
VISIT
**walla
walla**

**TOURISM DATA
APRIL 2019**



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DATA SUMMARY

STR Data - February	2019	2018	% Chg	2019 YTD	2018 YTD	% Chg
Occupancy %	33.0	38.5	↓14.3%	32.3	35.1	↓8.1%
Average Daily Rate \$	88.53	87.54	↑1.1%	88.85	86.09	↑3.2%
Revenue per Avg. Room \$	29.25	33.74	↓13.3%	28.66	30.22	↓5.2%
Demand (rooms sold)	9,166	10,696	↓14.3%	18,862	21,440	↓12.0%

Airline Data - March	2019	2018	Change	2019 YTD	2018 Y/E	Change
Outbound Avg. Load %	77.87%	79.08%	↓1.53%	74.01%	73.38%	↑0.9%
Inbound Avg. Load %	74.42%	76.53%	↓2.76%	74.36%	73.77%	↑0.8%
Combined Avg. Load %	76.14%	77.80%	↓2.13%	74.19%	73.57%	↑0.8%

Airline Data - March	2019	2018	Change	2019 YTD	2018 YTD	Change
Outbound Enplanements	4,095	4,765	↓14.1%	9,798	12,516	↓21.7%
Inbound Deplanements	3,857	4,619	↓16.5%	9,686	12,723	↓23.9%

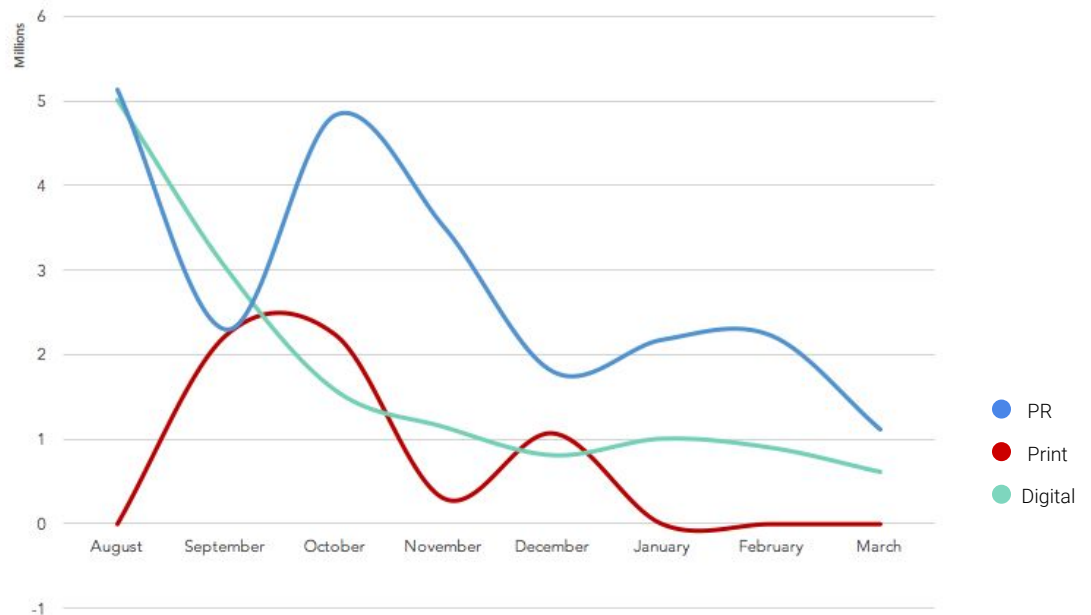
BIG PICTURE TAKEAWAYS

March saw a seasonal increase in web traffic and goal conversions.

- However, year-over-year 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 March 2019, we received over 1.7 million impressions coming from digital and PR.

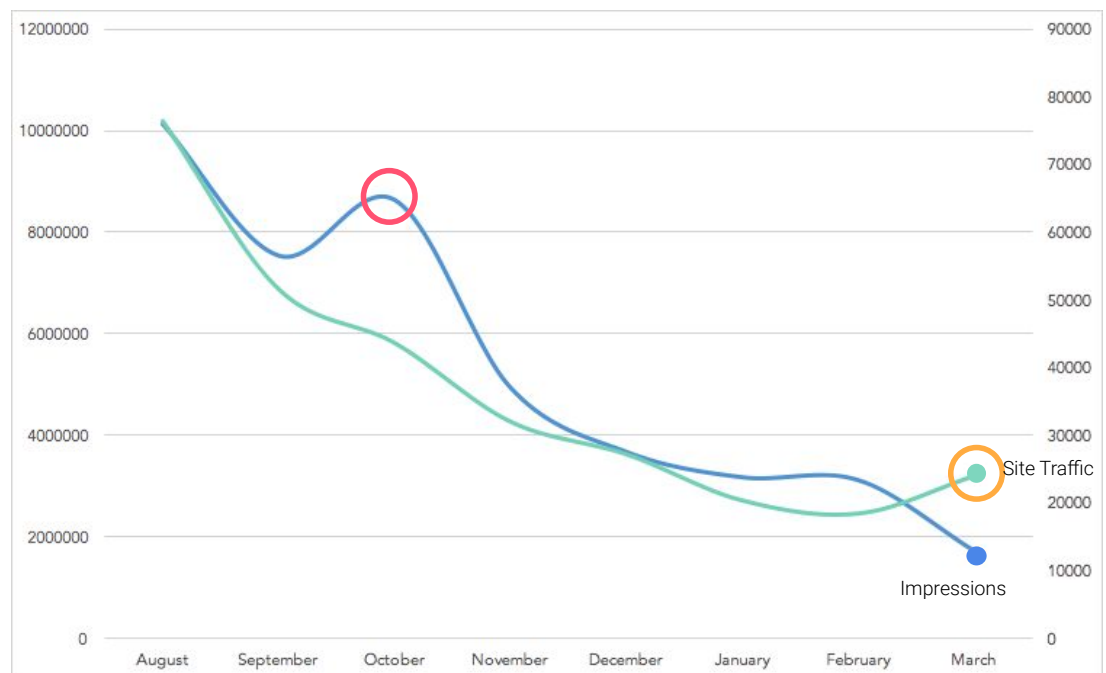


TRACTION: YTD

- Impressions were up in October from a big PR month.
- We saw a seasonal increase in site traffic in March.

