

# WALLA WALLA VALLEY | WASHINGTON Stakeholder Survey

Survey Results 2023



### LEVEL OF FAMILIARITY WITH THE WALLA WALLA VALLEY



# ZIP CODE OF PRIMARY RESIDENCE



# ENTITY TYPE OF \*PRIMARY\* AFFILIATION



## **RESPONDENTS' AGES**



# **IMPORTANCE OF VISION**

HOW IMPORTANT IS IT TO HAVE A SHARED VISION FOR TOURISM IN THE WALLA WALLA VALLEY?



# **IMPORTANCE OF VISION FOR WORK**

HOW IMPORTANT IS IT TO HAVE A SHARED VISION FOR TOURISM IN THE WALLA WALLA VALLEY WHEN MAKING DECISIONS IN YOUR WORK?



# **CATEGORIES OF INTEREST**

WHICH BROAD CATEGORIES OF ISSUES ARE YOU INTERESTED IN ADDRESSING LOCALLY THROUGH THIS PROGRAM?



# **REPRESENTED SECTORS OF THE TOURISM ECONOMY**

#### SECTOR(S) OF THE TOURISM ECONOMY IN WHICH RESPONDENTS WORK



Lodging (motel, hotel, B&B, vacation rental, RV or campground) Cultural heritage (museum, historical site, historical trail, interpretive center) Retail (grocery, misc. shopping) Media (media outlet, PR firm, consultant) Farm / ranch / fishery or related agritourism business Transportation services (air, ground, water transport) Tourism organization (destination marketing organization, destination management organization, chamber of commerce, tourism committee) Professional services consultant (planning, financial, other) Government organization Economic development agency / organization

Land management (maintaining or managing parks and open spaces, trails or other outdoor recreation amenities)

Welcome center / visitor information center

### DRIVERS

WHAT ARE THE TOP 3 "DRIVERS" (ATTRACTIONS OR EXPERIENCES) THAT YOU BELIEVE INSPIRE PEOPLE TO VISIT THE WALLA WALLA VALLEY?



### VALUES

#### WHAT ARE THE MOST IMPORTANT LOCAL VALUES YOU WANT TO MAINTAIN AS YOUR REGION DEVELOPS OVER TIME?



# **OPPORTUNITIES**

### WHAT DO YOU BELIEVE ARE THE BEST TACTICAL OPPORTUNITIES TO ADVANCE THE POSITIVE IMPACT OF TOURISM IN THE REGION OVER THE NEXT 3-5 YEARS?

Not an opportunity Slight opportunity Moderation	ate oppor	rtunity Significant opportunity					Very significant opportunity				
Encourage Ion	Encourage longer stays		11		20			27			
Encourage visitation to the region in shoulder seasons		2	8			18				29	
Provide more opportunities to experience outdoor recreation in the region		5		11	19		27				
Develop a unified brand and tourism messaging for the Walla Walla Valley		6	6 7		17	17		29			
Provide more opportunities to experience local arts		<b>1</b> 1 11			19		25				
Improve social sustainability of the local tourism industry (living wages, housing, etc)		12	-	7	1	.5				29	
Provide more opportunities to experience the region's cultural heritage		2	6		7	21		21			
Develop transportation alternatives in the	he region	<mark>1</mark> 4		8		15				27	
Provide a comprehensive online resource for trip	planning	2 4 12			16		24				
Provide more opportunities to experience the region's agricultural and aquacultural la	andscape	<b>1</b> 2 17		17		18		21			
Inspire a stewardship ethic in visitor	behavior	6 3		10	10		20		17		
Improve electric vehicle charging infra	structure	5 3		3	13		14		20		
Offer more guided experiences t	o visitors	2 6			16	16		14		20	
Improve environmental sustainability of the local tourism	n industry	2 6			15			13		21	
Expand educational opportunities (vocational for agritourism, instruction for outdoor	rec, etc.)	3 6			15		16		16		16
Encourage more international	visitation	3 7		7	14		12		20		
Develop/expand upon connected, multi-modal trail	l systems	4 12		12		15		12		20	0
Alleviate traffic congestion during peak tourism season in areas of high	visitation	8			13		11		14		11
Decarbonize the local tourism	n industry	10			11		11		15		7
Provide more opportunities for visitors to link up with service projects and volunt	teer opps	8			14		14		14		6
	09	%	10%	2	.0% 30%	40%	50	0% 60%	70%	6 80%	90% 100

