78%	74%	85%	93%	99%	#####	#####	78.92% 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			
	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	2	2	1	0	2	2	2	2	2	2	1	1	1	0	1	2	2	2	2	2	2	2	2	2	2	1	1	2	45 Total Flights operated O/B		
Flights cancelled O/B	0	0	1	2	0	0	0	0	0	0	1	1	1	2	1	0	0	0	0	0	0	0	0	0	0	1	1	0	11 Total Flights cancelled O/B		
Flagstops operated O/B	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	71	39			71	58	58	73	34	64	70					50	42	39	50	67	68	66	51	60	63		65	57	77.51% 2087 Load Factor 21		
NR	0	0			1	1	1	0	0	2	1					1	2	0	2	2	0	1	0	0	2		3	2			
Flight 2079 R	70	27	49		65	43	48	73	40	67		74	72		74	36	50	67	48	57	63	73	51	74	50	71		43	77.52% 2079 Load Factor 24		
NR	2	2	0		1	3	0	3	4	0		1	0		2	0	4	1	0	2	0	0	0	1	0	1		2			
Flight 2021 R																															
NR																															
Daily O/B Revenue Total	141	66	49	0	136	101	106	146	74	131	70	74	72	0	74	86	92	106	98	124	131	139	102	134	113	71	65	100	0	0	2601 MTD O/B Revenue Passengers
Daily O/B Non-Rev Total	2	2	0	0	2	4	1	3	4	2	1	1	0	0	2	1	6	1	2	4	0	1	0	1	2	1	3	4	0	0	50 MTD O/B Non-Rev Passengers
Daily O/B Passenger Total	143	68	49	0	138	105	107	149	78	133	71	75	72	0	76	87	98	107	100	128	131	140	102	135	115	72	68	104	0	0	2651 MTD O/B All Passenger Total
Daily O/B Load Factor	94%	45%	64%	#####	91%	69%	70%	98%	51%	88%	93%	99%	95%	#####	100%	57%	64%	70%	66%	84%	86%	92%	67%	89%	76%	95%	89%	68%	#####	#####	77.51% MTD O/B Load Factor
STAR 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 MTD STAR Delays-Station	
STAR Delays-Other	0	0	0	0	1	0	0	1	1	1	1	0	0	0	0	0	1	1	0	1	1	0	1	1	1	0	1	1		14 MTD STAR Delays-Other	
Turn 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	1	0	0	0	0		2 MTD Turn Delays-Station	
Turn Delays-Other	0	0	1	0	1	0	0	1	1	1	0	0	1	0	1	0	1	1	1	1	0	0	1	0	1	1	0	1		15 MTD Turn Delays-Other	
= Flight not scheduled to operate =Weather Cancel =Mechanical Cancel =Technical Cancel =ATC Cancel																															
33.33% MTD STAR On Time 31.11% MTD All Flights On Time 76.79% MTD I/B schedule completion rate 80.36% MTD O/B schedule completion rate																															

Walla Walla Regional Airport
Monthly Passenger Enplanements (Outbound)

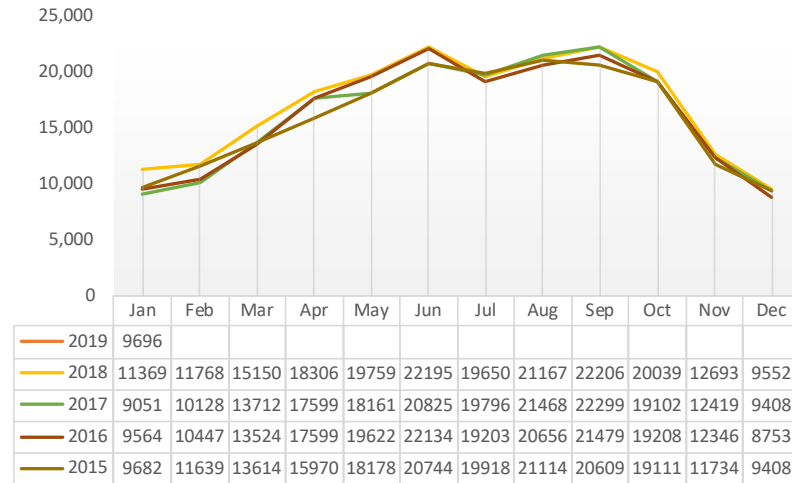
	<u>JAN</u>		<u>FEB</u>		<u>MAR</u>		<u>APR</u>		<u>MAY</u>		<u>JUN</u>		<u>JUL</u>		<u>AUG</u>		<u>SEP</u>		<u>OCT</u>		<u>NOV</u>		<u>DEC</u>	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Enplanements	2,019	0	1,983	0	2,367	0	2,202	0	2,427	0	2,481	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	2,601	50																				
2019 Y-T-D	3,102	113	5,703	163																				
Mthly % Change - 18 to 19	-21.3%		-31.8%		-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%		-26.4%		-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)