Impressions

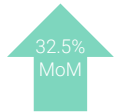
Website Sessions



GOAL CONVERSIONS

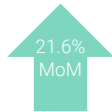
110

Visitor Packet
Downloads



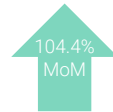
3,647

Clicks to
Stakeholders



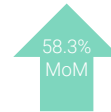
92

Clicks to Call



1,170

Clicks to Book



MARCH BY THE NUMBERS

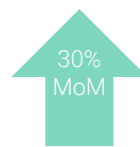
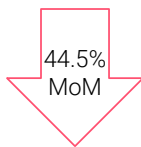
1.7^{million}
impressions



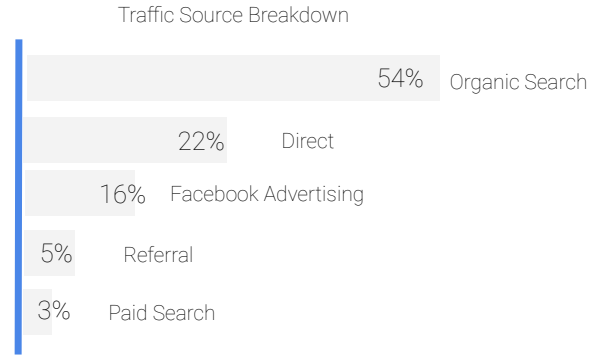
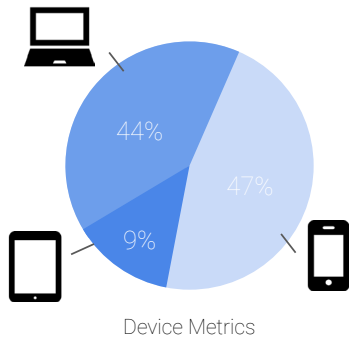
24^{thousand}
site visits

Impressions were down in March
due to fewer PR impressions.

There was a seasonal increase in
site traffic in March.



WEBSITE SNAPSHOT

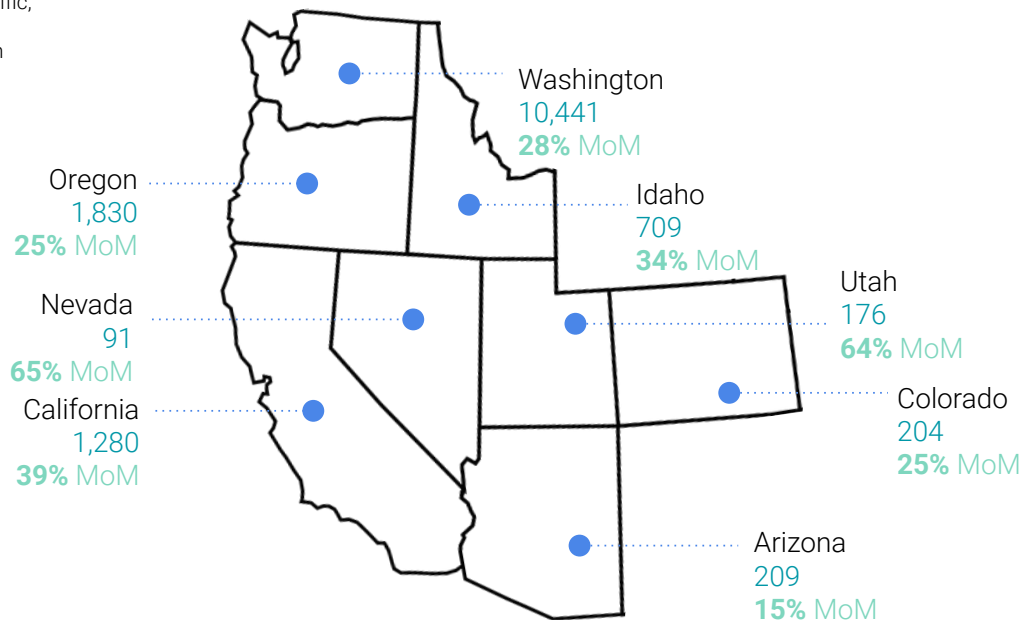


Top Five Pages

1. Homepage **14%**
2. /calendar **8%**
3. /wineries **5%**
4. /things-to-do **3%**
5. /escape **2%**

WEBSITE STATS

Year-over-year traffic is down from a decline in organic traffic, but sessions have seen a seasonal month-over-month increase.



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: 139,095

Link clicks: 1,472

Avg. CTR: 1.06%

CPC: \$1.23

MILLENNIALS

Impressions: 179,512

Link clicks: 1,264

Avg. CTR: 0.70%

CPC: \$1.42

Visit Walla Walla
Sponsored · 🌐

Discover Walla Walla wine country



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

[Learn More](#)

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

TOUR OF WALLA WALLA

 **Tour of Walla Walla**
Sponsored · 🌐

It's 4 stages, 3 days, and 1 event you don't want to miss! Challenge yourself on the race through wine country.



TOFWWW.RACEDAYWEBSITES.COM
The Tour of Walla Walla April 12-14
Register today. [Sign Up](#)

👍❤️ Jared Lathrop, Joshua Prewitt and 265 others · 13 Comments 25 Shares

..... Impressions: 63,203
Link clicks: 1,086
Avg. CTR: 1.72%
CPC: \$0.55

Retargeting

 **Tour of Walla Walla**
Sponsored · 🌐

Don't miss three days of exciting, competitive racing through the beautiful Walla Walla Valley April 12-14.



TOFWWW.RACEDAYWEBSITES.COM
The Field is Filling up fast for the Tour of Walla Walla
[Sign Up](#)

👍❤️ Jim Gater, Rodrick Swinford and 28 others · 1 Share

..... Impressions: 14,848
Link clicks: 169
Avg. CTR: 1.72%
CPC: \$1.03

SEARCH

- Most commonly clicked ads and keywords for March

Top Ads

Walla Walla, Washington | 120 Wineries To Choose From
wallawalla.org/WallaWalla/Wineries
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Visit Walla Walla | The Perfect Washington Getaway
www.wallawalla.org/WallaWalla
 Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

Washington Wine Country | Visit Walla Walla
wallawalla.org/WallaWalla/WineCountry
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

View Our Winery Guide | Visit Walla Walla, Washington
wallawalla.org/WallaWalla/Wineries
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Walla Walla, Washington | A Perfect Romantic Weekend
www.wallawalla.org/WallaWalla
 Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

Top Keywords

+washington +wineries

+wineries +wa

+washington +wine +country

+washington +state +tourism

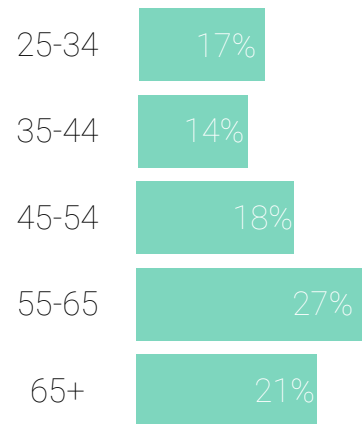
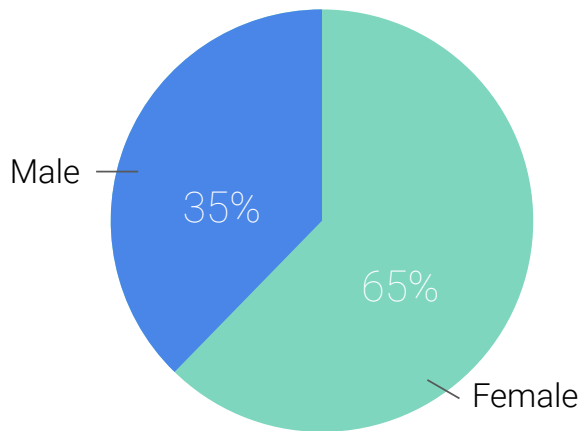
+visit +washington +state