CROSSCURRENT COLLECTIVE

# **OPPORTUNITIES (TOP 7)**

### WHAT DO YOU BELIEVE ARE THE BEST TACTICAL OPPORTUNITIES TO ADVANCE THE POSITIVE IMPACT OF TOURISM IN THE REGION OVER THE NEXT 3-5 YEARS?



### CHALLENGES

### WHAT DO YOU BELIEVE ARE CRITICAL CONSTRAINTS/CHALLENGES FACING THE DEVELOPMENT OF THE TOURISM ECONOMY IN THE REGION OVER THE NEXT 3-5 YEARS?

Not an issue	sue		Significant issue			Very s						
Workforce issues (employee housing, qualified candidates, affordability, etc.)	<b>11</b> 4		48						37			
Supply of well developed experiences for visitors	<mark>1</mark> 5		11				39				18	
Local residents not supporting tourism	4	6	6 13		34					17		
Paid staff capacity	2	8	8 6		35					16		
Transportation services: transit or shuttles	5		10 13		3	30				19		
Transportation infrastructure: parking	6		10 14			29			16			
Getting information to visitors to guide their stay	3	6		17				32			12	
Lack of public restrooms	4		12		8	30					10	
Local governments not supporting tourism	6		8		14		25			14	14	
Transportation infrastructure: roads	6		15			13			26		8	3
Lack of hotel/motel options	6		16			14			22		10	
Volunteer capacity		8 10			9		22		9			
Vehicle congestion in downtown areas	8	3				14		22		9		
Lack of bed and breakfast options	5	3	18			10		19		11		
Recreation infrastructure: beach, bay and river access	7	7	11			15	15		20			6
Lack of primitive camping options		10	10 8			11			18		7	
Recreation infrastructure: trails/trailheads	5		11			19			19			6
Lack of vacation rental options		12	and the second		15	11			16		8	
Congestion at peak use recreation areas	5		13			20		15		7		
Recreation infrastructure: campgrounds	4		7			25		16			5	
Lack of restaurants			12 17							15		
Lack of tour companies	6		21							15		
Transportation infrastructure: multi-modal bridges		10			14			15			8	3
C	)%	10%	6 2	0%	30%	40%	50%	60%	70%	80%	90%	100

CROSSCURRENT COLLECTIVE

# CHALLENGES (TOP 7)

### WHAT DO YOU BELIEVE ARE CRITICAL CONSTRAINTS/CHALLENGES FACING THE DEVELOPMENT OF THE TOURISM ECONOMY IN THE REGION OVER THE NEXT 3-5 YEARS?



**CROSSCURRENT COLLECTIVE** 



### VISION

IF EVERYTHING WERE TO BE DONE "RIGHT," WHAT WOULD A SUCCESSFUL TOURISM ECONOMY LOOK AND FEEL LIKE IN THE WALLA WALLA VALLEY IN 15 YEARS – BY 2038?



#### GENERAL

- Visitors will come for multiple days year-round, participating in activities and boosting the local economy.
- Visitors will return multiple times to explore, eat, taste and play, and to appreciate Walla Walla's unique character.
- Visitors will come for multiple days to experience a range of activities in our area.
- The tourist season will be longer/year-round; visitors will have ample places to stay and shop.
- Visitors will have more to experience than "just" wine and food.



