

VISIT
**walla
walla**

2018 ANNUAL REPORT



VISIT WALLA WALLA LEADERSHIP

Ron Williams, CEO

With over two years under his belt at Visit Walla Walla, Ron has enjoyed taking the organization in a new direction, in keeping with the changing times. It is serendipitous that he arrives in this new career at the same time that the business of destination marketing has undergone a sea change in how potential visitors are identified and approached.

Ron comes to the job with an extensive background in hospitality management, marketing, program management, arts, and entertainment.



He is particularly proud of the team he has assembled- a group of creative, intelligent and compassionate thinkers, who are always ready to challenge an old practice, offer a new point of view, and to show Walla Walla as the Center of the Universe we all know it to be.

VISIT WALLA WALLA BOARD OF DIRECTORS

Christopher Garratt, Chair,
at large

Ann Hooper, Treasurer
Wealth Management
Consultant – Retired

Zachary Fraser, President,
Pacific Baseball Ventures

Terra Luthi, Eritage Resort

Mindy Nelson, Coffey
Communications

Scott Peters, CEO,
Columbia REA

Jennifer Northam,
Assistant Director of Alumni
Relations, Whitman College

Dan Leeper, General
Manager, Marcus Whitman
Hotel & Conference Center

Mike Corliss, at large

James Payne, Executive
Director, Fort Walla Walla
Museum

Tabitha Crenshaw, at large

Jennifer Skoglund, Airport
Manager, Walla Walla
Regional Airport

Bradley Walker, Founder,
Walker & Associates, LLC

Annette Bergevin, Owner,
Bergevin Lane Winery

Katie DePonty, Director
of Admission Operations,
Whitman College

VISIT WALLA WALLA'S NEW BOARD MEMBERS



Bradley Walker

Founder, Walker & Associates, LLC

A results-driven leader with over 25 years of professional experience in marketing, sales and relationship building. Walker & Associates provides consulting services to airlines, hotels and online travel companies in the travel industry and is based in Seattle, Washington.



Annette Bergevin

Owner, Bergevin Lane Winery

Fifth generation, Walla Walla native Annette Bergevin, is a founding partner and General Manager of Bergevin Lane Vineyards. Annette oversees the winery and its day-to-day operations. Seventeen years and seventeen harvests later she still smiles and loves when she steps into the winery and smells the fermenting grapes making their magic!



Katie DePonty

Director of Admission Operations, Whitman College

Katie DePonty currently serves as the Director of Admission Operations at Whitman College. Working for the college is what brought Katie to Walla Walla back in 2006 after graduating from the University of Redlands with a BA in English and working at another college in Texas. In addition to the Office of Admission, Jennifer has also worked as Director of College Events and Conferences as Director. Katie also serves on the board of Community Council and is completing a her service as chair this year.

VISIT WALLA WALLA STAFF

Caleb Agee, Marketing & Communications Manager

Caleb joined the VWW team at the beginning of 2017 and brings years of marketing, design and communications experience to help spread the word about Walla Walla. He received his bachelor's degree from Walla Walla University and returned to Walla Walla in 2014. He enjoys being involved in the community, being a member of Exchange Club, and serving on the board of Shakespeare Walla Walla. Outside of work, he enjoys cooking with his wife, spending time with friends and family, and finding ways to spend time outdoors.

Michelle O'Connor, Administrative & Project Manager

Michelle also joined the VWW team at the beginning of 2017 and brings with her years of administrative experience. Formerly the Executive Assistant at the Marcus Whitman Hotel, she has a background in hospitality, which serves her well in her current position. Michelle is also a skilled photographer and graphic designer and has been featured in several publications in the past year, including Sunset Magazine and Touring & Tasting magazine. Although she is originally from Portland, Michelle has developed a passion for the beautiful Walla Walla Valley and its community. When she's not at work or running her photography business, she can be found taking care of her goats and volunteering with Blue Mountain Action Council.

Daylan Gibbard, Sales Manager

Daylan joined the VWW team near the end of 2017 and brings years of sales experience in the wine industry. A WWCC graduate, he spent 11 years in the automotive collision industry and as a tasting room associate at several Walla Walla wineries. Daylan is active in the community volunteering through the local Kiwanis club and is an area administrator for the PNW District of Key Club International. When he is not working you will typically find him around town in one of his classic cars or spending time with his dog Luke Skywalker.