+getaways +wa

March Campaign Stats

	Impressions	Clicks	CTR	CPC
Wine	7,516	380	5.06%	\$1.11
Getaways/Vacation	5,831	253	4.34%	\$1.70
Destination Wedding	-	-	-	-
Total	13,347	633	4.74%	\$1.34

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



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

March circulation: 1,119,731

March UVPM: 33,813,110

March value: \$132,905

Q1 circulation: 5,522,357

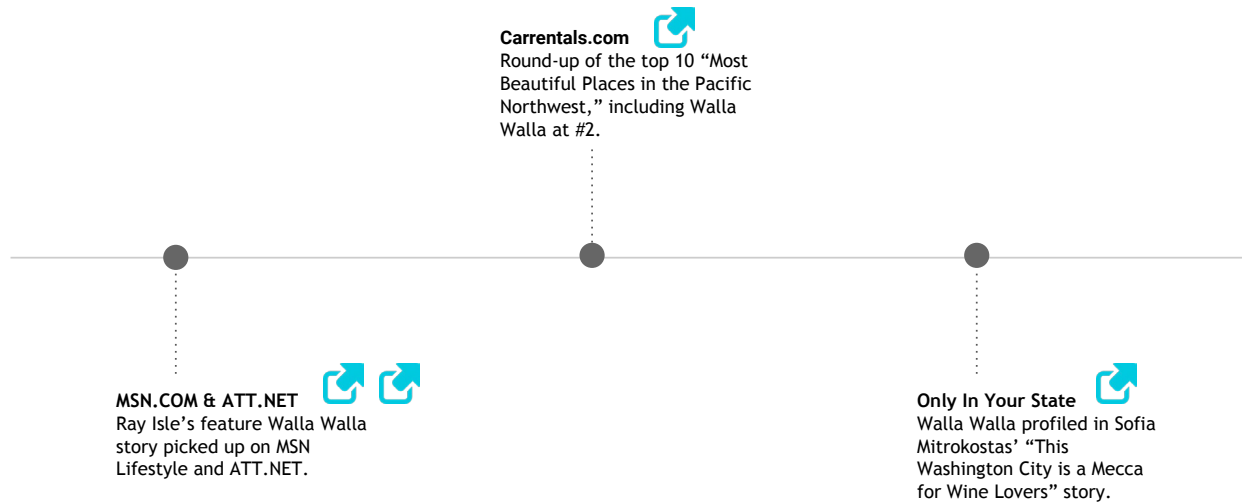
Q1 UVPM: 127,941,655

Q1 value: \$3,020,773

YTD 2019 circulation: 5,522,357

YTD 2019 UVPM: 127,941,655

YTD value: \$3,020,773





FOR IMMEDIATE RELEASE

March 15, 2019

Contact:

Zack Hall, DVA Advertising & PR, 541-389-2411, zack@dvaadv.com

Ron Williams, Visit Walla Walla, 509-525-8727, rwilliams@wallawalla.org

WALLA WALLA “SPRINGS” TO LIFE WITH THE CHANGING OF THE SEASONS

Bud break, spring release, the outdoors, fresh farm-to-table fare, and typically
mild and sunny days make spring a special time

(WALLA WALLA, Wash.) — Spring in Walla Walla is always a time for rebirth. As winter fades, the bud break in Walla Walla’s vineyards signals the start of the valley’s next great vintage. Walla Walla’s charming downtown buzzes with wine tasters, art lovers, and foodies, alike, and cyclists from around the Pacific Northwest take to the country roads of Walla Walla for an unforgettable ride through wine country.

Named by Sunset Magazine as the “Best Wine Town” in the West for 2018, Walla Walla’s rural chic Americana vibe makes it forever an enticing place to visit. But spring is indeed special. It’s a time to get outdoors again for birdwatchers, hikers, golfers, fisherman, and more. Foodies will enjoy Walla Walla’s farm-to-table restaurant scene, which is freshened each spring with a new bounty.

Of course, with more than 120 wineries, wine is never far from mind in Walla Walla, and in spring, talented local winemakers unveil and offer a taste of their newest vintages and varietals during Spring Release. And devoted wine lovers have the opportunity to immerse themselves in the making of Cabernet Sauvignon and gain a worldly perspective during the annual Celebrate Walla Walla Valley Wine event.

Spring Press Release
Distributed March 15, 2019
Recipients: 797
Open rate: 17%



"Perhaps it's the sunshine and blue skies, the mild weather, or the longer days, but spring always brings a welcome energy and a renewed optimism to Walla Walla," said Ron Williams, CEO of Visit Walla Walla. "It's fun to feel the downtown restaurants, wineries, outdoor hotspots, and more begin to buzz again, and it's no doubt one of the most refreshing times to be here."

Here are some of the highlight events this spring:

Walla Walla Symphony Series (April 9 and May 7): Founded in 1907, the Walla Walla Symphony is the longest continually operating symphony orchestra west of the Mississippi. This season includes "Bluegrass to Beethoven" with mandolin player Sierra Hull (April 9), and "A Night at the Opera," featuring soprano Jennifer Welch-Babidge (May 7).

Tour of Walla Walla (April 12-14): Celebrating its 21st year, Washington's premier stage road race draws cyclists from around the West and beyond with four stages over three days. Whether a competitor or a spectator, the Tour of Walla Walla puts this cycling mecca on full display.

Spring Release Weekend (May 3-5): Enjoy newly released wines, some of which are only available in the wineries and tasting rooms themselves, and mingle with winemakers across the valley as local wineries swing open their doors.

First Friday Art Tour (First Friday of every month from May through October): Walla Walla welcomes all to explore its locally owned galleries, wineries, restaurants and businesses, each showcasing a variety of works by local artists in a monthly celebration of local art and wine.

Downtown Farmers Market (Saturdays from May through October): Visitors and locals -- including many of the chefs from Walla Walla's acclaimed restaurants -- peruse locally grown and seasonal fresh fruit and vegetables at one of the great farmers markets in the West.

Walla Walla Sweets (Season begins June 4): With 30 West Coast Baseball League games played each spring and summer in historic Borlase Stadium, the Sweets offer a nostalgic trip for baseball fans and inexpensive event for families.

Walla Walla Chamber Music Festival (June 6-29): Musicians bring to life the works of Beethoven, Mozart, and more with performances and live rehearsals set in intimate wineries, galleries and theaters throughout the Walla Walla Valley.