#### **EVOLVE OUR OUTDOOR REC EXPERIENCES**

- Opportunities for outdoor and indoor activities will be available year-round.
- A high percentage of visitors in each season will want to experience active outdoor adventures.
- Realization of the Blue Mountain Regional Trails plan.
- A well-designed trail system with common signage will connect to trails from outside this region. These trails will be able to host both mountain bikes and foot traffic in sections.



#### **EVOLVE OUR ARTS + CULTURAL EXPERIENCES**

- The visitor experience will be diversified. They'll supplement their food and wine experience with cultural site visits and learn more about the local history and culture. Additionally, there will be more visitors coming primarily for heritage and cultural reasons, because promotion will include this element e.g., "Enjoy wine in 'historic' Walla Walla," or "Experience the cradle of Northwest history," etc. There is a cultural terroir, too.
- Cultural immersion: The tourism experience will be immersive, allowing visitors to delve deep into the local culture. They'll participate in community events, engage with local artisans, learn about indigenous history and taste farm-fresh cuisine. Visitors will leave with a genuine understanding of our heritage.
- Better/more concert events, better downtown experiences (such as blocking Main and bringing out businesses) and creation of less restrictive small business opportunities.
- More attention to artist communities, such as the one in Waitsburg.
- More art galleries and activities for families.



#### **EVOLVE OUR DINING EXPERIENCES**

- We need a top-rated chef to open a destination restaurant with lodging a place that people will come to for the food, wine and lodging excellence.
- More family-friendly activities. More retail. More restaurants.



#### **INCREASE + EVOLVE OUR TRANSPORTATION OPTIONS**

- There will be new non-stop flights from outside Seattle. (Bozeman? Denver? Portland? SF?)
- We will have addressed winter transportation issues that prevent seasonal travel. The airport will serve more destinations, such as Portland and Boise. We'll have more charging stations on roadways.
- Visitors will have convenient transportation options in and out of the valley, regardless of typical road and mountain pass conditions, because it's likely air travel will always be unreliable in the early winter months.
- Transportation services will connect Waitsburg/Dayton to Walla Walla. Whitman College will connect to the area, where the community and students have more access to each other.
- Visitors will have incentive, guidance and accessible transportation to explore outlying communities, such as Waitsburg.
- Besides Walla Walla, include Milton-Freewater and other smaller towns that also have tourism opportunities.



### PRESERVE COMMUNITY LIVABILITY + COMMUNITY CHARACTER

- Authentic engagement: The tourism industry will prioritize authenticity over mass commercialization. Visitors will experience genuine connections with locals, whether through farm-to-table experiences, cultural exchanges, or storytelling sessions that share the valley's history and traditions.
- [We'll address] parking problems in Walla Walla and the city parks; reservation problems at the wineries, restaurants, theaters, etc.; and complaints about the tourist traffic on our streets and roads.
- Ideally, the wealth that tourism brings is disbursed back into the local economy, rather than absorbed into a wealthy, non-local population. It would be great to have a stronger and more prolific middle class – where people who live and work in the valley, not just tourists, can afford to enjoy the places at which they are employed and can afford to invest in their personal equity and that of the community.
- Affordable rates for lodging. Limit Airbnb rentals to allow for affordable housing for locals.



# WELCOME A DIVERSITY OF AUDIENCES

- Visitors from all backgrounds will feel that Walla Walla is very inclusive and doesn't discriminate. We'll have more multicultural events that show inclusion and welcome everyone around the world.
- Experiences will be inclusive and accessible to all.
- Keep it friendly, welcoming and affordable.
- $\bullet \quad Diverse \ visitors \ will \ have \ a \ variety \ of \ activities \ to \ enjoy \ throughout \ the \ year.$
- Successful tourism would look like people of all ages and backgrounds being able to visit for multiple days at any time of year and find activities and lodging that are accessible to them.
- There will be ample opportunities for visitors of ALL ages, not just adults going to wineries. Families need to have more opportunities for their kids to engage in tourism activities as well.
- Outdoor recreational activities, such as hiking trails, cycling routes and nature parks, will be accessible to all. Efforts will be made to ensure inclusivity, catering to diverse needs and abilities, making the valley an inviting destination for everyone.