Erika Arlie, Tourism Information Specialist

Erika joined the VWW team last year and brings years of customer service experience. Originally from California, Erika made her way to Walla Walla five years ago and instantly fell in love with the region. She has been excited to learn about the community and its rich history ever since. Erika loves to work with people and children. She has completed an Early Childhood Development internship and is conversationally fluent in American-Sign Language.

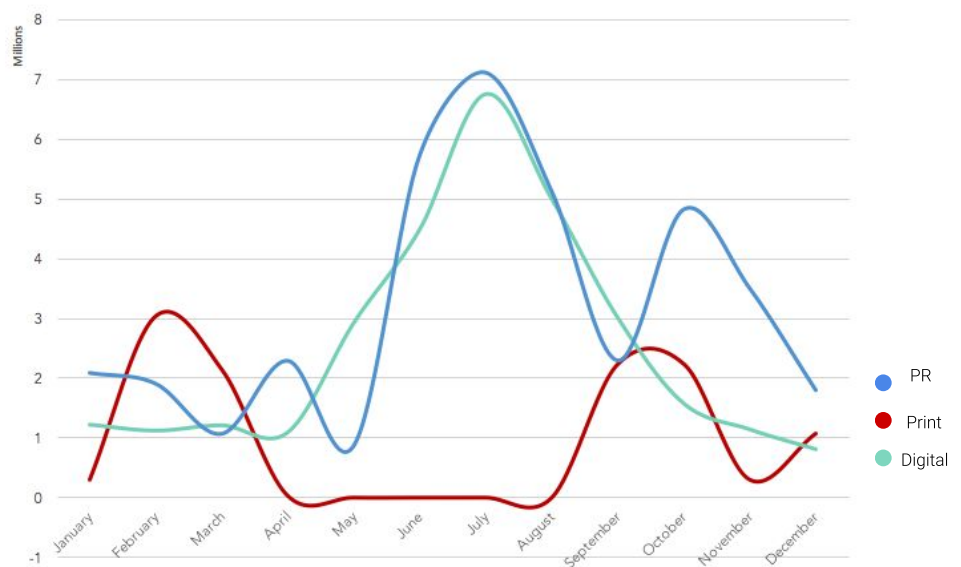
Jennifer Grau Doubrava, Tourism Information Specialist

Jennifer joined the VWW team this year and brings with her thirty plus years in sales, marketing and new product introduction with a focus in the fine wine and spirits industries. After visiting Walla Walla for four days on a whim in 2013, she returned to St. Louis and instantly put her house on the market. Jennifer and her boys continue to feel loved and accepted by the wonderful people in the Walla Walla Valley, and she hopes to reciprocate that love back to the community.

2018 MARKETING RECAP

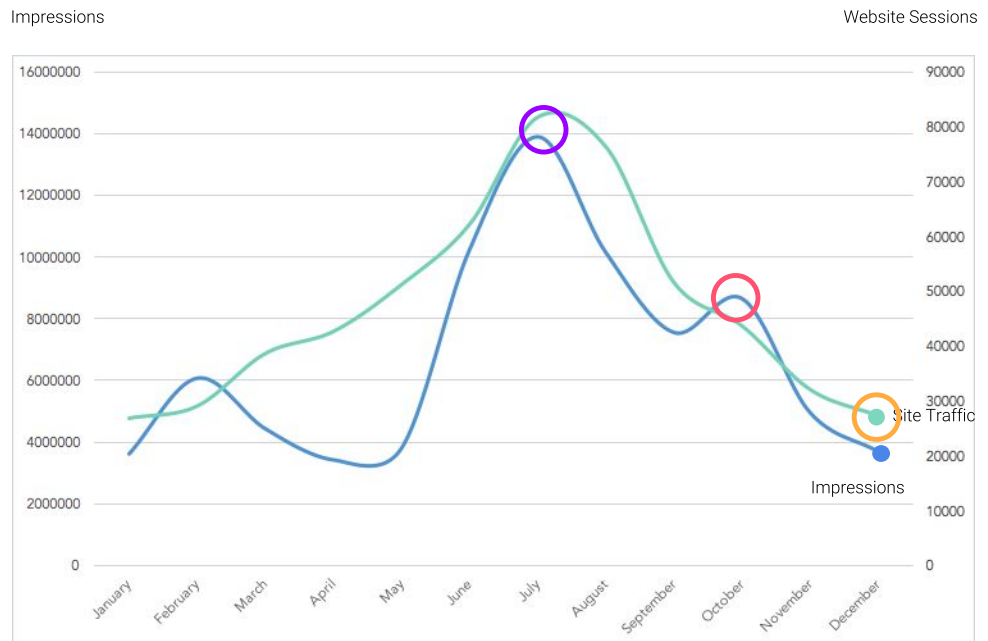
EXPOSURE: YTD

In 2018, we received over 80.3 million impressions coming from social, print, and PR.