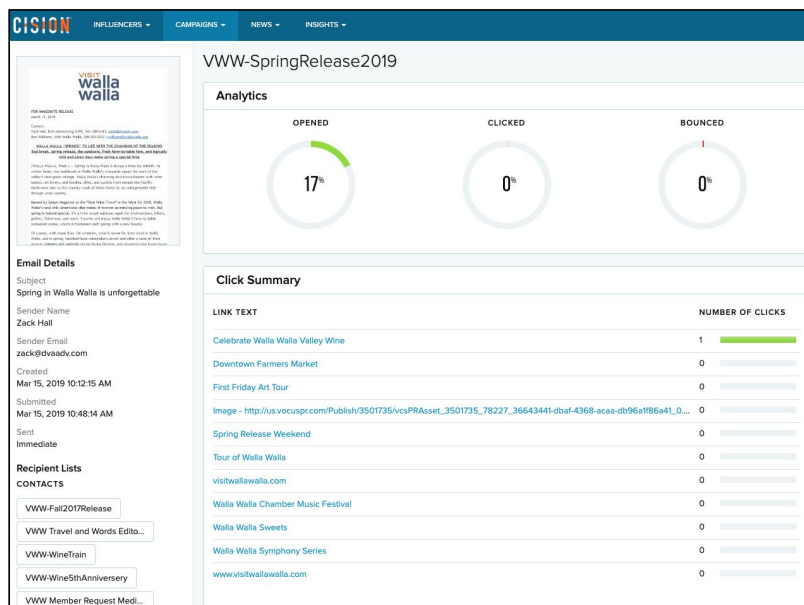
Celebrate Walla Walla Valley Wine (June 13-15): Explore "The World of Cabernet Sauvignon" with a weekend of social and educational wine festivities, featuring more than 60 Walla Walla Valley winemakers, three internationally known guest winemakers, and well-known wine critics and experts.

For more information on planning a trip to Walla Walla, go to the redesigned visitwallawalla.com.

About Walla Walla:

As the unofficial capital of Washington wine country, Walla Walla is home to more than 120 wineries, a nationally recognized culinary scene, access to an abundance of outdoor recreation, and an arts & entertainment scene that rivals cities many times its size. This community of just over 30,000 residents is known for many things, including its friendliness and hospitality, the quality of its wine, and of course the famous Walla Walla Sweet Onion. An easy and scenic four-hour drive from Seattle, Portland, or Boise, Walla Walla can also be accessed via Alaska Airlines daily non-stop flights from Seattle. For more information and to begin planning a trip to Walla Walla, visit www.visitwallawalla.com.

###



TRAVEL
LEISURE

Every Wine Lover Should Plan a Trip to Walla Walla, Washington

Ray Isle 3/5/2019



© Alanna Hale Abeja Winery in Walla Walla, Washington

If 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.



Easy Dinner Recipes - Awesome Quick Recipes

Simple, Quick Recipes. Fast Prep.
Easy Steps, Great Taste. Free Install

Sponsored by [getrecipes.net](#)

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 — absurdly good) and short-rib tacos (house-made tortilla, house-smoked short rib, pickled carrot and daikon — also absurdly 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](#).

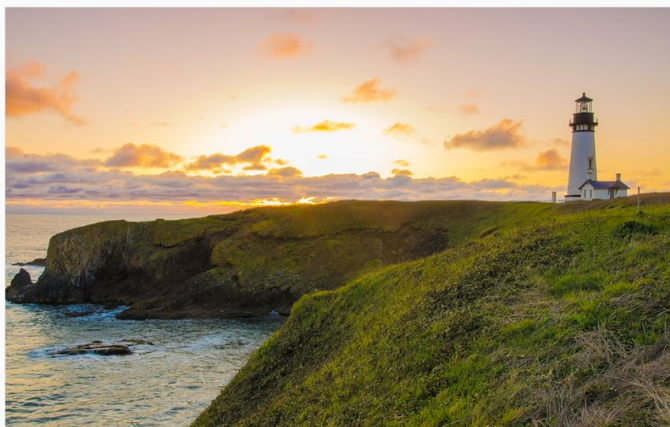


CarRentals.com
Staff Story
Most Beautiful Places in the Pacific Northwest
Value: \$5,240

CarRentals.com
an expedia group company



CarRentals.com blog
an expedia group company



Most Beautiful Places in the Pacific Northwest

🗺️ Road Trip

That little corner of the country jammed between California and Canada is something to be seen. The Cascade Mountain Range stands tall with snow-covered peaks, and the coastline is carved by an active Pacific Ocean, leaving sheer cliffs that offer some of the best vistas around. The Pacific Northwest is one of the most beautiful regions in the country and these are the towns that need to be on your must-travel list.

Walla Walla, Washington



Via Margaretha Maryk/Shutterstock.com

Population: 32,854

Best Spot for a Selfie: Abeja Winery & Inn

What to See: Downtown Walla Walla, Museum of Un-Natural History, The Little Theater of Walla Walla

Heading into Walla Walla via State Route 125 or 12, you'll notice the scenery of southern Washington resembles that of County Cork, Ireland. Rolling green hills extend as far as the eye can see. And among those green hills are some of the Pacific Northwest's best wineries.



Posted in [USA](#) | March 12, 2019 by [Sophia](#)

This Hidden Washington City Is Actually A Mecca For Wine Lovers

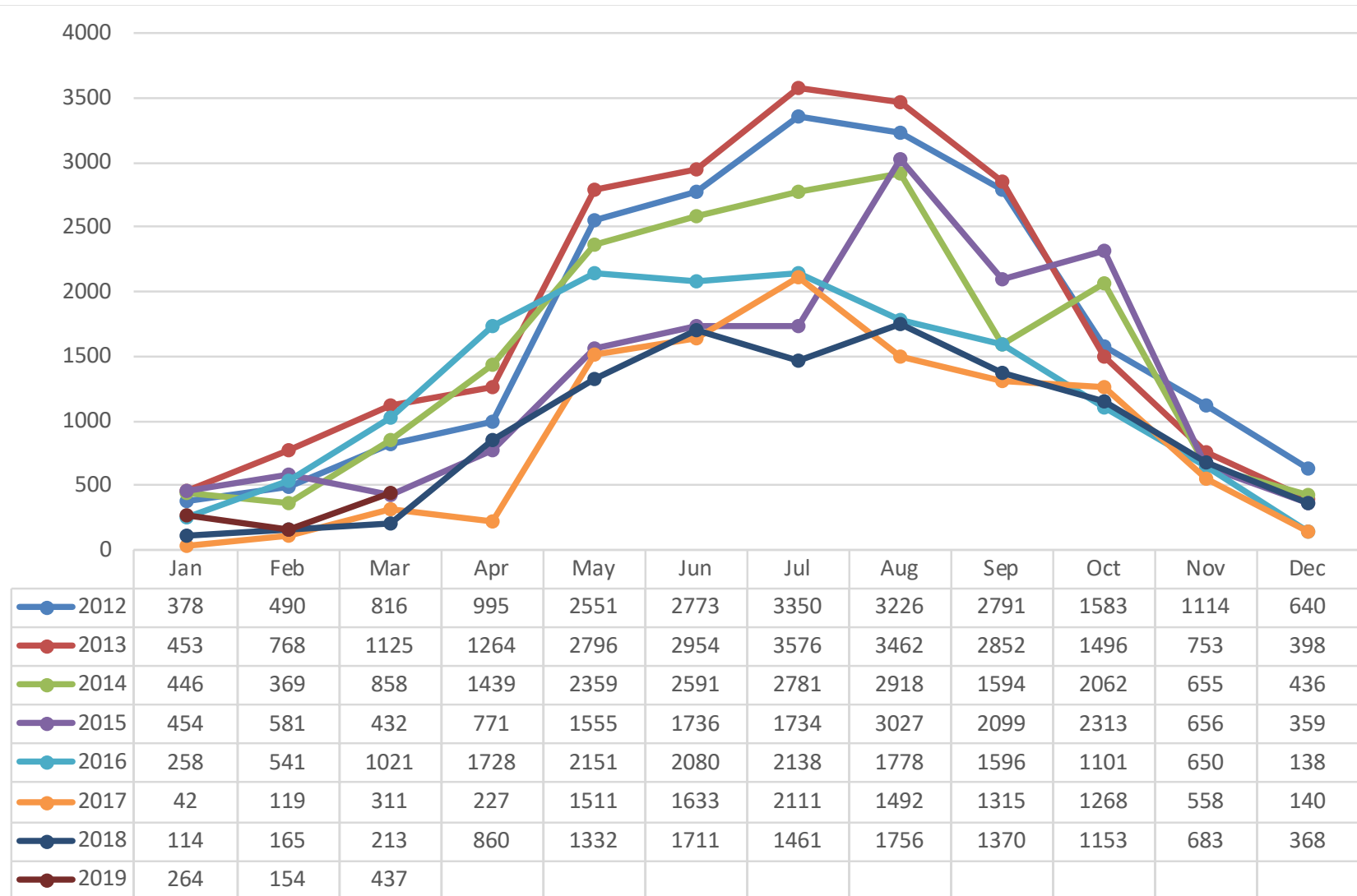
When you think of spots to sample great American wine, you probably imagine Napa Valley or Sonoma Valley. If you're in the know, you might even conjure up mental images of the Hermiston-Columbia Valley in Oregon or the Middle Rio Grande Valley in New Mexico. But you probably wouldn't ever think to look for great vintages in...Walla Walla, Washington. Here's why you'd be wrong.



