

VISIT
**walla
walla**

QUARTERLY RECAP // Q3 2018



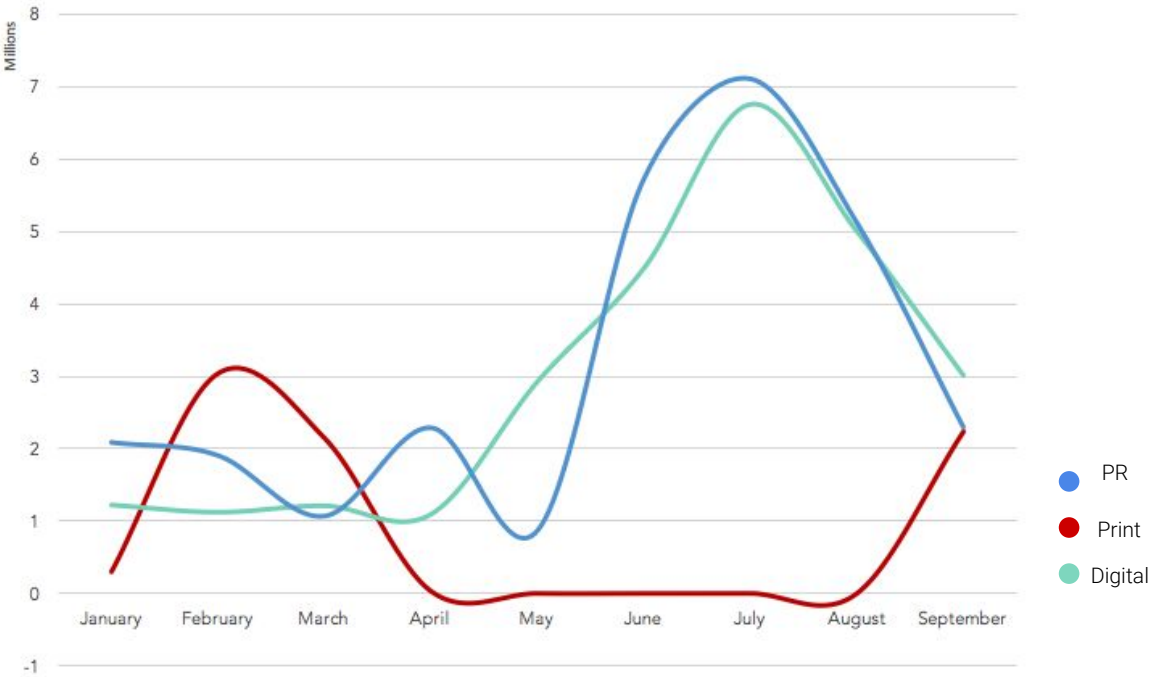
DVA ADVERTISING & PUBLIC RELATIONS

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.