# SUSTAINABILITY + STEWARDSHIP OF PLACE

- Clean, affordable drinking water and the cool, fresh air provided by the mountains throughout the year.
- Visitors will find a genuine community that displays a respect for the land and allows a beautiful escape.
- We'll contribute to economic vitality for all residents in a way that contributes to more living-wage jobs and sustainable impacts on the environment and communities we live in.
- We'll keep our town beautiful, clean, unique, and historically restored.
- Conservation efforts will be prominent, ensuring the valley's natural beauty endures for generations. Sustainable practices will be integrated into winemaking, agriculture, and tourism operations, showcasing a commitment to environmental stewardship.



## **EVOLVE OUR BRANDING + MARKETING**

- Visitors will increase visit frequency (and increase tourism through word of mouth) due to a collaborative and increasingly refined/coordinated experience.
- We need to spread the word about Walla Walla's magic, nationwide and via as many media as possible.



# POLICY / ALIGNMENT (HOW WE DO THE WORK)

- Collaboration and innovation: Businesses and local stakeholders will collaborate closely, fostering innovation in tourism. Technology might play a role in enhancing experiences, offering interactive guides or immersive storytelling while preserving our authenticity.
- Getting competent people in the tourism groups who know what is going on would help. Tourism has been slowing down.
- A consolidated resource for event knowledge; vibrant shopping in the Walla Walla Valley.
- It would be one that gives equal access to funding and opportunity (not just to boozerelated ventures) and one that is fully and completely vetted and aligned with current local/municipal code — specifically as it relates to county-wide zoning policies and the comp plan. Review the planning commission meeting minutes and associated BOCC decision regarding zoning code text amendment proposal for agritourism (c. 2017/2018) in the AR10 zone. It was a boondoggle and cost a rural agricultural proprietor thousands. A new tourism economic policy MUST jive with \*existing\* allowances from the start.



### VALUES

WHAT ARE THE MOST IMPORTANT LOCAL VALUES YOU WANT TO MAINTAIN AS YOUR REGION DEVELOPS OVER TIME?



## **CHARACTER & WARMTH**

- Inclusion and what it means to be hospitable.
- Welcoming and inclusive. We need to build more affordable housing, even though NIMBYs don't want it, or we will be an exurb of Tri-Cities.
- Keep the small-town feel and be inclusive to all cultures.
- Authenticity, approachability, connection to place.
- Community spirit, cultural heritage, meaningful and authentic tourism, quality of life, economic balance.
- We are a welcoming community with people from all over the world choosing to live and work here.
- Kind and welcoming. Need to work on being more inclusive, too.
- Warm, genuine friendliness. Welcome. We need a great tag line that resonates with our values and attracts visitors. It's time to truly listen to our visitors.



### **COMMUNITY & COLLABORATION**

- Small-town values community is as important as tourism.
- Community. This community looks out for each other.
- Charm and intimacy that comes with the size of the city; diversity of thought and outlook (mix of blue state/red state).
- Diverse opportunities. Collaboration and partnerships. Friendliness and welcoming.
- Local connectedness and maintaining the "Walla Walla way."
- Small-town charm, support of the three wonderful local colleges in the valley, and protection of the environment.
- Friendliness, willingness to collaborate, people and lifestyle over profit.



# **CULTURE & HISTORY**

- Friendliness. Also, a connection to the rural and agricultural heritage of this region and respect for the people who built this region up before, including both tribes and pioneers.
- Historical charm, mutual respect/friendliness and appreciation for the land.
- Maintain authenticity, preserve history and offer a welcoming environment for new ideas.
- Heritage, agriculture.
- Collaboration, volunteerism, congeniality.
- Retain our small-town feel and living conditions. We want you to visit, but please don't move here.
- Focus on preservation or promotion of a local culture.
- Beautiful downtown, local interest in culture and fine arts.



