Traffic is up significantly year-over-year

- Overall traffic was up 31.7% year-over-year.
  - Organic was up 13.5% year-over-year.
EXPOSURE: YTD

In December, we received over 3.8 million impressions coming from social, print, and PR.

TRACTION: YTD

- Impressions were up in October from a big PR month.
- The dip in traffic is mostly from a large, seasonal dip in organic users
DECEMBER GOAL CONVERSIONS - December 1-19

80 Clicks to Book
3,240 Clicks to Stakeholders
50 Visitor Packet Downloads
9 Newsletter Sign-Ups

DECEMBER BY THE NUMBERS

3.6 million impressions
Impressions driven in December from PR, print and digital efforts.

27 thousand site visits
Non-unique visits by users to the site this month.
Traffic is up year-over-year for December across the west.

Top Five Pages:
1. Homepage: 13%  
2. /holidays: 7%  
3. /calendar: 6%  
4. /holidaybarrel: 4%  
5. /things-to-do: 2%

WEBSITE SNAPSHOT - December

Total Sessions: 31.7%  
Organic Sessions: 13.5%

Traffic Source Breakdown:
- Organic Search: 53%
- Facebook Advertising: 24%
- Direct: 13%
- Referral: 7%
- Paid Search: 2%

Device Metrics:
- Desktop: 36%
- Mobile: 56%
- Tablet: 8%

WEBSITE STATS

Washington: +34.3% YoY  
12,766 visits

Idaho: +14.8% YoY  
503 visits

Oregon: +55% YoY  
2,409 visits

Nevada: +7.6% YoY  
71 visits

California: +71.1% YoY  
1,808 visits

Utah: -3.4% YoY  
115 visits

Colorado: +99% YoY  
265 visits

Arizona: +46.7% YoY  
223 visits
Q4 Summary

GOAL CONVERSIONS

14% YoY
674
Clicks to Book

15.5% YoY
17,945
Clicks to Stakeholders

13.9% YoY
296
Visitor Packet Downloads

5% YoY
84
Newsletter Sign-Ups

Q4 BY THE NUMBERS

17.2 million impressions
Impressions driven in Q4 from PR, print and digital efforts.

37.8% YoY

102 thousand site visits
Non-unique visits by users to the site this quarter.

24% YoY

GEOGRAPHIC BREAKDOWN

Traffic is up year-over-year for Q4 across the west.

Oregon +17.1% YoY
8,204 visits

Idaho +104.3% YoY
4,516 visits

Washington +20.5% YoY
44,313 visits

Utah +95.2% YoY
900 visits

California +70.7% YoY
6,676 visits

Colorado +66.8% YoY
1,046 visits

Nevada +22.1% YoY
298 visits

Arizona +59.1% YoY
781 visits

Oregon
Idaho
Washington
Utah
Colorado
Arizona

Nevada
California

Traffic is up year-over-year for Q4 across the west.
HOLIDAY CAMPAIGN

Visit Walla Walla
Sponsored

Sip, shop and celebrate the holidays in true Walla Walla fashion.

Impressions: 786,115
Link Clicks: 7,918
Avg. CTR: 1.01%
CPC: $0.97

Visit Walla Walla
Sponsored

Are visions of Walla Walla dancing in your head?

WALLAWALLA.ORG
'Tis The Season!
Plan your holiday escape now.

573 likes 35 Comments 59 Shares

'Tis The Season!
Start planning now.

214 likes 14 Comments 22 Shares

The Halls Decked!
Start planning now.
Most commonly clicked ads and keywords for December

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
+visit +washington +state
+washington +wine +country
+washington +getaways
+getaways +wa

<table>
<thead>
<tr>
<th>December Campaign Stats</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>9,497</td>
<td>371</td>
<td>3.91%</td>
<td>$1.14</td>
</tr>
<tr>
<td>Getaways/Vacation</td>
<td>5,038</td>
<td>252</td>
<td>5.00%</td>
<td>$1.68</td>
</tr>
<tr>
<td>Destination Wedding</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>14,535</td>
<td>623</td>
<td>4.29%</td>
<td>$1.36</td>
</tr>
</tbody>
</table>
DIGITAL: SOCIAL

In December, Facebook clicks trended toward women.

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

25-34: 22%
35-44: 22%
45-54: 13%
55-64: 16%
65+: 25%

DIGITAL: SEARCH

Clicks on Google Search ads trended slightly toward a male audience.

The age breakdown for search was very even.