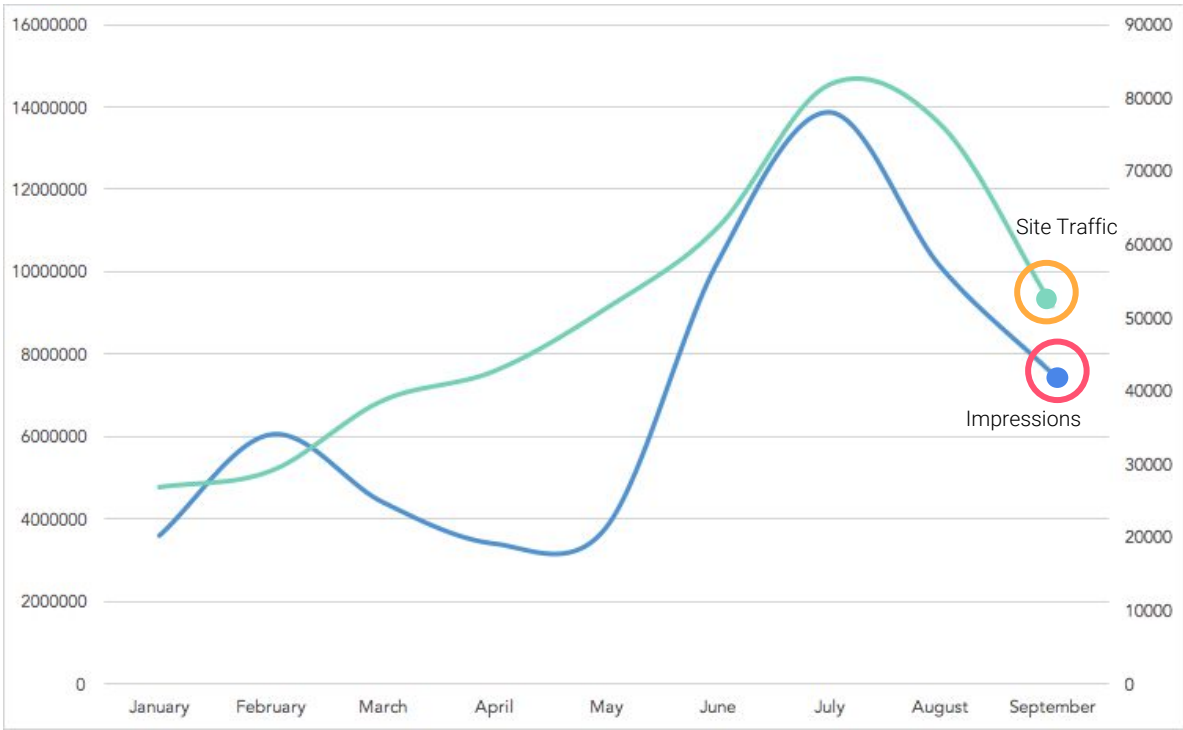
TRACTION: YTD

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.

Impressions

Website Sessions



Traffic vs Goal Conversions



ACTIVITY: YTD

Historically, goal conversions have trended similarly to site traffic.

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



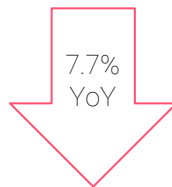
1,604

Clicks to
Book



30,534

Clicks to
Stakeholders



503

Visitor Packet
Downloads



120

Newsletter
Sign-Ups

*Q3 numbers

Q3 BY THE NUMBERS

31.5 million

impressions

Impressions driven in Q3 from PR, print and digital efforts.



209 thousand

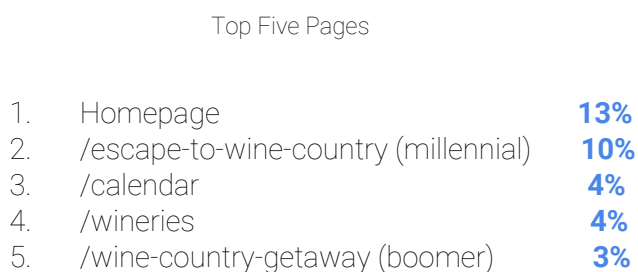
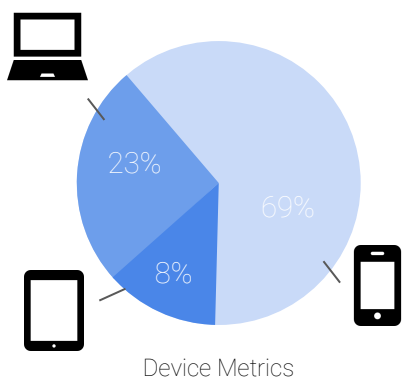
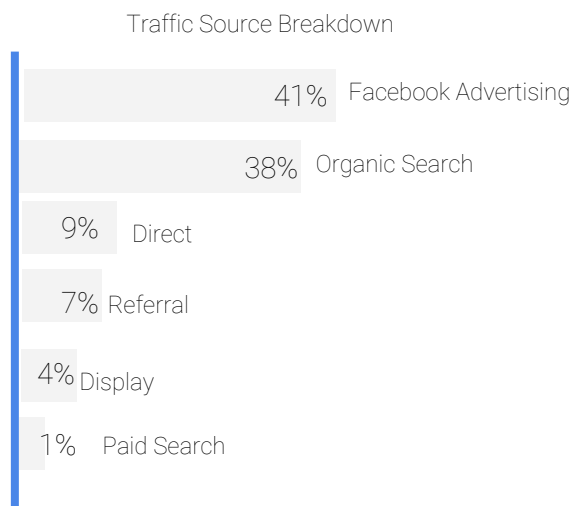
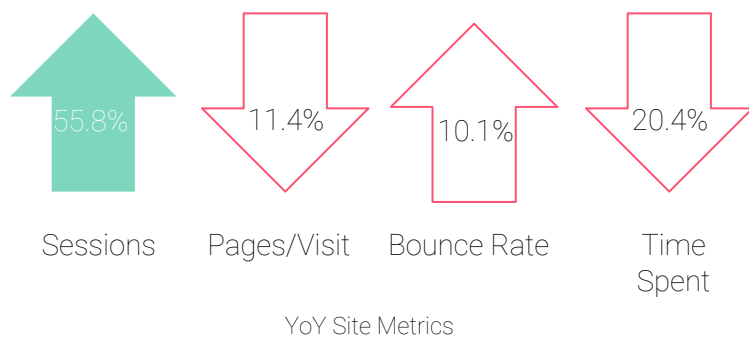
site visits

