



VISIT Walla Walla

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Annual Community Meeting
February 5th 5:00pm
Cordner Hall at Whitman College



What is a DMO?

Destination

Marketing

Organization

Management



Visit Walla Walla's Three Foundational Pillars

Overnight Visitation



Activities & Amenities



Destination Stewardship





How we meet these goals...

Marketing



Marketing
builds the spark

Sales



Sales turns
inspiration into action

Stewardship / Development



Stewardship ensures the
experience lives up to the promise



How Visit Walla Walla is Funded



Lodging Tax Advisory Committee (LTAC)

RCW 67.28.1816



Tourism Promotion Area (TPA)

RCW 35.101

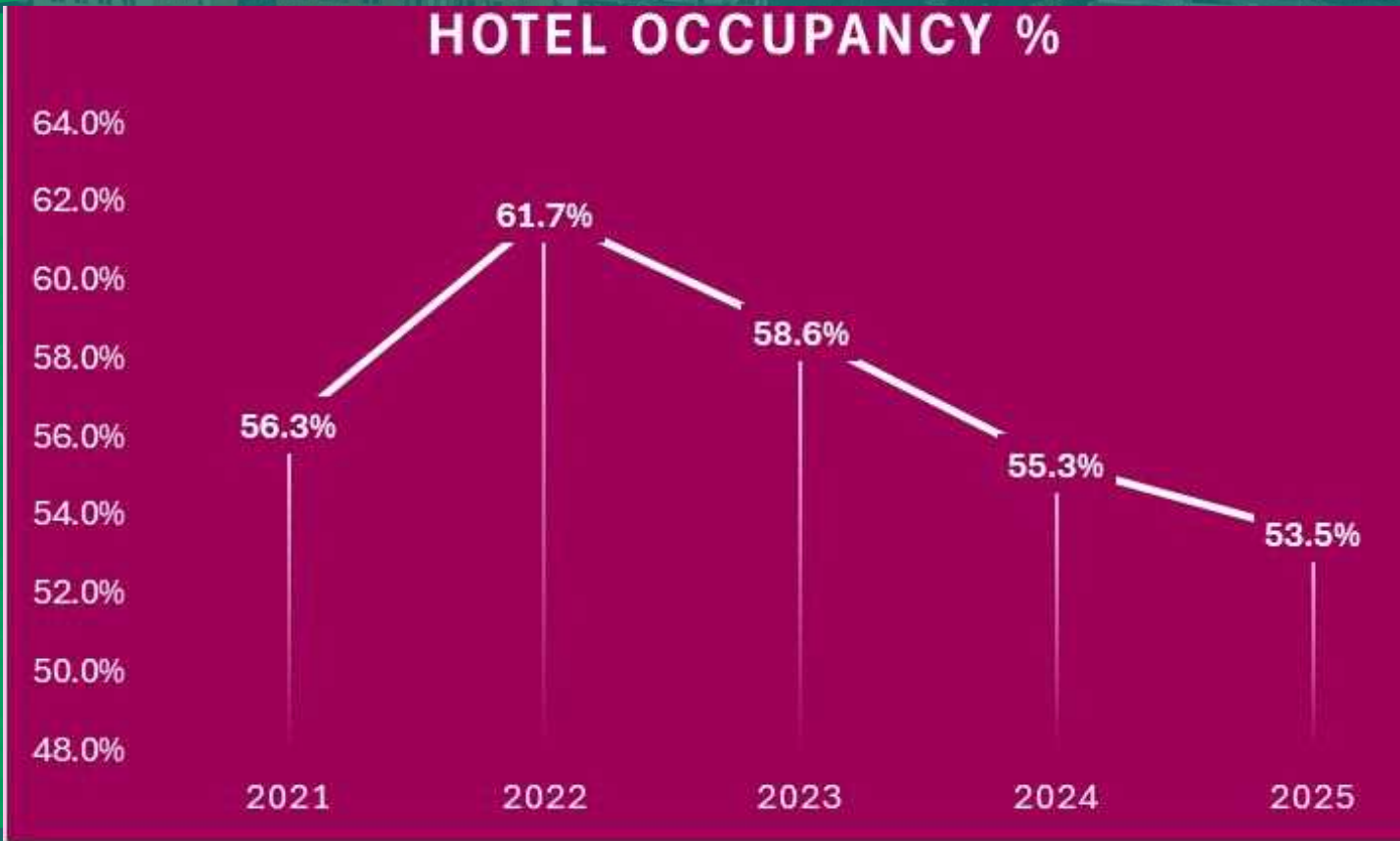
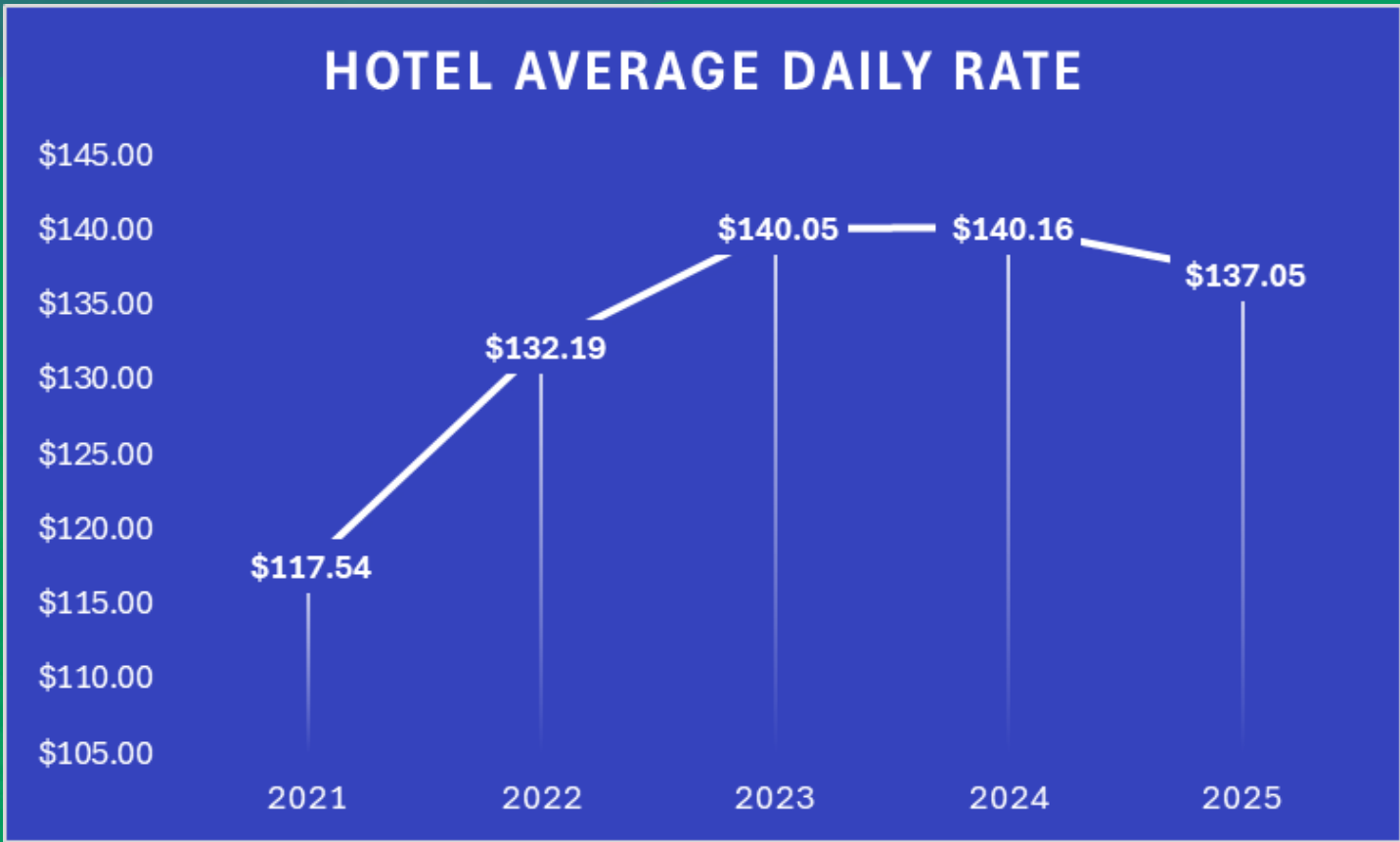