Getty/ Lynn Suckow Photography

Walla Walla is a city of about 30,000 people in Walla Walla County, Washington. It's about four hours from both Seattle and Portland, and until about a decade ago, no one paid it much attention. Now, Walla Walla is one of the best up-and-coming wine spots in America.

VISITOR KIOSK NUMBERS - THROUGH MARCH 2019



WALLA WALLA REGIONAL AIRPORT
Alaska Air Load Factor

Year 2019: Outbound (Walla Walla to Seattle)

Flight #	Jan	Feb	Mar	2019 YTD	2018 Mar	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Yr End
#2087 - 5:00 AM	73.77%	77.51%	84.89%	78.85%	86.04%	80.33%	80.83%	81.99%	85.75%	79.95%	73.43%
Pass. (Rev/Non)	1,626	1,237	1,871	4,734	2,027	21,656	20,466				
No. of Flights	29	21	29	79	31	355	333				
#2079 - 1:35 AM	67.34%	77.52%	81.97%	75.67%	83.87%	79.61%	79.67%	68.36%	75.52%	68.84%	65.09%
Pass. (Rev/Non)	1,433	1,414	1,869	4,716	1,976	21,437	21,006				
No. of Flights	28	24	30	82	31	354	347				
#2030 - 7:10 PM	34.21%	0.00%	50.66%	45.18%	59.90%	56.20%	63.58%	59.24%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	156	0	462	618	865	7,911	9,773				
No. of Flights	6	0	12	18	19	186	204				
Average	67.15%	77.51%	77.87%	74.01%	79.08%	73.38%	74.69%	71.18%	80.64%	74.40%	69.26%

3/2019 Cancel	Reason	3/2018 Cancel
2	Wthr.	0

1	Wthr.	0
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1	Mech.	0
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4		0
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Year 2019: Inbound (Seattle to Walla Walla)

Flight #	Jan	Feb	Mar	2019 YTD	2018 Mar	2018 Year End	2017 Year End	2016 Year End	2015 Year End	2014 Year End	2013 Year End
#2096 - 11:45 AM	69.60%	80.32%	80.22%	76.71%	71.26%	71.39%	73.33%	66.00%	84.66%	76.97%	71.60%
Pass. (Rev/Non)	1,481	1,343	1,768	4,592	1,679	18,739	19,140				
No. of Flights	28	22	29	79	31	345	343				
#2020 - 6:30 PM	71.27%	0.00%	75.55%	73.41%	90.49%	80.08%	83.83%	84.31%	0.00%	0.00%	0.00%
Pass. (Rev/Non)	325	0	689	1,014	2,132	17,019	20,419				
No. of Flights	6	0	12	18	31	270	321				
#2086 - 10:30 PM	72.73%	77.44%	68.15%	72.77%	62.33%	69.00%	68.18%	67.91%	75.95%	72.15%	68.42%
Pass. (Rev/Non)	1,603	1,236	1,502	4,341	900	13,930	11,323				
No. of Flights	29	21	29	79	19	267	218				
Average	71.20%	78.92%	74.42%	74.36%	76.53%	73.77%	75.11%	71.90%	80.31%	74.56%	70.01%

3/2019 Cancel	Reason	3/2018 Cancel
1 1	Wthr. SEA ATC	0

1	Mech.	0
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2	Wthr.	0
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5		0
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Combined Inbound/Outbound Average

Combined Average:	69.17%	78.22%	76.14%	74.19%	77.80%	73.57%	74.90%	71.54%	80.47%	74.48%	69.64%
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**Note: 3/10/2019: 3rd Flight (#2020 & 2030) begins on M,Th,F,Su.