Non-unique visits by users to the site this month.



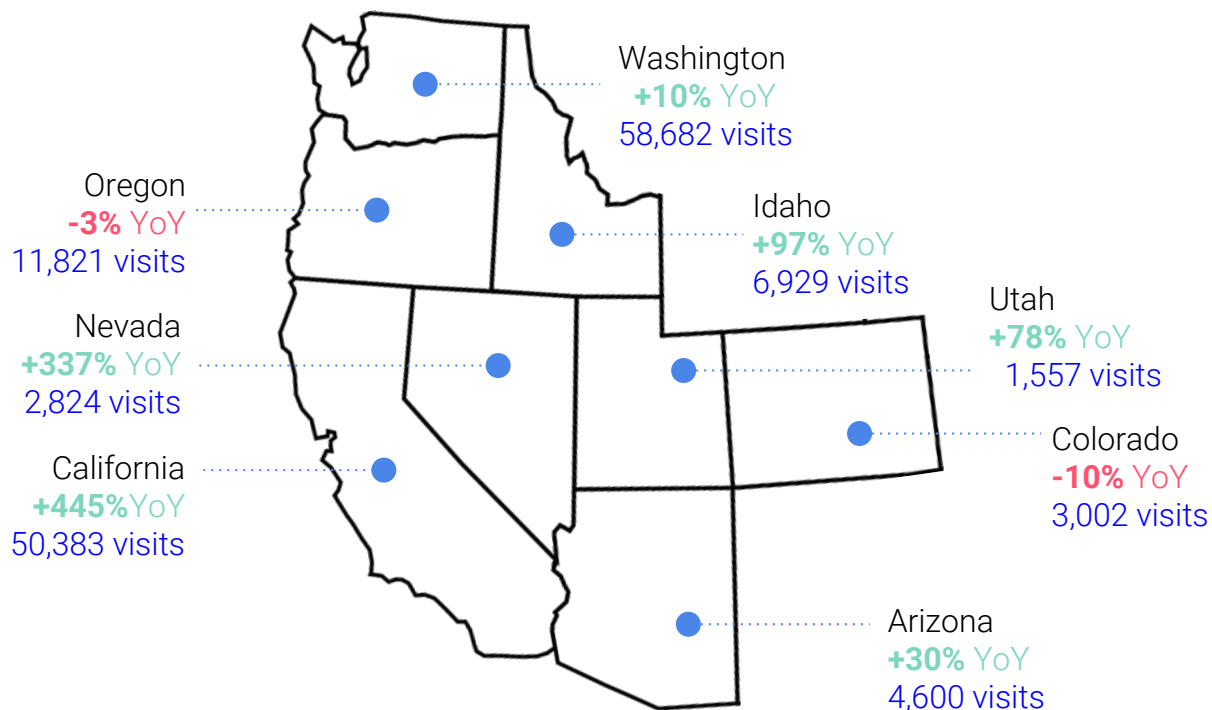
WEBSITE SNAPSHOT

- Q3



WEBSITE STATS

Traffic is up significantly in 2018 from organic traffic and the addition of the Facebook Audience Network to digital advertising.