### **LIVABILITY & EQUITABLE BENEFITS**

- Sustainable, slow and steady growth. Limit housing developments, especially in rural areas. Limit outside investment. Maintain "friendly" culture. Highlight local businesses that are not the "in" ones...
- Tree-lined streets; litter-free walkways and byways; affordable cost of living; scenic beauty and land use planning to ensure ag land isn't eaten up by developers.
- Lately it often feels that the city is investing more in tourism and bringing in big money than taking care of locals. This isn't right, and those roles should be reversed.
- Stop forcing a culture where only the select few rich business owners can survive/thrive.
- Support local voices and initiatives.
- Sustainability, salary, improve infrastructure.
- We need to invest in our museums, art, and music venues.
- $\bullet \quad The \, small-town \, feel, \, the \, outstanding \, parks \, and \, trails \, in \, town.$





# **SHORT-TERM SUCCESS**

WHAT DO YOU BELIEVE NEEDS TO BE ACCOMPLISHED IN THE SHORT TERM (IN THE NEXT 1-3 YEARS) IN ORDER TO ACHIEVE THIS VISION OF SUCCESS?



## **EXPAND & DIVERSIFY PRODUCT**

- I'd like to see our town offering people more reasons to visit. The car show is a great example of this, but what about Holiday Barrel Weekend? We have the parade. Is there a way to grow that weekend that is normally quiet into something that people plan to come for? I also think we need to consider events that are family-friendly. As Baby Boomers age out, how are we catering to the next generations?
- Need to market the valley's non-wine-related activities, be it beer, culture, entertainment, or outdoor activities all year round. Once people realize we aren't just a wine destination it will open doors to other demographics.
- I think the most pressing issue is the lack of tourism in the winter months, so I would like to see a concerted effort to attract visitors by making it easier and more fun to visit our region in the winter.
- More needs to be done to raise awareness of the cultural events and opportunities beyond those that are wine-related or long-established (such as Chamber Music Fest), particularly those that would appeal to a younger, more diverse population.



# **COMMUNICATE & WORK TOGETHER**

- Cohesive marketing among like-minded industries.
- Collaboration between various orgs, industries and local government.
- Constant communication and fact-based discussions.
- One agreed-upon vision, implemented in a meaningful manner by both the private and public sectors.
- Connect transit of all types. More flights; more collaboration across different sectors.
- Take care of tourism facilities that we already have before adding additional infrastructure. Increase promotional efforts for such things as outdoor activities, farmto-table and history, with some focus on families. Follow the lead of the Marcus Whitman Motel and Conference Center by investing marketing dollars in the Tri-Cities. If one lodging property can get a positive return on investment, a well-planned community effort could be even more profitable.



## **EMPHASIZE DOWNTOWN & LOCAL SME**

- $\bullet \quad The \, dilapidated \, buildings \, downtown \, need \, to \, be \, restored-it \, looks \, terrible.$
- We need to enable more flights to the region, and we need to invest in downtown businesses to continue making downtown thrive.
- Work on getting building owners to complete projects too many significant buildings are empty or falling apart. Figure out properties like Macy's and the old Goodwill building. Fast-track any street closures in downtown. Clean up and patrol city parking lots and add better signage for them.
- Provide affordable rent for downtown spaces to merchants and achieve a balance of offerings to tourists and locals.
- More events and businesses in downtown Walla Walla. Better winery signage as you navigate around the various wine districts.



# **LEADERSHIP & POLICY**

- Implement and enforce zoning laws in Walla Walla. Businesses and organizations are in the middle of neighborhoods. Neighborhoods vary vastly within themselves as far as quality, looks, safety and maintenance.
- Community engagement/planning. Sustainable development guidelines, cultural preservation, inclusivity and social programs, infrastructure improvement, collaborative partnerships.
- Recycling program and availability made obvious to tourists. No traffic or no idling law downtown. Work closely with City Council and Foundation.
- Strong litter and dumping laws enacted. Education on a sustainable, ethical outdoor recreation design. Enacting the community council's trail plans.
- City adoption and implementation of cultural access programs (HB 1575, 2023-24).
- Stakeholders and tourism players should understand countywide policies specifically for zoning, building and traffic.



