EXPOSURE: YTD

In Q1, we received more than 14 million impressions coming from social, display, print, and PR.

TRACTION: YTD

Overall exposure increased in February due to added print circulation.

- Dip in exposure from fewer print and pr circulation.
- Lift in site traffic likely from seasonality.
Historically, goal conversions have trended similarly to site traffic. Both have been trending up throughout the quarter.

- Compared quarter-over-quarter since not all conversions were set up last year.

**ACTIVITY: YTD**

Impressions driven in Q1 through PR, print and digital efforts.

- **impressions**: 14.5 million
- **site visits**: 94 thousand
- **goal conversions**: 34 thousand

Most conversions came from organic, but a significant portion of goals from digital advertising came from the search campaigns.
Year over year, traffic is up significantly across regions. Traffic was also up across organic, social, and referral for these locations.

Washington  
+24 YoY  
54,853 visits

Idaho  
+34 YoY  
4,063 visits

Oregon  
+14 YoY  
8,778 visits

Utah  
31 YoY  
714 visits

Nevada  
18 YoY  
338 visits

Colorado  
+24 YoY  
893 visits

California  
+13 YoY  
4,522 visits

Arizona  
32 YoY  
834 visits
Display animations ran in January and February for the Winter/Feb for Foodies campaign. It performed very similarly to last year’s Feb for Foodies campaign.
SOCIAL: SPRING CAMPAIGN

MILLENIALS
Impressions: 405,351
Clicks: 2723
Avg. CTR: 0.67%

BABY BOOMERS
Impressions: 253,126
Clicks: 4393
Avg. CTR: 1.74%

Q1 Stats

ON-PAGE PERFORMANCE

**Millennials**
- Avg Time on page: 59 seconds
- Bounce Rate: 69%
- Clicks to book: 18
- Newsletter Sign-Ups: 18

**Baby Boomers**
- Avg Time on page: 57 seconds
- Bounce Rate: 60%
- Clicks to book: 27
- Newsletter Sign-Ups: 85
Curt Bell: After four decades of working in all central/eastern Washington communities from Canada to Oregon, the culture of Walla Walla is by far the most special. The atmosphere of the town is so beautiful, peaceful and inviting but what I found most attractive was the people. They are overwhelmingly the kindest and most friendly people I've ever had the pleasure of working with. Many many fond memories of Walla Walla!!

Irene Padilla: I'll drink to that!! You've got to love Walla Walla!! 🍷❤️

Janet Groom-Hellman: I love walla walla! Great place to spend the weekend, eat and drink wine. They have the best Italian restaurant in the downtown area. Don't remember the name but it's the only one downtown. Strongly recommend you make reservations tho. It's a popular place.

Raema Tellez Hickey: One of my favorite places!!

Marilyn McCardle: LOVED visiting Walla Walla when we lived but an hour away, across the Blue Mtns! - Made happy memories prom dress shopping there with our dau & her friend 😊

Emily Rose Yanez: Alli Yanz, we need to go back!
Most commonly clicked ads and keywords for Q1

**Top Ads**

- Visit Walla Walla - The Perfect Washington Getaway
  - +washington +wineries
  - +washington +state +wedding
  - +wineries +wa
- Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!
  - +wineries +wa
- A Perfect Wedding Destination - Washington Wine Country
  - +visit +washington +state
  - +washington +getaways
- Host Your Destination Wedding In Washington’s Premiere Wine Country.
- View Our Winery Guide - Visit Walla Walla, Washington
  - +getaways +wa
- The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

**Top Keywords**

- +washington +wineries
- +washington +state +wedding
- +wineries +wa
- +visit +washington +state
- +washington +getaways
- +getaways +wa

<table>
<thead>
<tr>
<th>March Campaign Stats</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>23,939</td>
<td>847</td>
<td>3.54%</td>
<td>$1.55</td>
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<tr>
<td>Getaways/Vacation</td>
<td>15,462</td>
<td>706</td>
<td>4.57%</td>
<td>$1.87</td>
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<tr>
<td>Destination Wedding</td>
<td>7,169</td>
<td>273</td>
<td>3.81%</td>
<td>$4.82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>46,570</td>
<td>1,826</td>
<td>3.92%</td>
<td>$2.16</td>
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</table>

<table>
<thead>
<tr>
<th>Q1 Campaign Stats</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>51,756</td>
<td>1,971</td>
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<td>$1.81</td>
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<tr>
<td>Getaways/Vacation</td>
<td>49,429</td>
<td>1,789</td>
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<tr>
<td>Destination Wedding</td>
<td>22,693</td>
<td>791</td>
<td>3.49%</td>
<td>$4.52</td>
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<tr>
<td><strong>Total</strong></td>
<td>123,878</td>
<td>4,551</td>
<td>3.67%</td>
<td>$2.16</td>
</tr>
</tbody>
</table>
DIGITAL: SOCIAL

In Q1, the audience trended more female due to Facebook serving the ad to more women than men.

The age groups are now more evenly distributed with the age breakdown of the spring campaign.

DIGITAL: DISPLAY

In display, the audience is split evenly by age and gender.
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 at the following link: bit.ly/2rfFjlW

March circulation: 1,069,389  
March value: $67,285

Q1 2018 circulation: 5,064,439  
Q1 2018 value: $199,525

Only in Your State  
March 8, 2018  
Here Are The 10 Coolest Small Towns In Washington You’ve Probably Never Heard Of

Travel Channel Online  
March 10, 2018  
World’s Best Wine Road Trips

Vacation Idea  
March 15, 2018  
23 Best Romantic Weekend Destinations on the West Coast

MSN  
March 30, 2018  
15 Main Streets in America You Will Want to Move To

World’s Best Wine Road Trips

Pack a cork screw for a grand tour of the best wine road trips.

Vintners have long realized that by blending different grapes one can create a deliciously complex experience. So perhaps it’s only natural that combining the 2 best movements in tourism – road trips and wine tours – produces amazing outcomes. While the list of wine regions may seem ever-growing, only a special few are worthy of a great road trip.

So pack a cork screw, some govino glasses, and dust off your grandfather’s driving gloves. We’re going on a grand tour of the world’s best wine road trips.
**MARCH 2018 PR TACTICS**

**Travel & Words Post-Conference FAM**
Select participants from list of applicants for April 24-26 FAM, notify attendees, coordinate itinerary overview and transition visit to VWW team.

**Eritage & Spring Release Preview FAM**
Develop media list and itinerary for Eritage Opening and Spring Release Preview FAM tour, May 2-4, including outreach to invitees and itinerary development.

**Zapata Espinoza, Road Bike Action**
Coordinate with editor Zap Espinoza for a feature about Walla Walla’s cycling friendly nature, notable personalities, and top road bike rides.

**Ana Sandee, Colorful Foodie**
Coordinating a food and wine focused media visit for social media influencer Ana Sandee (http://www.instagram.com/colorfulfoodie) over the May 25-28 timeframe.

**Kate Spiller, Wild Tales Of**
Coordinating a family travel focused media visit for Kate Spiller, with dates set for April 13-15.

**Amy Glynn, Paste**
Coordinating a media visit for Amy Glynn from Paste Magazine based on the Under the Radar, Over the Top press release pitch. Dates TBD.

**John Gottberg Anderson, Freelance**
Coordinating an April media visit for freelance travel writer John Gottberg Anderson. Exact dates TBD.

**Rob Bhatt, AAA Western Journey**
Communicate with Rob Bhatt regarding a possible late April visit to Walla Walla.