Monthly Passenger and Flight Report March 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					
	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	Fri	Sat	Sun					
Flights operated I/B	2	2	2	2	1	0	2	2	2	2	3	1	2	3	3	2	3	3	2	2	3	3	2	3	3	3	2	3	3	2	3	70	Total Flights operated I/B			
Flights cancelled I/B	0	0	0	0	1	2	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	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	0	0	0	0	Total Flagstops operated I/B		
Flight 2096	R	74	50	54	64	40		68	71	36	36	57		57	45	58	62	50	50	66	52	70	62	63	71	74	60	57	69	61	74	70	80.22%	2096 Load Factor	29	
	NR	0	3	3	2	1		0	1	3	2	2		5	0	0	1	3	1	3	1	4	1	2	0	0	2	0	4	1	0	2				
Flight 2020	R																																			
	NR																																			
Flight 2086	R	73	51	41	48			57	58	31	60	19	66	55	44	36	41	32	44	65	54	55	45	66	71	52	54	54	44	54	40	54	68.15%	2086 Load Factor	29	
	NR	0	3	0	2			2	1	1	1	0	0	0	0	4	1	0	1	1	1	0	0	4	0	1	1	2	0	3	3	6				
Daily I/B Revenue Total		147	101	95	112	40	0	125	129	67	96	117	66	112	144	139	103	105	144	131	106	189	170	129	213	179	114	111	181	179	114	199	3857	MTD I/B Revenue Passengers		
Daily I/B Non-Rev Total		0	6	3	4	1	0	2	2	4	3	2	0	5	2	4	2	10	2	4	2	5	1	6	1	1	3	2	8	4	3	10	102	MTD I/B Non-Rev Passengers		
Daily I/B Passenger Total		147	107	98	116	41	0	127	131	71	99	119	66	117	146	143	105	115	146	135	108	194	171	135	214	180	117	113	189	183	117	209	3959	MTD I/B All Passenger Total		
Daily I/B Load Factor		97%	70%	64%	76%	54%	#####	84%	86%	47%	65%	52%	87%	77%	64%	63%	69%	50%	64%	89%	71%	85%	75%	89%	94%	79%	77%	74%	83%	80%	77%	92%	74.42%	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					
	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	Fri	Sat	Sun					
Flights operated O/B	2	2	2	2	2	0	1	2	2	2	3	2	2	3	3	2	3	3	2	2	3	3	2	3	3	2	2	3	3	2	3	71	Total Flights operated O/B			
Flights cancelled O/B	0	0	0	0	0	2	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	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	0	0	0	0	Total Flagstops operated O/B		
Flight 2087	R	57	35	75	62	54		74	74	76	73	69	59	67	48	38	56	50	71	72	75	69	45	71	59	58	71	75	72	66	65	84.89%	2087 Load Factor	29		
	NR	1	2	0	0	1		0	1	0	0	0	0	2	2	1	0	3	0	0	0	2	4	0	3	3	2	0	3	0	0	3				
Flight 2079	R	49	36	71	55	74		72	75	74	76	76	48	50	51	36	46	70	43	48	75	76	58	66	69	46	54	76	64	68	75	81.97%	2079 Load Factor	30		
	NR	2	2	1	3	1		0	0	0	0	4	3	0	4	2	1	1	1	0	0	6	0	0	2	2	4	0	5	1	0					
Flight 2030	R																																			
	NR																																			
Daily O/B Revenue Total		106	71	146	117	128	0	72	149	148	152	182	117	109	141	108	84	156	114	119	147	204	175	111	179	119	105	125	201	179	134	197	4095	MTD O/B Revenue Passengers		
Daily O/B Non-Rev Total		3	4	1	3	2	0	0	0	1	0	3	4	5	4	7	3	1	4	1	0	1	10	4	3	5	5	6	2	18	1	6	107	MTD O/B Non-Rev Passengers		
Daily O/B Passenger Total		109	75	147	120	130	0	72	149	149	152	185	121	114	145	115	87	157	118	120	147	205	185	115	182	124	110	131	203	197	135	203	4202	MTD O/B All Passenger Total		
Daily O/B Load Factor		72%	49%	97%	79%	86%	#####	95%	98%	98%	100%	81%	80%	75%	64%	50%	57%	69%	52%	79%	97%	90%	81%	76%	80%	54%	72%	86%	89%	86%	89%	89%	77.87%	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	1	1	0	0	0	0	1	0	0	0	0	0	3	MTD STAR Delays-Station		
STAR Delays-Other		1	1	1	0	0	0	0	1	1	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	10	MTD STAR Delays-Other		
Turn Delays-Station		0	0	0	0	1	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	1	MTD Turn Delays-Station		
Turn Delays-Other		1	1	1	0	0	0	1	1	1	0	1	1	1	0	0	0	1	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	14	MTD Turn Delays-Other	

Walla Walla Regional Airport
Monthly Passenger Enplanements (Outbound)

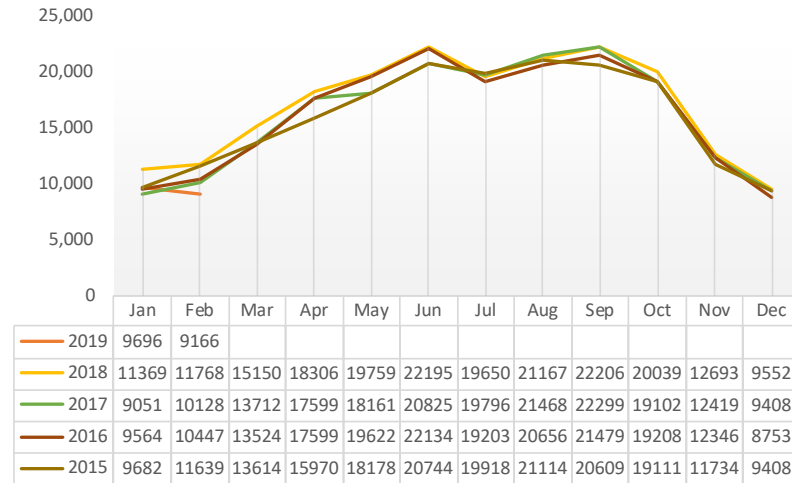
	<u>JAN</u>		<u>FEB</u>		<u>MAR</u>		<u>APR</u>		<u>MAY</u>		<u>JUN</u>		<u>JUL</u>		<u>AUG</u>		<u>SEP</u>		<u>OCT</u>		<u>NOV</u>		<u>DEC</u>	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Enplanements	2,019	0	1,983	0	2,367	0	2,202	0	2,427	0	2,481	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	4,095	107																		
2019 Y-T-D	3,102	113	5,703	163	9,798	270																		
Mthly % Change - 18 to 19	-21.3%		-31.8%		-14.1%		-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%		-21.7%		-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)

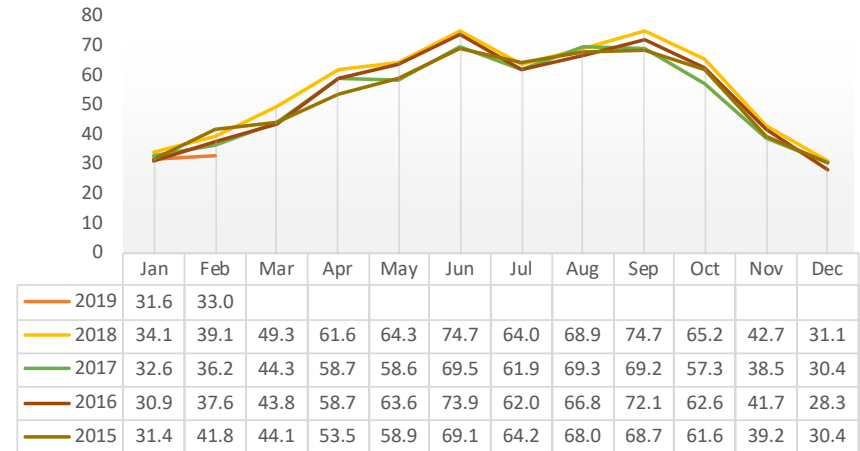
	JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non	Rev	Non
2003 Deplanements	2,191	0	2,000	0	2,332	0	2,237	0	2,269	0	2,462	0	2,209	0	2,162	0	1,825	0	2,342	0	2,162	87	1,966	82
2003 Y-T-D	2,191	0	4,191	0	6,523	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	3,857	102																		
2019 Y-T-D	3,309	100	5,829	159	9,686	261																		
Mthly % Change - 18 to 19	-22.0%		-34.7%		-16.5%		-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%		-23.9%		-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