# **CAPACITY & FUNDING**

- Transportation at large needs to be tidied up as soon as possible. More organized communication between sectors; we have such great things going on, and a little more communication and structured collaboration would optimize the strengths that we already have.
- Organization to spearhead completion of Blue Mountain plan. Wayfinding. Catalog assets.
- We need public buy-in that investing in these areas is important, and establishing proof
  of concept. Polls and surveys would be useful. Would locals support and visit a
  reinvented Spout Springs? Would even more people visit Bluewood if the trail system
  was expanded (e.g., more snow sport options, such as Nordic and snowshoe trails
  especially)? We also need to know what other types of recreation are important to locals
   snowmobiling, etc.? Partnerships with Community Council and Blue Mountain Land
  Trust would be really helpful here.
- Involved people with drive, determination, \$\$ and good vision.
- More representatives from different organizations that volunteer to help execute shortterm and long-term goals. I would sign up in a heartbeat.



# **VISITOR INFRASTRUCTURE & EXPERIENCE**

- $\bullet \quad Attract\,more\,businesses/organizations\,that\,provide\,family-friendly\,entertainment.$
- Improve transportation to Walla Walla. Get the word out about us nationwide.
- With wine culture as the focus, we need to create more reasons for folks to visit. Through wine, we can appeal to folks with farm-to-table offerings. Slow down your life relax, take in a music festival, run a 5K on Saturday morning. We have to push hard in Seattle, Portland and Boise, but we also should be leaning into PSC as a destination airport with Delta and United from MSP and DEN, respectively. It may be a different message tweak there with all the beautiful short-term rentals, culinary, farmer's market, etc. for the long weekend/week traveler from these flight markets.
- Reinvent the off season; transportation.
- I think the most pressing issue is the lack of tourism in the winter months, so I would like to see a concerted effort to attract visitors by making it easier and more fun to visit our region in the winter.
- Improve infrastructure. Roads really need to be either repaired or replaced.



# **QUALITY OF PLACE, LOCALS & WORKFORCE**

- Housing for low incomes, employees.
- Ideas for how we could bring more affordable housing to attract more talented people to live in our community. Live music! We are missing a consistent connection to bring this experience to folks that live here (and support music when we do have it) and to bring people here.
- Invest in tourism options that don't include wine; invest in affordable housing at all income levels.
- Make sure the locals are heard and supported.
- Invasive species must be confronted. "Trees of Heaven" a host plant must be eradicated [...] before the spotted lantern fly gets here from 16 East Coast states. It will not only ruin crops but outdoor eateries and a fun time in the region. They are awful and not susceptible to pesticides without killing bees.
- More incentives for xeriscape landscaping for water conservation and reduction of the need for herbicides, pesticides, and fuel consumption for maintaining lawns. [...] Ensure that the fruits and vegetables that are produced in our area will have sufficient cross-pollination a necessity for the whole agricultural world.



### CHALLENGES

WHAT MIGHT STAND IN THE WAY? WHAT CHALLENGES DO YOU FEEL MAY BE AHEAD FOR THE COMMUNITY/REGION IN TRYING TO REALIZE THESE OPPORTUNITIES? PLEASE SHARE YOUR TOP 1-3 CHALLENGES.



## **GETTING IT DONE: CAPACITY & RESOURCES**

- Follow-through seems to be the biggest hurdle. We need funding and leaders to carry projects and ideas forward to completion.
- I've participated in a few committees like this. I've never seen such an undertaking yield many measurable outcomes – just plans and surveys left on shelves. I'm not suggesting I have the solution to turn these wonderful ideas into measurable outcomes, but I hope we figure it out!
- Lack of funding, lack of airline support and understaffed organizations.
- People in the tourism industry not being networked and not knowing enough about opportunities outside of their own section.
- Too many visionaries and not enough follow-through. The airport (we need flights from somewhere other than Seattle).