TRACTION: YTD

- Large increase in traffic and impressions from a bigger PR month, the addition of the Facebook Audience Network, and a seasonal organic uptick.
- Impressions were up in October from a big PR month.
- The dip in traffic is mostly from a large, seasonal dip in organic users



GOAL CONVERSIONS

2,086

Visitor Packet
Downloads



558

Newsletter
Sign-Ups



5,539

Clicks to
Book



101,010

Clicks to
Stakeholders



2018 BY THE NUMBERS

80 million
impressions



563 thousand
site visits

Impressions were down in 2018 from cutting back on print and Google Display in 2018. We focused on higher quality impressions in 2018..

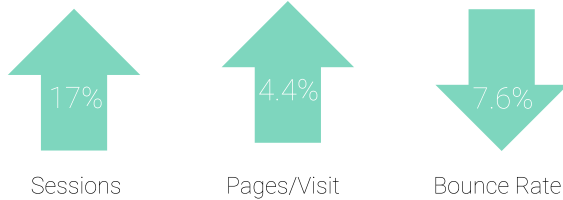


Site traffic was up in 2018. This increase was from Facebook Advertising as well as organic traffic.

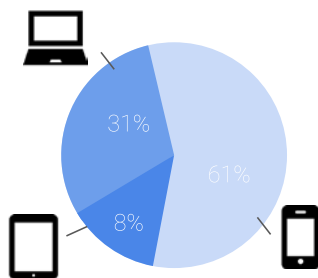


WEBSITE SNAPSHOT

Traffic increased, and on-page metrics improved.

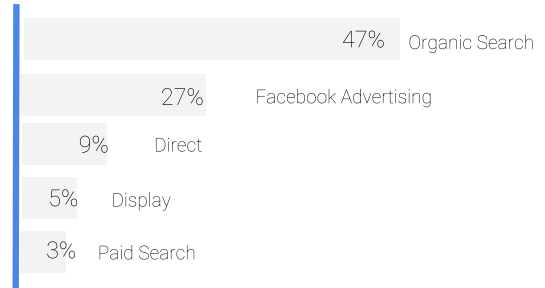


YoY Site Metrics



Device Metrics

Traffic Source Breakdown

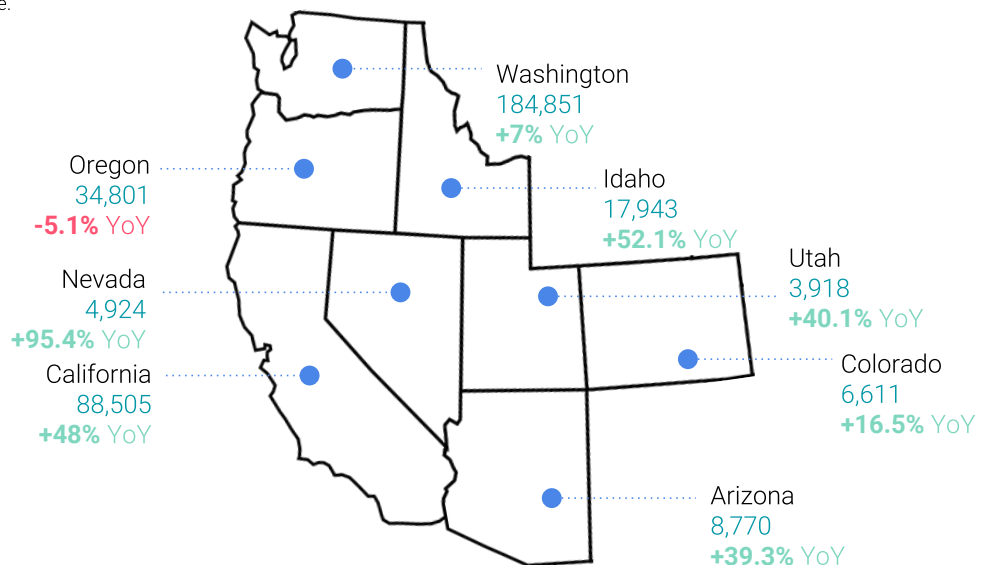


Top Five Pages

1. Homepage **15%**
2. /escape-to-wine-country **5%**
3. /calendar **5%**
4. /wineries **3%**
5. /things-to-do **2%**

WEBSITE STATS

Year over year, traffic is up across almost every state.