BRAND CAMPAIGN



Visit Walla Walla
Sponsored · 🌐

Like Page

Discover Walla Walla wine country



WALLAWALLA.ORG

Enjoy Walkable Sights and Sips in Walla Walla
Plan your getaway

Learn More

👍❤️👏 527

25 Comments 57 Shares

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

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



Visit Walla Walla
Sponsored · 🌐

Like Page

Discover Walla Walla wine country



WALLAWALLA.ORG

WALLA WALLA: A Destination Worth a Long Weekend

Learn More

👍❤️😄 Angel Sokolova, Chris Wright and 366 others

39 Comments 34 Shares

COUNTY GRANT CAMPAIGN

**Visit Walla Walla**
Sponsored · 

Like Page

From charming B&B's to historic guest houses, discover a world of accommodations, starting with a stay at [Abeja Winery and Inn](#).



[WALLAWALLA.ORG](#)
Relaxation has its place.
Explore the entire county that is Walla Walla

Learn More

 Judy Droles, Gloria Heintz and 78 others

5 Comments 11 Shares

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

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

**Visit Walla Walla**
Sponsored · 

Like Page

Rivers, trails, and every activity under the sun are waiting for you.



[WALLAWALLA.ORG](#)
Get out in Walla Walla.
Explore the entire county that is Walla Walla

Learn More

 Brad Marks, Jose Vianney and 32 others

5 Comments 6 Shares

- Most commonly clicked ads and keywords for Q3

Top Ads

Top Keywords

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!

+washington +wineries

+wineries +wa

+washington +wine +country

+visit +washington +state

+washington +getaways

Q3
Campaign
Stats

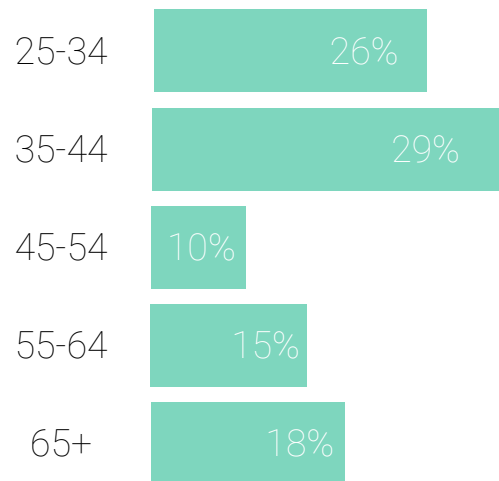
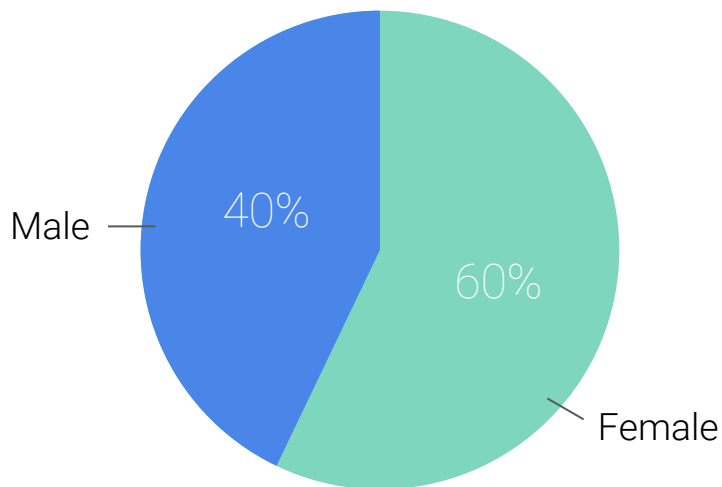
	Impressions	Clicks	CTR	CPC
Wine	42,371	1,797	4.24%	\$0.87
Getaways/Vacation	24,541	1,246	5.08%	\$1.25
Destination Wedding	-	-	-	-
Total	66,912	3,043	4.55%	\$1.02

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

DIGITAL: SOCIAL

In Q3, Facebook clicks trended toward women.