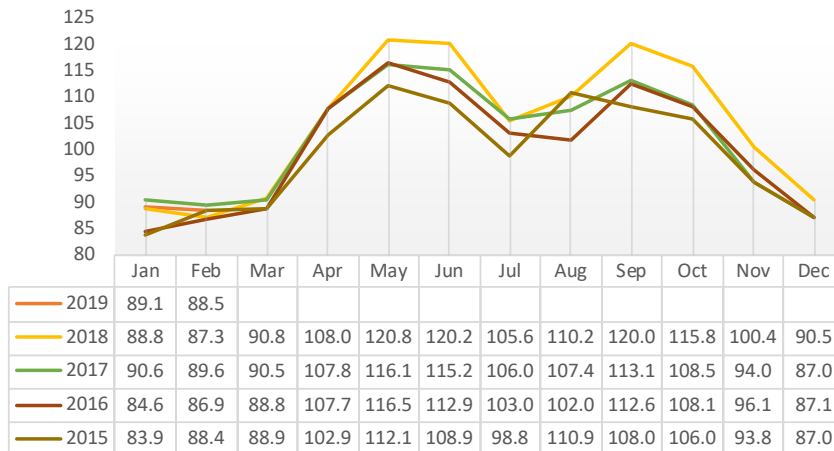
Rooms Sold - 2015 to 2019



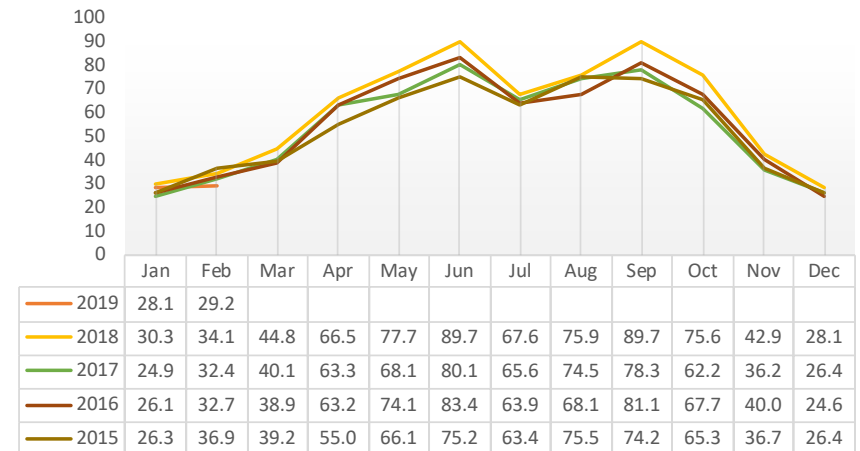
Occupancy % - 2015 to 2019



ADR - 2015 to 2019

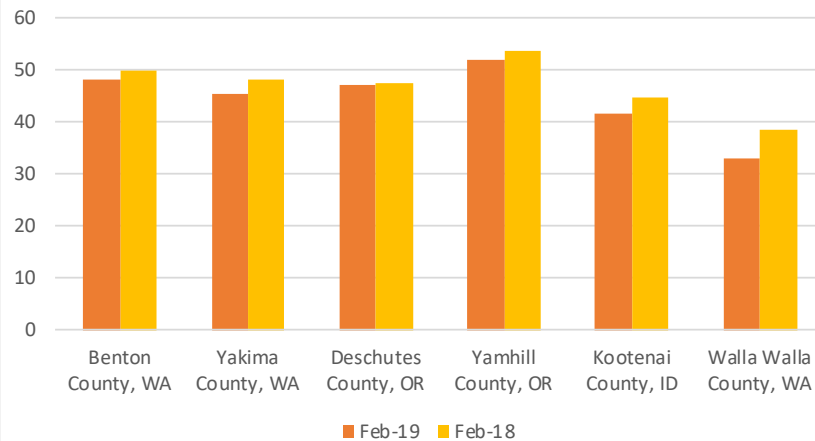


RevPAR - 2015 to 2019

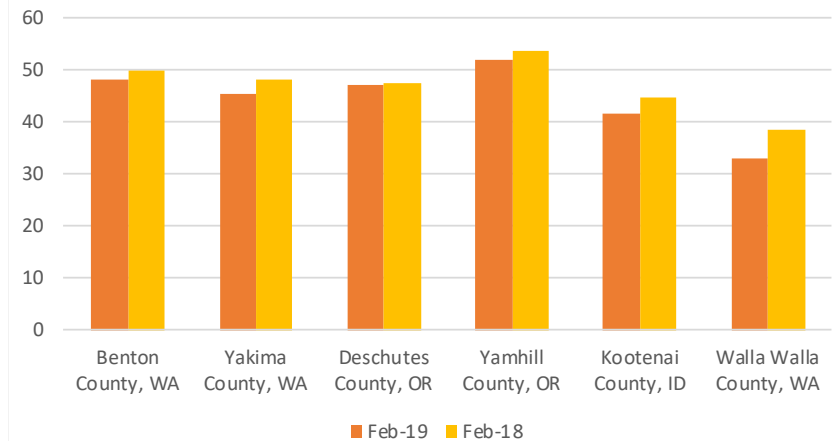


STR CHARTS - FEBRUARY 2019

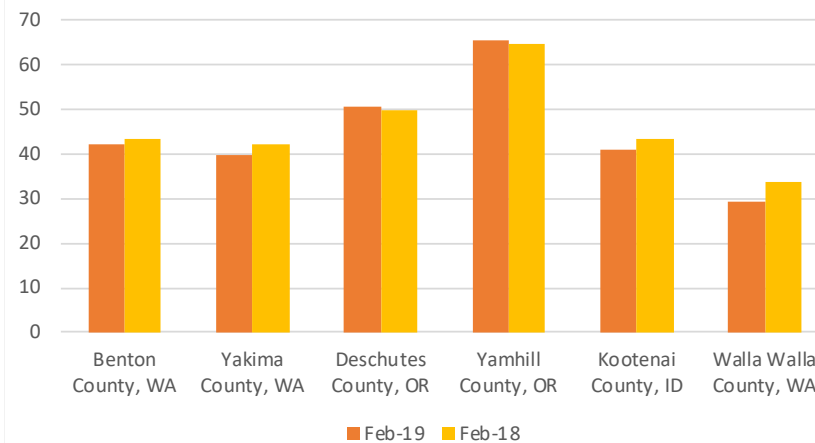
Occupancy % Annual Comparison by Month



Occupancy % Annual Comparison by Month

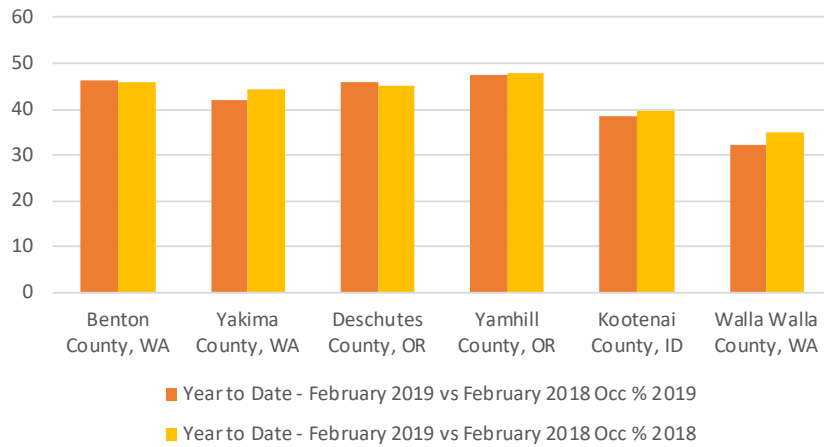


Revenue PAR Annual Comparison by Month

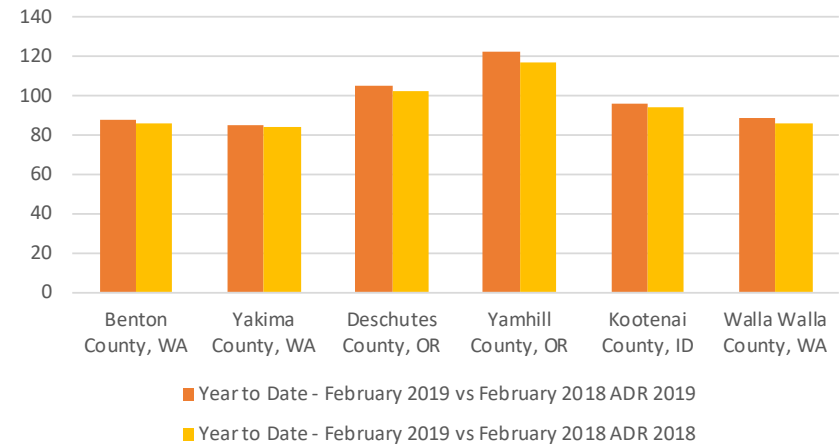


STR CHARTS - FEBRUARY 2019 YTD

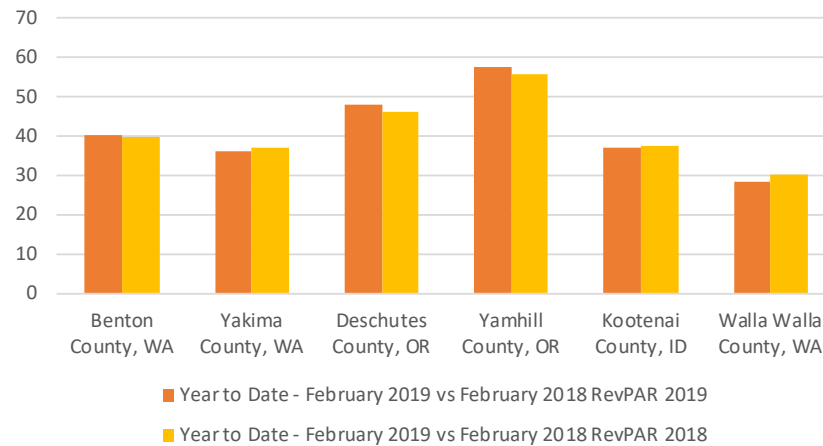
Occupancy Rate YTD 2018 to 2019



ADR YTD 2018 to 2019



Revenue PAR YTD 2018 to 2019



STR REPORT - FEBRUARY 2018

Tab 2 - Multi-Segment

Tourism Walla Walla

For the month of: February 2019

Currency: USD - US Dollar

	Current Month - February 2019 vs February 2018												Year to Date - February 2019 vs February 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 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	48.3	49.9	87.30	87.27	42.20	43.58	-3.2	0.0	-3.2	-3.2	0.0	-3.2	46.2	45.9	87.75	86.38	40.50	39.69	0.5	1.6	2.0	2.0	0.0	0.5	37	30	3251	2842
Yakima County, WA	45.6	48.4	87.76	87.00	39.98	42.08	-5.8	0.9	-5.0	-0.7	4.5	-1.5	42.2	44.3	85.53	84.32	36.06	37.35	-4.8	1.4	-3.5	0.9	4.5	-0.5	42	23	3208	1799
Deschutes County, OR	47.3	47.7	107.30	104.54	50.77	49.88	-0.8	2.6	1.8	6.5	4.7	3.8	45.8	45.1	105.18	102.57	48.15	46.24	1.5	2.5	4.1	9.0	4.7	6.3	65	34	5046	3341