2018 FACEBOOK CAMPAIGNS

Port of Walla Walla



Impressions: 8,298,216
Clicks: 84,726
CTR: 1.02%
Avg. CPC: \$0.39

Feb for Foodies



Impressions: 431,487
Clicks: 17,962
CTR: 4.16%
Avg. CPC: \$0.48

Brand Campaign



Impressions: 3,671,669
Clicks: 26,337
CTR: 0.72%
Avg. CPC: \$0.78

2018 FACEBOOK CAMPAIGNS

County Grant Campaign



Impressions: 3,721,963
Clicks: 26,321
CTR: 0.71%
Avg. CPC: \$0.50

Port of Seattle



Impressions: 2,258,580
Clicks: 19,375
CTR: 0.86%
Avg. CPC: \$0.43

Holiday Campaign



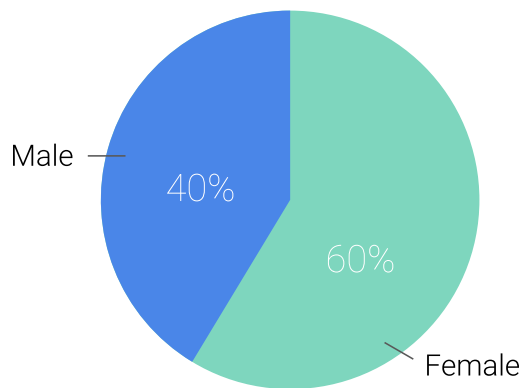
Impressions: 854,934
Clicks: 8,553
CTR: 1.00%
Avg. CPC: \$0.97

DEMOGRAPHICS

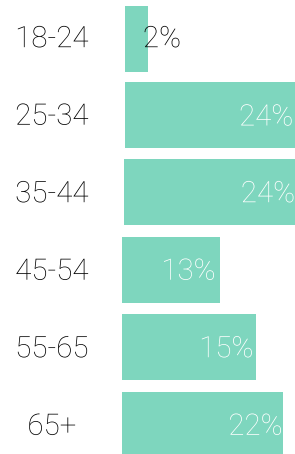
- Facebook Advertising

In 2018, we saw that most people clicking on ads were female, similar to 2017.

We also saw a much more even age distribution this year from segmenting our audience into millennials and baby boomers.



Brand



February

Washington State Wine Tour Guide
Issue: Feb 2018
Circulation: 110,000

Horizon
Issue: Feb 2018
Circulation: 2,230,110

Seattle Met
Issue: Feb 2018
Circulation: 278,603

Portland Monthly
Issue: Feb 2018
Circulation: 492,075

1889 Magazine
April 2018
Circulation: 50,000

Digital
-Banner Ad with Washington Tourism Alliance. Circ: 5,333 impressions
-Banner Ad with Washington Tourism Alliance. Circ: 8,000 impressions
-Monthly newsletter with Washington Tourism Alliance. Circ: 18,000 subscribers

March

Western Journeys AAA
March/April 2018
Circulation: 1.1 Million

Seattle Met
March 2018
Circulation: 278,603

NW Travel & Life
March/April 2018
Circulation: 300,000

1859 Magazine
March/April 2018
Circulation: 62,500

DIGITAL

Washington Tourism Alliance
Formatted Banners
-Banner Ad Circ: 5,333 impressions
-Banner Ad Circ: 8,000 impressions

APRIL

1889 Magazine
April 2018
Circulation: 50,000

Washington Tourism Alliance
Formatted Banners
-Banner Ad Circ: 5,333 impressions
-Banner Ad Circ: 8,000 impressions

Monthly Newsletter
-Featured Content Circ: 18,000

MAY

ScenicWA.com
Featured Story
Circulation: 404

JUNE

ScenicWA.com
Featured Story
Circulation: 404

JULY

ScenicWA.com
Featured Story
Circulation: 404

AUGUST

ScenicWA.com
Featured Story
Circulation: 404

SEPTEMBER

Horizon
Issue: September 2018
Circulation: 2,230,110

OCTOBER

Western Journey AAA
Issue: October 2018
Circulation: 1.1 Million
1859
Issue: October 2018
Circulation: 62,500