25-34: 13%
35-44: 12%
45-54: 15%
55-64: 11%
65+: 13%
The following is a timeline of notable coverage/clippings from December. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found at the following link: bit.ly/2rFljW

**December circulation**: 1,799,204  
**December value**: $56,610  

**Q4 circulation**: 9,989,579  
**Q4 value**: 314,955  

**YTD 2018 circulation**: 38,501,569  
**YTD 2018 value**: $1,547,290

---

**Wander With Wonder**  
Overview of Susan Lanier-Graham’s top 30 photos of 2018, including three from Walla Walla.

---

**Wine Casual**  
Reggie Solomon’s recap of his experiences at the Wine Bloggers’ Conference

---

**Wine Spectator**  
“Best of Unfiltered 2018” top 10 list including opening of new Doubleback winery facility.
Wander with Wonder
My 30 Best Travel Photos of 2018
Value: $3,250

5—Whitman College, Walla Walla, WA

I wandered through Whitman College in September 2018. I loved the campus, but also enjoyed exploring the unique artwork on display at the campus of Whitman College. This is one of my favorite small towns!

12—Cayuse Winery, Walla Walla, WA

The grapes were just getting ripe when I visited Walla Walla, Washington in late August. My visit, courtesy of Walla Wall Valley Wine Alliance, introduced me to some of my new favorite wines.

14—Charcuterie at Three Rivers Winery, Walla Walla, WA

I fell in love with great Walla Walla Valley wines during my visit there in late August/early September 2018. One of my favorite moments was enjoying a VIP wine tasting at Three Rivers Winery.
Best of Unfiltered 2018

Your favorite wine and pop culture moments of the year, starring Prince Harry, Duchess Meghan, King James, Pope Francis and an unknown Frenchman who grooved to cannabis wine 2,000 years before it was cool

Photo by: Geoff Pugh - WPA Pool/Getty Images

They may be sixth in succession, but Meghan and Harry proved they rule when they tied the knot with West Coast wine hosts.

Posted: December 27, 2018

For much of his NFL career, Drew Bledsoe’s turf was Foxboro, but the All-Pro New England Patriots quarterback actually got his start under center at Walla Walla High School, in the heart of Washington wine country. When he decided to trade his football gloves for pruning ones, to Walla Walla he returned, buying a vineyard and starting Doubleback winery with the 2007 vintage. Now, after a decade of wine wins, Bledsoe has built a home stadium for Doubleback, and 2018 marks the first season crushed at the site new 14,000-square-foot winery.

It all started when Doubleback winemaker Josh McDaniels stumbled upon a piece of land along Walla Walla’s Powerline Road during a jog; he immediately snapped a picture and sent it to Bledsoe. The pair had been scouting sites for the winery to find a permanent home, and this property looked golden. “The location is exceptional due to its proximity to downtown, A+ grapegrowing potential and also for the outstanding views of our beautiful valley,” Bledsoe explained to Unfiltered via email. Indeed, the 45-acre property neighbors Charles Smith’s Powerline Vineyard, which yielded the K Syrah that earned Wine Spectator’s No. 2 spot in the Top 100 Wines of 2017; Smith was its previous owner. When Bledsoe and McDaniels broke ground, they also planted 8 acres, mostly to Syrah, and named the vineyard Flying B.

Doubleback now has home turf advantage.

The new facility houses tasting rooms, offices, fermentation and lab rooms and a barrel cellar for both Doubleback wines and sister label Bledsoe Family Winery. Among the bells and whistles are a gravity-flow fermentation system and concrete fermentors to massage Cabernet tannins. But despite the new state-of-the-art tech, “we [also] went back to my roots to give the functional facility a sense of history,” Bledsoe emphasized, repurposing wood for its siding from two 100-year-old barns where he grew up in Ellensburg, Wash.

The first wines made here will be released next spring (Bledsoe Family’s Healy Road), and 2019 will bring the first harvest from the young vineyard. Doubleback also acquired a 30-acre vineyard in the Rocks District of Milton-Freewater AVA last year, but for now the excitement is on the 2018 vintage. “This first harvest has been incredible,” McDaniels told Unfiltered. “The new winery really allowed us to focus on our winemaking more than we have been able to in prior years.” Posted Nov. 15.
FOR IMMEDIATE RELEASE
Jan. 7, 2019

Contact:
Zack Hall, DVA Advertising & PR, 541-389-2411, zack@dvaadv.com
Ron Williams, Visit Walla Walla, 509-525-8727, rwilliams@wallawalla.org

FEBRUARY IS FOR FOODIES RETURNS FOR ITS SEVENTH YEAR IN 2019, WITH NEW PARTNERSHIPS AND AN EXPANDED PROGRAM LINEUP

(WALLA WALLA, Wash.) — A collaboration between Visit Walla Walla and the Walla Walla Union Bulletin will make the annual celebration of local food even better

Held throughout the month, “February is for Foodies” has long been a unique, annual food celebration that features the best of Walla Walla’s culinary scene. But the strategic partnership promises to spice up the 2019 edition and ensure that it is as welcoming to locals as it is to visitors.