## **GEOGRAPHIC & PRACTICAL LIMITATIONS**

- Alaska Airlines limiting flights; a down economy; harsh winter weather that prevents people from traveling.
- There is so much work to be done, and so few skilled people to do it. Those with the means and talent to affect change are already overburdened.
- Accessibility is the greatest challenge.
- $\bullet \quad We a ther \ and \ lack \ of \ ideal \ transportation \ to \ and \ within \ the \ area.$
- The seasonality can be tough to weather. The unhealthy transportation scenario. The lack of polished marketing.
- The most daunting challenge is our weather extremes, but I believe there are ways to embrace the reality of our weather and still succeed. The second-biggest challenge is convenient and reliable travel options in and out of the region. And I would say the third is our lack of more complete or day-into-night tourism experiences, amenities and services for luxury travelers. As a winery representative, I'll be the first to say that we need more to do than simply taste wine and eat dinner.



# **ATTITUDES & POWER**

- Corporate interests; out-of-state interests; other investors who don't live in our community.
- Building community consensus. So difficult, as key stakeholders feel their voices aren't heard or they know a better way. We are way too small not to specialize. Walla Walla cannot be everything to everybody. We have to define a very specific tourism customer and develop sound, focused strategies if we want to attract that customer which can benefit a large swath of the constituents.
- Generations-old "not in my backyard" mentalities; parking; increased local cost of living.
- I think change is hard for some, and we need to be mindful and respectful of all opinions. We also need to acknowledge the challenges with housing that many people in our community already face, especially those working in the tourism industry.
- People who don't want to be told not to idle cars. People who feel recycling is not important. The cost of leasing downtown space seems most affordable to wineries, so getting other businesses is more difficult.



## **BALANCED GROWTH**

- Prioritizing tourists over our locals.
- People moving to the valley who don't honor local values; wages not keeping pace with the cost of living here.
- Resource allocation in small communities is always challenging, due to limited resources and the complex relationships and needs that are inherent to tightknit towns.
- Those who aren't in the tourism industry might not understand why it's important to pursue growth. Educating those who aren't in the industry and explaining why it benefits all of us maybe a local marketing campaign could help this change.
- Locals getting priced out of the area; challenges with hiring and keeping employees.
- Community resistance to change and recognizing "tourism" as an industry. Balancing growth with preservation.
- I think the wine industry is very strong and they want to be the top priority. We need more than just wine to make this town a true destination spot.
- Control over water rights; esthetic preference for grass lawns (small grass strips could be encouraged); people afraid of change.

### **CURRENT PROJECTS**

WHAT CURRENT THINGS ARE UNDERWAY (PROJECTS, INITIATIVES, ETC.) THAT COULD BE BUILT UPON TO ADVANCE THE TOURISM ECONOMY IN THE NEXT 1-5 YEARS?

- Outside Walla Walla
- Downtown plaza & parklets
- Bluewood development & trails
- Trail stewardship Blues Crew & Whitman Outdoor Program
- Common Roots Housing Trust
- Sustainable WA wine program
- Abeja Winery Type 3 approval

### **VISITOR SEGMENTS**

WHAT TYPES OF VISITORS REPRESENT THE BEST OPPORTUNITY IN THE COMING FIVE YEARS TO GROW OUR TOURISM ECONOMY? BRIEFLY DESCRIBE THEM: WHAT DO THEY LIKE TO DO? WHERE DO THEY COME FROM?

- Tri-Cities visitors
- Families with children
- Outdoor recreationalists
- "Established" younger generation
- Affluent empty-nesters
- Wine & foodie Napa alternatives
- LGBTQ & BIPOC community of WA's west side and Tri-Cities

### THANKS

For questions or more information about this study, please contact:

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