Portland Monthly
Issue: October 2018
Circulation: 492,075

Northwest Travel Magazine
Issue: Sept/Oct 2018
Circulation: 300,000

Seattle Met
Issue: October 2018
Circulation: 278,603

NOVEMBER

Northwest Travel Magazine
Issue: Nov/Dec
Circulation: 300,000

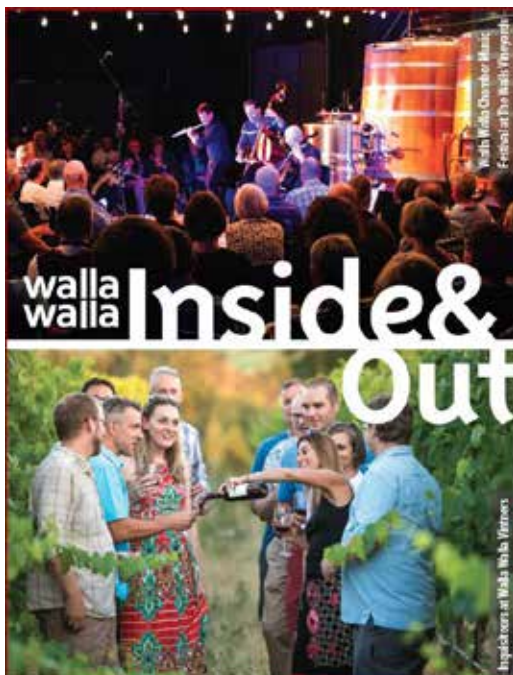
DECEMBER

Portland Monthly
Issue: December 2018
Circulation: 492,075

Northwest Travel Magazine (this was a Nov/Dec issue mentioned last month – not sure if it needed to be included again)
Issue: Nov/Dec
Circulation: 300,000

Seattle Met
Issue: December 2018
Circulation: 278,603

PRINT



Walla Walla **Inside & Out**

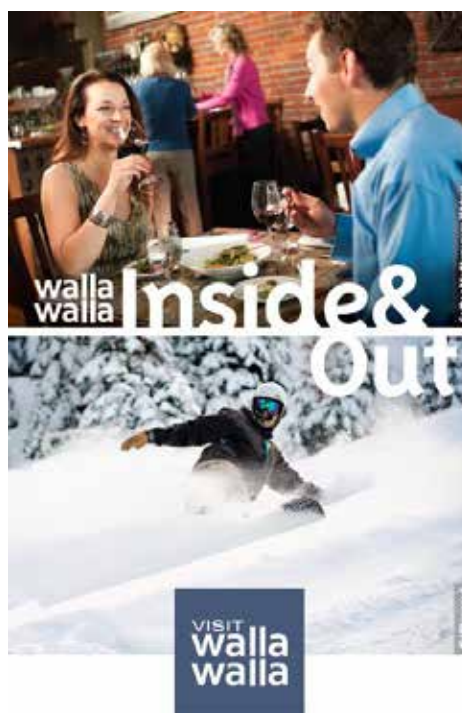
VISIT walla walla

Experience Walla Walla's laid-back, small town charm blended with more than 120 world-class wineries, award-winning restaurants, history, arts, and culture beyond our size.

Plan your next adventure at WallaWalla.org

Alaska AIRLINES **WINE FLYS FREE**

Fly from Walla Walla and check your first case of wine for free! Learn more at TasteAndTote.com



Walla Walla **Inside & Out**

VISIT walla walla

Experience laid-back luxury in Walla Walla. From savoring world-class wine, craft cocktails, and award-winning restaurants to enjoying dry powder snow and tree skiing in a family-friendly atmosphere, you can find it all in the Walla Walla Valley.