“For February is for Foodies was conceived as a way to showcase Walla Walla’s incredible bounty of food and wine, and to do so to drive visitation at an otherwise slow time of year for tourism,” said Ron Williams, CEO of Visit Walla Walla. “But it is also a chance for locals to experience our town’s culinary prowess, and this partnership will help us achieve that goal like never before, and ensure that February is for Foodies remains an enticing signature event for visitors and locals alike.”

The 2019 event will mark the seventh year of February is for Foodies, and since its inception the event has filled the calendar with foodie-friendly events, including

ed by Walla Walla’s finest chefs, prix-fixe menus at fine dining, and chocolate pairings, as well as special rates in some of Walla Walla’s most notable hotels. This year’s event will feature eight dining experiences, but offer a more rich and inclusive culinary experience with cooking classes and expos, chef dinners, winemaker dinners, farm-to-table events, and special winery events among local businesses, restaurants, wineries, lodging properties, and more. The full schedule of events can be found online at www.wallawalla.org.

February is for Foodies will expand this wonderful annual event,” said XXX, holder with Visit Walla Walla, and all the participating establishments. “February is for Foodies, visit www.wallawalla.org/things-to-do.

The Walla Walla region, known as the Wine Capital of Washington, is home to more than 100 wineries, a recognized culinary scene, access to an abundance of outdoor recreation, and an entertainment scene that rivals cities many times its size.

The Walla Walla area boasts a rich and diverse wine region with over 30,000 residents is known for many things, including flavor, 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.

# # #
Dear journalist:

The marriage of Walla Walla’s agricultural roots, farm-to-table culinary scene, and its world-class wines is always evident, but never more so than during the February is for Foodies celebration. Now in its seventh year, Visit Walla Walla invites you to experience it for yourself.

A month filled with foodie-friendly events, this celebration of the fork is a special time that puts on full display a food culture that has enhanced Walla Walla’s reputation as “the unofficial capital of Washington Wine country.”

Known as the breadbasket of the Pacific Northwest, Walla Walla has long been home to wheat farms, ranches, and of course, the Walla Walla Sweet Onion, in addition to the acres of vineyards that produce some of the world’s most sought-after wines. From this bounty, local chefs have created a farm-to-table culinary scene that rivals cities much larger.

F4F, as it has become known, puts a spotlight on this symbiotic relationship with intimate cooking demonstrations led by Walla Walla’s finest chefs, prix-fixe menus at the most coveted local restaurants, and special food, wine, and chocolate pairings throughout the month.

Join us for a true taste of Walla Walla’s culinary culture at February is for Foodies, and share with your audience why this region has become a culinary hotspot worthy of being a two-time finalist for the West’s Best Food Town by Sunset Magazine.

February is for Foodies is a public event, but as a guest of Visit Walla Walla, you will have VIP access to the most popular F4F happenings, including cooking classes and expos, chef dinners, winemaker dinners, as well as farm-to-table and special winery events. We will cover two nights lodging and activities, most meals, and an immersion into Walla Walla’s vibrant culinary scene.

Transportation to and from Walla Walla is the responsibility of the journalist. But with three daily flights from Seattle via Alaska Airlines, and roughly four hours by car from Seattle, Portland, and Boise, getting here is a breeze.

For more information or to confirm your attendance, please contact us at visitwallowa.com, or 541-389-2411. In the meantime, be sure to check out February is for Foodies at visitwallowa.com.
Photography coordination and submission to Rich Rubin for accompanying his Walla Walla feature for the March/April issue of Passport magazine.

Planning and itinerary for Julie Arnan’s Dec. 12-15 visit, for a “Romance Among the Vines” feature to run in the Feb. issue of 425 Magazine.

Draft overview press release and media invitation for 2019 February is for Foodies.

Provide information to Cara Strickland on what's new in Walla Walla for 2019 for 1889 Magazine, discuss Q1 2019 visit to experience new amenities.

Respond to call for story ideas and pitches for Sip NW 2019 editorial calendar, reach out to Erin and Kristin with additional information.

Compile list of 2018 media visit names, dates, and publications, format into Google Slides document for Michelle.
THANK YOU