Yamhill County, OR	52.2	53.8	125.59	120.50	65.50	64.88	-3.1	4.2	1.0	6.3	5.3	2.0	47.3	47.7	122.33	117.13	57.88	55.83	-0.7	4.4	3.7	9.2	5.3	4.5	15	11	713	600
Kootenai County, ID	41.7	44.7	97.93	97.31	40.85	43.51	-6.7	0.6	-6.1	-6.2	-0.1	-6.8	38.7	39.8	96.59	94.41	37.35	37.58	-2.8	2.3	-0.6	-0.7	-0.1	-2.9	29	21	2624	2100
Walla Walla County, WA	33.0	38.5	88.53	87.54	29.25	33.74	-14.3	1.1	-13.3	-13.3	0.0	-14.3	32.3	35.1	88.85	86.09	28.66	30.22	-8.1	3.2	-5.2	-9.2	-4.3	-12.0	14	11	991	922

Tab 3 - Multi-Seg Raw

Tourism Walla Walla

For the Month of February 2019

Currency: USD - US Dollar

	Current Month - February 2019 vs February 2018									Year to Date - February 2019 vs February 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	91,028	91,028	0.0	44,004	45,452	-3.2	3,841,689	3,966,690	-3.2	191,809	191,809	0.0	88,532	88,134	0.5	7,768,714	7,612,911	2.0
Yakima County, WA	89,824	85,932	4.5	40,922	41,558	-1.5	3,591,120	3,615,685	-0.7	189,272	181,071	4.5	79,792	80,220	-0.5	6,824,675	6,763,775	0.9
Deschutes County, OR	141,288	134,988	4.7	66,845	64,407	3.8	7,172,492	6,733,229	6.5	297,714	284,439	4.7	136,290	128,233	6.3	14,334,340	13,152,515	9.0
Yamhill County, OR	19,964	18,956	5.3	10,412	10,207	2.0	1,307,655	1,229,924	6.3	42,067	39,943	5.3	19,905	19,041	4.5	2,434,880	2,230,196	9.2
Kootenai County, ID	73,472	73,528	-0.1	30,650	32,872	-6.8	3,001,457	3,198,867	-6.2	154,816	154,934	-0.1	59,869	61,668	-2.9	5,782,938	5,822,048	-0.7
Walla Walla County, WA	27,748	27,748	0.0	9,166	10,696	-14.3	811,493	936,317	-13.3	58,469	61,073	-4.3	18,862	21,440	-12.0	1,675,846	1,845,794	-9.2