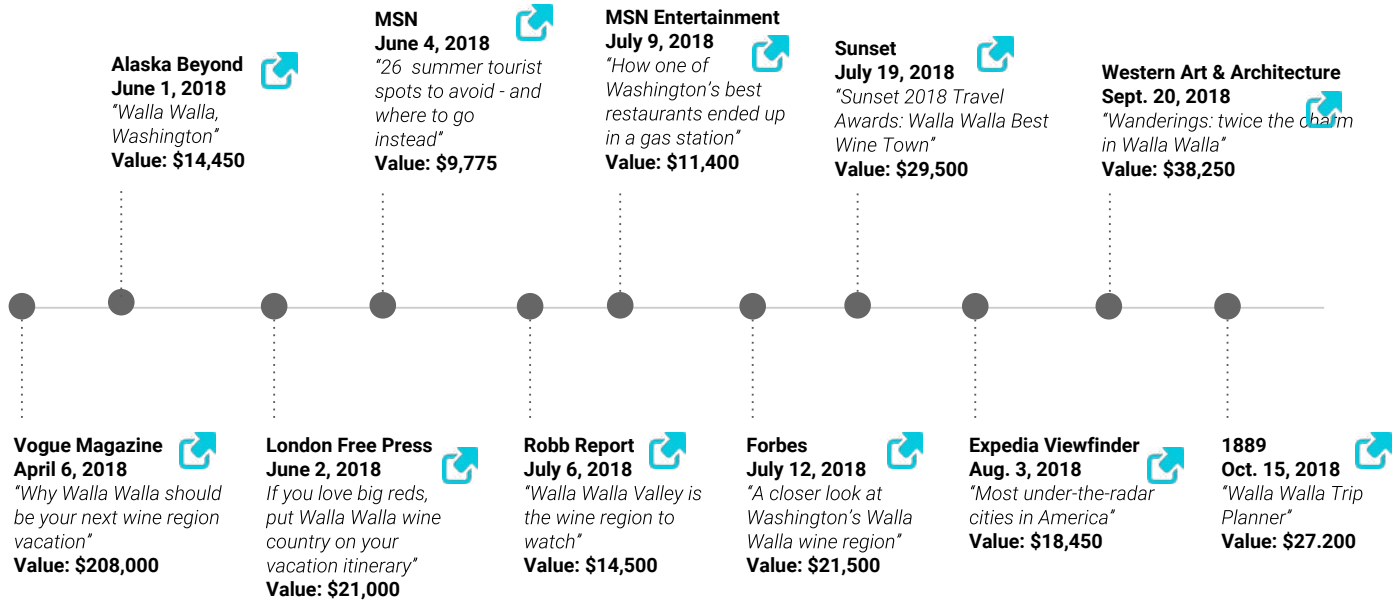
Plan your next adventure at WallaWalla.org



Fly from Walla Walla and check your first case of wine for free! Learn more at TasteAndTote.com

The following is a timeline of notable coverage/clippings from 2018. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found at the following link: <https://goo.gl/VEcfVN>

2018 Total Circulation: 38,501,569
2018 Total Media Value: \$1,547,290



VOGUE



Sunset



Expedia



WHY WALLA WALLA, WASHINGTON SHOULD BE YOUR NEXT WINE REGION VACATION

APRIL 6, 2018 3:32 PM

by **CHRISTINA PÉREZ**

Walla Walla. It's a fun name to say—and almost everyone who visits has a different way of saying it. The tiny town in southeastern Washington has been making a big name for itself as of late, growing from a small wheat farming community at the foot of the Blue Mountains to a world class wine destination with over 100 wineries in just a few short decades. But unlike many of the world's most famous grape-growing regions, Walla Walla doesn't specialize in one definitive varietal or style; thanks to a range of soils, elevation, and micro-climates, the area excels at everything from Cabernet Sauvignon to Tempranillo to Malbec to Merlot. Truly, a wine to suit every taste—and pronunciation. Still, if pressed, locals and critics alike will usually say that Walla Walla Syrah is the thing to get.

Don't go expecting the pine trees and misty skies of nearby Seattle or Portland; here, it's all about rolling hills covered with sage brush or rows and rows of grapevines. In the growing season, the verdancy of those vines creates an otherworldly effect against the otherwise arid land—especially as the sun begins to descend, coloring the sky with vibrant streaks of orange red. Walla Walla's sunsets are legendary and, truly, some of the most enchanting around.

The best time to visit? Really anytime. But if hard-pressed, aim for the first weekend in May—well after bud break and also when visitors can sample the Spring Release—or, better yet, mid-June, when internationally known growers and expert speakers descend on the town to celebrate the region's vast canon of wines.

Below, a few favorite spots not to be missed, should you decide to make the trek.

Where to Stay in Walla Walla

The Inn at Abeja

If one could magically conjure a real-life version of a storybook wine country hideaway, it would probably look a lot like Abeja. Of course, the setting doesn't hurt: 35 acres of golden wheat fields, meandering vineyards, flowering gardens, and wooded creeks all nestled against a ridiculously picturesque backdrop of undulating foothills and distant Blue Mountain peaks. But beyond the mesmerizing natural beauty, it's the innkeepers' thoughtful attention to detail that really sets this place apart. It's apparent at every turn—from the moment you make your way down the treelined driveway through the wooden entrance gate, and long after you've been handed your first glass of Chardonnay at check-in. Each of the eight guest suites occupies its own secluded spot of the property—either nestled in the corner of a gabled carriage house, the tower of a refurbished barn, or its own small cottage—and has been lovingly decorated with a mix of elegant antique finds and rustic country furnishings. (Don't miss the handmade lavender-flecked bath salts that sit alongside the dreamy clawfoot bathtubs in some of the rooms.) Breakfast at the Inn is an event unto itself, with a menu of dishes like local Walla Walla onion quiche or Northwest smoked salmon hash served in the tasting room alongside a grand fireplace.