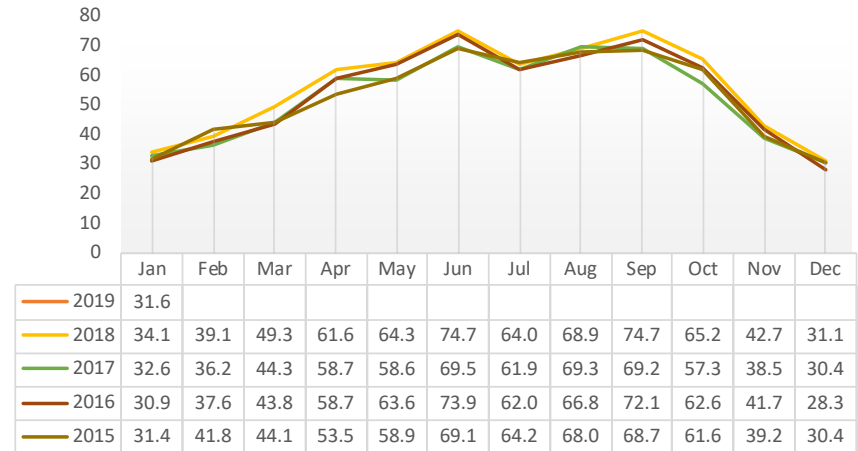
	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Deplanements	2,191	0	2,000	0	2,332	0	2,237	0	2,269	0	2,462	0	2,209	0	2,162	0	1,825	0	2,342	0	2,162	87	1,966	82
2003 Y-T-D	2,191	0	4,191	0	6,523	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	2,520	59																				
2019 Y-T-D	3,309	100	5,829	159																				
Mthly % Change - 18 to 19	-22.0%		-34.7%		-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%		-28.1%		-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 2015-2019

