Traffic and goal conversions up significantly in Q3 year-over-year

- Organic traffic was up 16% year-over-year
- Facebook advertising did a much better job of driving traffic due to the use of video and the Facebook Audience Network
EXPOSURE: YTD

In September, we received over 7.5 million impressions coming from social, display, print, and PR.

TRACTION: YTD

Dip in impressions is from less PR in September and also the Port campaigns ending.

The dip in traffic is from the Port campaigns ending as well as a seasonal organic dip.
Historically, goal conversions have trended similarly to site traffic.

Goals and traffic dipped in September from seasonality and fully cutting the Port campaigns.

### ACTIVITY: YTD

<table>
<thead>
<tr>
<th>Activity</th>
<th>Clicks</th>
<th>Clicks to</th>
<th>Visitors</th>
<th>Sign-Ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors Packet Downloads</td>
<td>1,604</td>
<td>30,534</td>
<td>503</td>
<td>120</td>
</tr>
</tbody>
</table>

*Q3 numbers

- 31.5 million impressions
  Impressions driven in Q3 from PR, print and digital efforts.
- 209 thousand site visits
  Non-unique visits by users to the site this month.
Traffic is up significantly in 2018 from organic traffic and the addition of the Facebook Audience Network to digital advertising.
BRAND CAMPAIGN

MILLENNIALS
Impressions: 832,075
Landing Page Views: 2,854
Avg. CTR: 0.34%
Cost per landing page view: $0.51
Clicks-to-book: 22

BABY BOOMERS
Impressions: 513,942
Landing Page Views: 3,345
Avg. CTR: 0.86%
Cost per landing page view: $0.44
Clicks-to-book: 53
COUNTY GRANT CAMPAIGN

**MILLENIALS**
- Impressions: 1,404,368
- Landing Page Views: 5,213
- Avg. CTR: 0.69%
- Cost per landing page view: $0.61
- Clicks-to-book: 25

**BABY BOOMERS**
- Impressions: 927,760
- Landing Page Views: 4,886
- Avg. CTR: 0.77%
- Cost per landing page view: $0.65
- Clicks-to-book: 44
Top Ads

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

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 | 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.

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.

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
+visit +washington +state
+washington +getaways

<table>
<thead>
<tr>
<th>Q3 Campaign Stats</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>42,371</td>
<td>1,797</td>
<td>4.24%</td>
<td>$0.87</td>
</tr>
<tr>
<td>Getaways/Vacation</td>
<td>24,541</td>
<td>1,246</td>
<td>5.08%</td>
<td>$1.25</td>
</tr>
<tr>
<td>Destination Wedding</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>66,912</td>
<td>3,043</td>
<td>4.55%</td>
<td>$1.02</td>
</tr>
</tbody>
</table>

Avg Time on page: 1:17
Bounce Rate: 64%
Clicks to book: 50
DIGITAL: SOCIAL

In Q3, Facebook clicks trended toward women.

The age groups are still evenly distributed with the age breakdown of the campaigns.

DIGITAL: SEARCH

Clicks on Google Display ads trended toward a male audience.

Also, younger age groups are clicking on the ads more often.
The following is a timeline of notable coverage/clippings from September. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found at the following link: bit.ly/2rfFjlW

**September circulation:** 2,297,201
**September value:** $154,920

**Q3 circulation:** 14,535,127
**Q3 value:** $475,695

**YTD 2018 circulation:** 28,511,990
**YTD 2018 value:** $1,232,335

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**Robb Report**
*Sept. 16, 2018*
Walla Walla featured prominently in Sara Schneider’s “Like Napa Cab? You’ll Love Washington State Merlot” feature, including Northstar, Pepper Bridge, and Leonetti.

**Travelocity.com**
*Sept. 26, 2018*
“8 Weekend Getaways for under $1,000” with Walla Walla taking the top spot for wine lovers.

**Only in Your State**
*Sept. 8, 2018*
Walla Walla Balloon Stampede highlighted in Jessica Wick’s “Spend the day at this hot air balloon festival in Washington State” feature.

**Western Art & Architecture**
*Sept. 20, 2018*
Carrie Scozrro’s “Twice the Charm in Walla Walla” feature about what to see and do in Walla Walla.
Spend The Day At This Hot Air Balloon Festival In Washington For A Uniquely Colorful Experience

How do you celebrate fall in Washington? Whether you always head to the fair or prefer to pick your own apples, you’ve probably got your own autumn traditions. And if you live anywhere near Walla Walla, hopefully one of those traditions includes the annual balloon festival.

The Walla Walla Balloon Stampede is held every October (weather permitting).
Like Napa Cab? You’ll Love Washington State Merlot

Bordeaux from the Northwest has more in common with the Cabernet you love than you might think.

BY SARA L. SCHNEIDER ON SEPTEMBER 16, 2018
TWICE THE CHARM IN WALLA WALLA, WASHINGTON

There are two homes in Walla Walla, Washington, that together offer a unique blend of art and architecture. The first is the historic Walla Walla County Courthouse, which opened in 1911 and has been a fixture in the community ever since. The second is the contemporary home of artist Greg Kelsey, which is located just a few blocks away from the courthouse.

The Walla Walla County Courthouse is a classic example of early 20th-century architecture. It features a central tower with decorative elements such as a dome and clock. The building’s design was influenced by the Grand Canyon, which was being explored at the time.

Greg Kelsey’s home, on the other hand, is a modern masterpiece. It features clean lines and lots of natural light, with a focus on sustainability and energy efficiency. The home is located in the heart of Walla Walla’s art district, and it’s just a short walk from the courthouse.

Together, these two homes offer a unique glimpse into the history and art of Walla Walla. Whether you’re interested in architecture or art, you’re sure to find something to appreciate in these two homes.
Ongoing PR Activity
Recent & Upcoming Media Visits

Itinerary assistance for Denman & Marijo Moody, including Chef’s Table dinner at MWH on Sept. 19, accompanied by Ron Williams.

Itinerary assistance for Leslie Kelly and John Nelson, including dinner at Passatempo with Ron Williams and RV lodging at Dunham Cellars.

Photo assistance for Cara Strickland re: Passatempo feature in next issue. Also October feature on Eritage.

Planning and itinerary for Allen Cox visit, Oct. 21-23, with lodging at Cameo Heights and Abeja.

Planning and itinerary for Rich Rubin’s Nov. 12-15 visit for Passport, with lodging at Eritage and Abeja.

Initial discussions with editor Stephanie Regalado regarding a November visit, exact dates TBD.

Initial discussions with Leslie Forsberg, senior editor, regarding Q4 visit in response to fall media invitation.

Invitation and media list development for Ron’s NYC visits Oct. 29-Nov. 1.

Updates to and distribution of press release. Sent to 10,183 recipients, with 1,876 (19.82% open rate).
THANK YOU