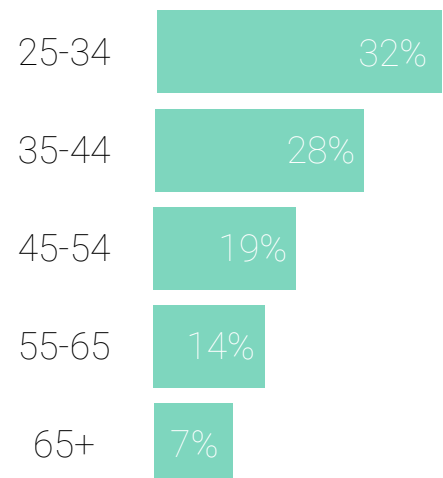
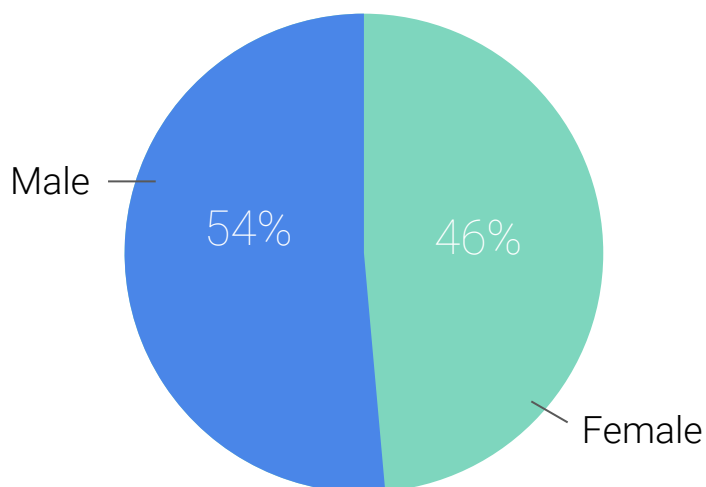
The age groups are still evenly distributed with the age breakdown of the campaigns.



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/2rfFjIW

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

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 Scozarro's "Twice the Charm in Walla Walla" feature about what to see and do in Walla Walla.

Posted in [Washington](#) | September 08, 2018 by [Jessica Wick](#)

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).



Walla Walla Balloon Stampede Facebook



Robb Report

SUBSCRIBE // RR



CARS AVIATION MARINE TRAVEL WATCH COLLECTOR STYLE SHELTER FOOD & DRINK MUSE Q

FOOD & DRINK / WINE

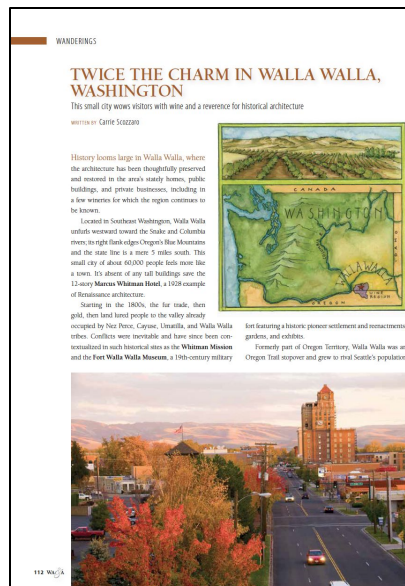
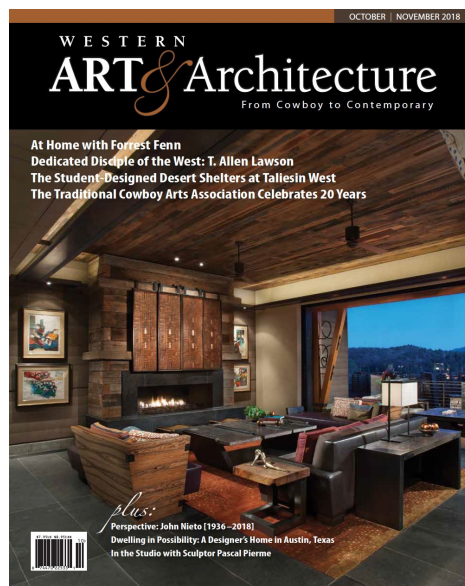
Like Napa Cab? You'll Love Washington State Merlot

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



Photo: Courtesy Northstar Winery



Houston
Lifestyles & Homes

Our Grand Tour

1889
Washington's Magazine

 **northwest**
TRAVEL & LIFE

PASSPORT
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

SPOKANE
Coeur d'Alene Living

washington
journey
the magazine for AAA members

I ♥ NY®

ADAM WEST DAY

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

VISIT
**walla
walla**

MONTHLY RECAP // Q3 2018



DVA ADVERTISING & PUBLIC RELATIONS