Eritage

Local Va Piano winemaker Justin Wylie had a vision for the 300 acres of vineyards that stretch across the rolling hills just outside of downtown Walla Walla: a sleek but intimate design hotel the likes of which the area had never seen. To achieve his dream, he enlisted the help of two longtime friends who just happen to be well-versed in the world of hospitality: James Beard award-winning chef Jason Wilson and Chad Mackay of Seattle-based hospitality group Fire & Vine. Together, the three have crafted a modern mini resort complete with a ten airy suites, a pool, events space, and restaurant all centered around a crystalline lake and set to open later this spring.

Where to Wine in Walla Walla

L'ecole and Woodward Canyon

For a crash course in Walla Walla wine history, head to the western edge of town to two of the area's OG wineries. L'ecole, which is housed in a beautiful 1915 French schoolhouse, looks like something straight out of a Wes Anderson film and is an enchanting place to start. The roster here includes award-winning Chenin Blancs and Cabernet Sauvignon, all of which are available to sample in the schoolhouse's stained-glass accented tasting room. Afterwards, head next door to the farmhouse tasting room of Woodward Canyon. Though this winery was integral in establishing the Valley's appellation, it also makes a variety of wines produced from other Washington grapes, so it's a great place to learn about—and taste—vintages from the state's other appellations as well.

Bella Fortuna Tours

With over 100 wineries in the area, figuring out where to taste can be daunting, to say the least. For groups of two or more, consider hiring a guide—not only will it take the guesswork out of winery-hopping, but it also means you won't have to worry about driving after several glasses of Syrah, Malbec, and Chardonnay. Sharon Martin of Bella Fortuna is the real deal; not only does she have a background in enology and viticulture, but she's also a Walla Walla native with close ties to all of the town's important players.

Where to Dine in Walla Walla

Brasserie Four

Ask any local for a restaurant recommendation and they'll be quick to point you towards Brasserie Four. Located on Main Street right downtown, this sweet little spot offers French-inspired classics (moules frites, entrecôte steak, foie gras burgers) made with super fresh ingredients from nearby farms and purveyors. Best of all, the wine list leans heavily on local wines, making it easy to sample some of the region's harder to find Cabernets and Syrahs. Just be warned: It can be hard to get a table so call ahead to make a reservation.

Walla Walla Bread Company

Before Walla Walla was a wine town it was a wheat town, and the remnants of that history can still be seen in the old grain silos and elevators that dot each distant field. Walla Walla Bread Company, housed in an airy building on the corner of Main Street, makes good on that history by using only locally-raised wheat. Though baked goods, wood-fired pizzas, and sandwiches are obviously the stars of the show, there's plenty here for the gluten-adverse as well: hearty dishes like chicken and rice, corned beef hash, steak and eggs, and super lush salads flecked with seafood.



2018 TRAVEL AWARDS: BEST WINE TOWN

Widely known for its wheat and sweet onions, Walla Walla is also gaining recognition for its 120 wineries and tasting rooms, many of which occupy restored early-20th-century buildings. Show up at Saffron Mediterranean Kitchen on any night of the week, and you may find it filled with young winemakers behind some of the best Cabernets and Syrahs in the country. Chefs have followed the grapes, and the combination has energized this once-sleepy community. The introduction of nearby Eritage Resort—a 10-room refuge slated to open this summer, with lakeside villas to come—is bound to seal the deal. From \$350; eritageresort.com; wallawalla.org.

WANDERINGS: TWICE THE CHARM IN WALLA WALLA, WA

in October | November 2018, Wanderings
by **Carrie Scozzaro**

History looms large in Walla Walla, where the architecture has been thoughtfully preserved and restored in the area's stately homes, public buildings, and private businesses, including in a few wineries for which the region continues to be known.

Located in Southeast Washington, Walla Walla unfurls westward toward the Snake and Columbia rivers; its right flank edges Oregon's Blue Mountains and the state line is a mere 5 miles south. This small city of about 60,000 people feels more like a town. It's absent of any tall buildings save the 12-story Marcus Whitman Hotel, a 1928 example of Renaissance architecture.

