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Visit Walla Walla Newsletter

October 2025

We're eagerly looking forward to a strong "wrap" to the year with great momentum and excitement for what's ahead in 2026. From our new valley-wide branding initiative and an upcoming online mapping tool to a full slate of events on the horizon, there's a lot to look forward to as we continue promoting all there is to experience in the Walla Walla Valley.

Adding to the excitement, Visit Walla Walla and the U.S. Army Corps of Engineers Walla Walla District were recognized with the Creative Partnership Award at the 2025 State of Washington Tourism Conference. The honor celebrates our collaboration on the new **Quail Trail System at Bennington Lake**, a project that connects recreation, community, and tourism in one outdoor experience. The trail came to life thanks to the dedication of local partners who share a common goal of making Walla Walla's great outdoors even more welcoming for everyone.

Visitation Numbers

(BASED ON HOTEL OCCUPANCY)

Q3 2025	JULY		AUGUST		SEPTEMBER	
	DEMAND	OCCUPANCY	DEMAND	OCCUPANCY	DEMAND	OCCUPANCY
2024	18,878	62.80%	20,015	66.50%	21,291	73.10%
2025	18,349	61.00%	19,494	64.80%	20,374	69.90%
% CHANGE	-2.80%	-2.80%	-2.60%	-2.60%	-4.30%	-4.30%

While numbers through June 2025 showed a slight increase year-over-year, hotel room occupancy during Q3 2025 declined by 3.3% year-over-year, and we know that historically winter months are very soft. We are working with hotels in the Tourism Promotion Area and other community partners to identify ways to bolster overnight visitation during the coming months and beyond.

Lodging Tax Advisory Committee Update

The Lodging Tax Advisory Committee has been working with the City of Walla Walla to plan for the year ahead and address potential lodging tax revenue shortfalls projected for 2026. To help maintain steady support for our tourism partners, organizations with existing two-year contracts will see a seven percent reduction in funding.

New one-year funding applications will be reviewed in the second quarter of 2026, and all eligible organizations are encouraged to apply. This temporary adjustment reflects our shared commitment to sustaining a strong and vibrant tourism economy for the Walla Walla Valley.



New Valley-wide Branding

After nearly a year of work, the new branding for the Walla Walla Valley is here! With new logos for each Valley community reflecting the region's agricultural heritage, we hope visitor-facing events and activities can reflect the new look and feel.

Email MARKETING@WALLAWALLA.ORG

to receive an invitation and link for a virtual training session on Wednesday, 11/12 at 11:00am to learn about the tools and resources available.

2026 Visitor Guide

It's that time of year! Ads are now being sold by Matt Lohrmann, Walla Walla Union-Bulletin, for next year's visitor guide. [CLICK HERE](#) for pricing and deadline details.

A Few Notable Upcoming Events

- **TASTE OF THE WALLA WALLA VALLEY**, November 7 @ 1-4:30pm
- **FALL RELEASE WEEKEND**, November 7-9
- **SMALL BUSINESS SATURDAY**, November 29 from 10am - 3pm
- **Holiday Barrel Weekend**, December 5-7 with the **15TH ANNUAL BARREL FULL OF MONEY** fundraiser for BMAC and the annual **HOLIDAY PARADE OF LIGHTS**

For events, check the [VISIT WALLA WALLA ONLINE EVENT CALENDAR!](#)

FIFA World Cup

JUNE 11 – JULY 26, 2026

There is a lot of excitement in the state surrounding the 2026 FIFA World Cup matches. The Seattle Sports Commission has created a Watch Party Playbook ([DOWNLOADABLE HERE](#)) to provide guidance on hosting public viewing parties. The playbook details the strict rules surrounding the use of FIFA trademarks, but also offers tips for event planning and promotion.

New in 2026!

WALLA WALLA ON WHEELS, JUNE 7-12

A new cycling event is coming to Walla Walla June 7–12, 2026, bringing an estimated 150 to 200 riders who will stay on the Whitman College campus and at local hotels. The event is built around some of the Valley's best cycling routes and includes plenty of time to enjoy Walla Walla's restaurants, wineries, and downtown scene. Participants will also experience farm-to-table meals at Whitman's Cleveland Commons, with proceeds supporting the college's **ŠINÁATA**

SCHOLARSHIP program for Tribal students. It's a great opportunity to welcome visitors, highlight our cycling community, and showcase what makes Walla Walla such a great place to ride.

If you're interested in reaching this group via an experience at or with your business, or by donating to their auction, please email:

MARKETING@WALLAWALLA.ORG

If you have questions or comments about any of these updates or resources, or have any other feedback, please contact executive director, Guy Glaeser, at

GUY@WALLAWALLA.ORG.

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