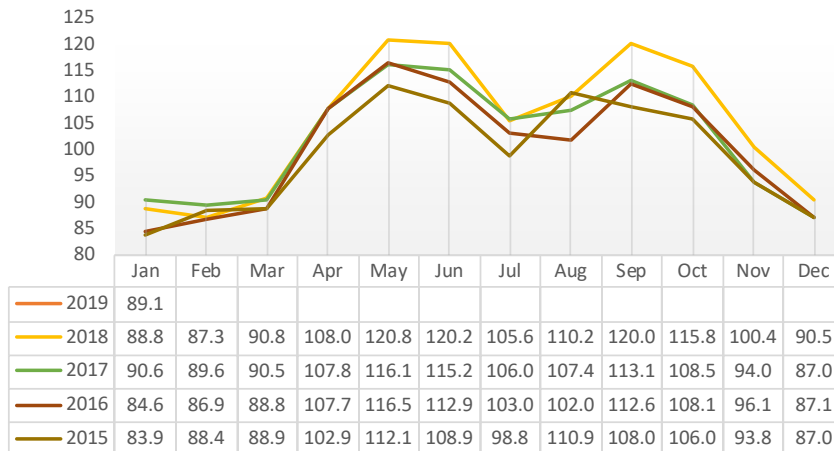
Rooms Sold - 2015 to 2019



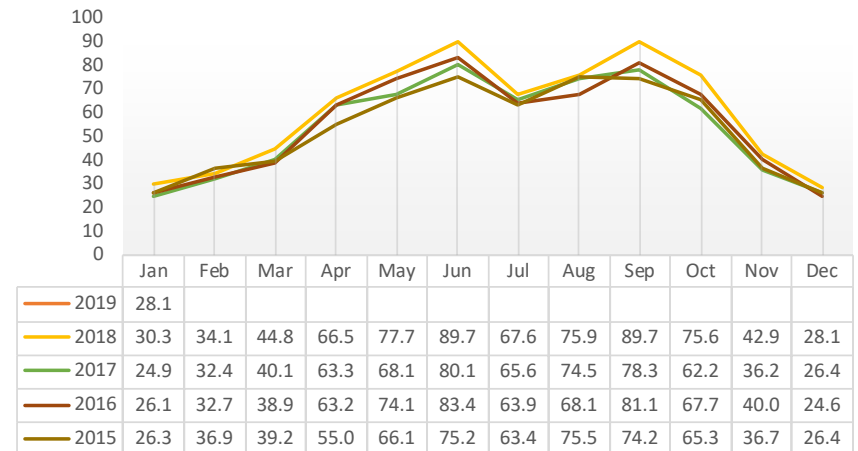
Occupancy % - 2015 to 2019



ADR - 2015 to 2019

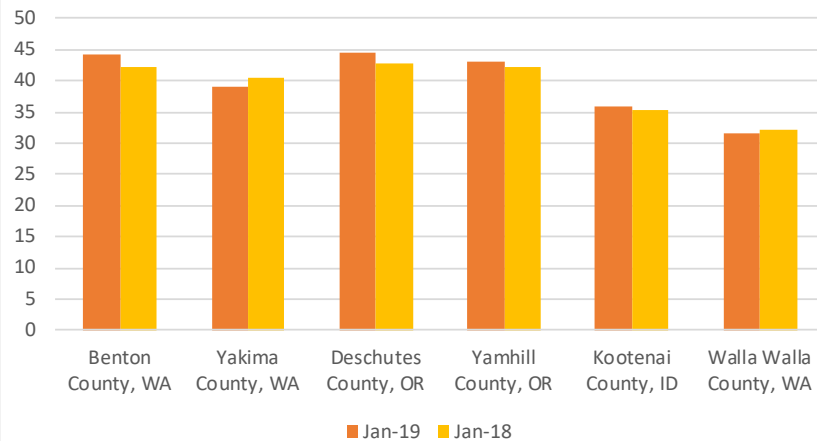


RevPAR - 2015 to 2019

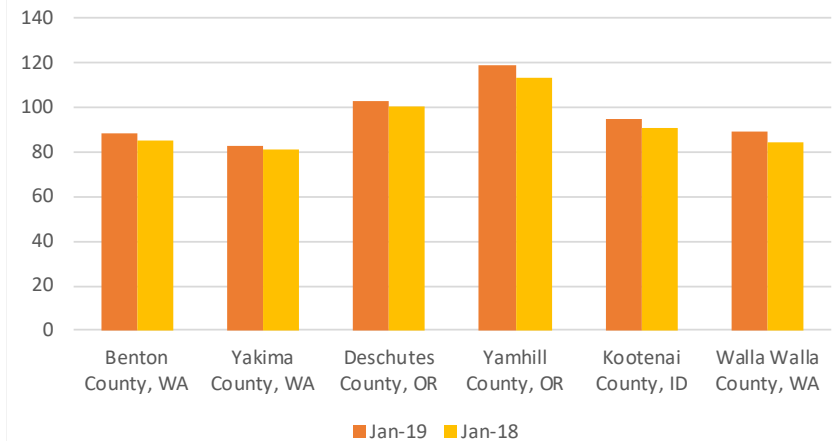


STR CHARTS - JANUARY 2019

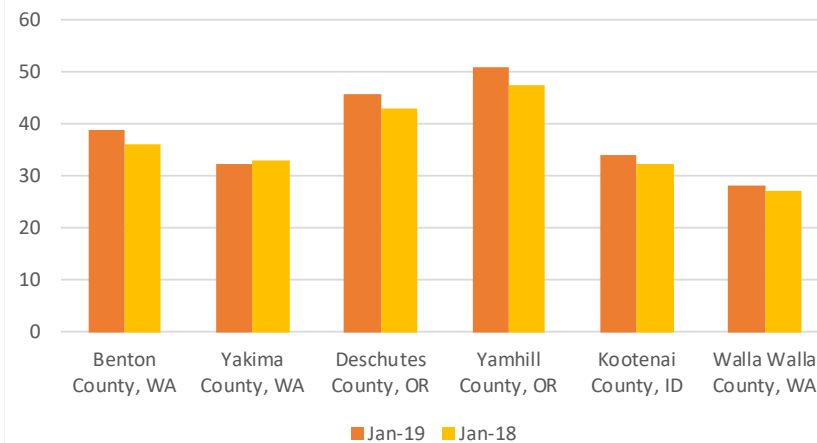
Occupancy % Annual Comparison by Month



ADR Annual Comparison by Month



Revenue PAR Annual Comparison by Month



STR REPORT - JANUARY 2018

Tab 2 - Multi-Segment

Tourism Walla Walla

Currency: USD - US Dollar

For the month of: January 2019

	Current Month - January 2019 vs January 2018												Year to Date - January 2019 vs January 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Benton County, WA	44.2	42.4	88.19	85.43	38.97	36.18	4.3	3.2	7.7	7.7	0.0	4.3	44.2	42.4	88.19	85.43	38.97	36.18	4.3	3.2	7.7	7.7	0.0	4.3	37	30	3251	2842
Yakima County, WA	39.1	40.6	83.19	81.43	32.52	33.09	-3.8	2.2	-1.7	2.7	4.5	0.5	39.1	40.6	83.19	81.43	32.52	33.09	-3.8	2.2	-1.7	2.7	4.5	0.5	42	23	3208	1799
Deschutes County, OR	44.4	42.7	103.05	100.57	45.79	42.95	4.0	2.5	6.6	11.6	4.7	8.9	44.4	42.7	103.05	100.57	45.79	42.95	4.0	2.5	6.6	11.6	4.7	8.9	65	34	5046	3341
Yamhill County, OR	42.9	42.1	118.74	113.23	51.00	47.66	2.0	4.9	7.0	12.7	5.3	7.5	42.9	42.1	118.74	113.23	51.00	47.66	2.0	4.9	7.0	12.7	5.3	7.5	15	11	713	600