Starting in the 1800s, the fur trade, then gold, then land lured people to the valley already occupied by Nez Perce, Cayuse, Umatilla, and Walla Walla tribes. Conflicts were inevitable and have since been contextualized in such historical sites as the Whitman Mission and the Fort Walla Walla Museum, a 19th-century military fort featuring a historic pioneer settlement and reenactments, gardens, and exhibits.

Formerly part of Oregon Territory, Walla Walla was an Oregon Trail stopover and grew to rival Seattle's population until the late 1800s; this was partially due to the fort, but also due to the land itself. Gifted with fertile Columbia Plateau soil, the region distinguished itself as an agricultural hub. Wheat remains dominant today, yet Walla Walla sweet onions are better known and are celebrated annually during the Sweet Onion Festival each summer.

Grapes, of course, have brought the most recognition to Walla Walla, named by USA Today in 2014 as a best travel destination, on par with Sonoma, California, and Languedoc, France. Of the 120 local wineries, around 30 have downtown tasting rooms and some of them are located in historic buildings. The Seven Hills Winery, for example, is in a former lumber mill, and the Canoe Ridge Vineyard tasting room is in a railway and streetcar facility, both of them turn-of-the-century structures. In the nearby community of Lowden, L'Ecole No. 41 has occupied a 1915 schoolhouse since the venerable winery opened in 1983, five years after Leonetti Cellars and Woodward Canyon put Walla Walla on the winemaking map. Some wineries host First Friday art tours, including Foundry Vineyards, which specializes in contemporary art (past exhibits include Ai Weiwei and James Lavadour) and work from its nearby Walla Walla Foundry.

Look for regional art by Todd Telander at Telander Gallery. And at Whitman College, the Sheehan Gallery hosts student, faculty, and curated exhibitions and pieces from the Davis Collection of Asian Art. Several walking-tour maps, available through visitor's organizations, detail public art and notable architecture. On Whitman's campus, look for Jewell Praying Wolf James' (Lummi Nation) Totem Pole; former Whitman professor Keiko Hara's Topophilia Gates; and Montana-native Deborah Butterfield's Styx. Downtown, along Main Street, look for Wayne Chabre's and Jeanne McMenemy's A Delicate Balance; Squire Broel's Looking Back, Looking Forward; and Brad Rude's whimsical Thoughts Discovered.

Available maps also outline the region's architectural treasures. Several of these buildings provide lodging, such as the 1909 Craftsman-style Green Gables Inn and the 1880 Italianate Victorian-style Kirkman House, which doubles as a museum specializing in textile exhibits.

Various Walla Walla private and public organizations have helped revitalize downtown — renovating buildings, installing bike racks and benches, planting trees — without compromising Walla Walla's historic appeal. For example, the quirky 1917 American (Liberty) Theater combines traditional Dutch architecture outside and an Art Deco-inspired interior, yet it also houses a Macy's store. The Gesa Power House Theatre, meanwhile, was originally built in 1890 to convert coal to gas; today it hosts live performances and recorded events.

Walla Walla's dining scene is nearly as eclectic as its architectural array. Try contemporary Middle Eastern cuisine at Saffron Mediterranean Kitchen, rustic Italian at Passotempo, or French dining at Brasserie Four. Breakfast at Bacon & Eggs features produce from local farms and funky cocktails. All are located on or nearby Main Street, which functions as an arterial for Walla Walla's tasting rooms, eateries, and shops.

Walla Walla is the kind of place one might expect to find a chef with Michelin-starred experience. What's unexpected is the location of Andrae's Kitchen — in a gas station and convenience store. Yet, that's where Chef Andrae Bopp serves such gourmet street food as 16-hour smoked brisket on house-made bread. The Whitehouse-Crawford Restaurant combines much of Walla Walla's best attributes of wine, food, art, architecture, and the spirit of preservation. Located inside the 1904 Whitehouse Crawford Company Planing Mill (which also houses Seven Hills Winery), the brick structure is one of 29 Walla Walla National Historic Register sites and replaced the original 1880 structure that was destroyed by fire. When it closed in 1988, the city purchased the mill and planned to demolish it, but the public balked and new owners stepped in with a different plan: to restore it and turn it into a restaurant and winery of which Walla Walla could be proud.

For those looking for a weekend escape among the verdant valleys of Eastern Washington, the wonders of Walla Walla await.