Kootenai County, ID	35.9	35.4	95.19	91.10	34.19	32.22	1.5	4.5	6.1	6.0	-0.1	1.5	35.9	35.4	95.19	91.10	34.19	32.22	1.5	4.5	6.1	6.0	-0.1	1.5	29	21	2624	2100
Walla Walla County, WA	31.6	32.2	89.15	84.65	28.14	27.29	-2.1	5.3	3.1	-5.0	-7.8	-9.8	31.6	32.2	89.15	84.65	28.14	27.29	-2.1	5.3	3.1	-5.0	-7.8	-9.8	14	11	991	922

Tab 3 - Multi-Seg Raw

Tourism Walla Walla

Currency: USD - US Dollar

For the Month of January 2019

	Current Month - January 2019 vs January 2018									Year to Date - January 2019 vs January 2018								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg
Benton County, WA	100,781	100,781	0.0	44,528	42,682	4.3	3,927,025	3,646,221	7.7	100,781	100,781	0.0	44,528	42,682	4.3	3,927,025	3,646,221	7.7
Yakima County, WA	99,448	95,139	4.5	38,870	38,662	0.5	3,233,555	3,148,090	2.7	99,448	95,139	4.5	38,870	38,662	0.5	3,233,555	3,148,090	2.7
Deschutes County, OR	156,426	149,451	4.7	69,503	63,826	8.9	7,162,595	6,419,286	11.6	156,426	149,451	4.7	69,503	63,826	8.9	7,162,595	6,419,286	11.6
Yamhill County, OR	22,103	20,987	5.3	9,493	8,834	7.5	1,127,225	1,000,272	12.7	22,103	20,987	5.3	9,493	8,834	7.5	1,127,225	1,000,272	12.7
Kootenai County, ID	81,344	81,406	-0.1	29,219	28,796	1.5	2,781,247	2,623,181	6.0	81,344	81,406	-0.1	29,219	28,796	1.5	2,781,247	2,623,181	6.0
Walla Walla County, WA	30,721	33,325	-7.8	9,696	10,744	-9.8	864,353	909,477	-5.0	30,721	33,325	-7.8	9,696	10,744	-9.8	864,353	909,477	-5.0