**Occasional Grants from State of
Washington Tourism (SWT)**



Annual Lodging Statistics

	ADR	Occupancy	STR Demand
2021	\$117.54	56.3%	-
2022	\$132.19	61.7%	32,675
2023	\$140.19	58.6%	31,965
2024	\$140.16	55.3%	34,550
2025	\$137.05	53.5%	31,184





Walla Walla County Taxable Retail Sales

Second Quarter
(Q2) only

	2021	2022	2023	2024	2025
ACCOMODATIONS	\$10,540,391	\$12,326,528	\$10,840,426	\$12,391,764	\$12,787,972
RESTAURANT & DRINKING PLACES	\$29,837,706	\$31,239,442	\$32,691,608	\$34,569,260	\$35,804,462
APPAREL & ACCESSORIES	\$5,509,109	\$5,107,373	\$4,919,058	\$4,888,048	\$6,478,445
ART & ENTERTAINMENT	\$2,124,515	\$2,794,090	\$3,065,222	\$3,549,987	\$4,077,683
FOOD & BEVERAGE STORES	\$14,282,525	\$14,401,179	\$15,431,172	\$15,935,095	\$16,432,865



2025 Walla Walla Share of Trips by State

WASHINGTON
45.76%



OREGON
13.67%



IDAHO
9.41%



CALIFORNIA
5.54%



ARIZONA
1.87%

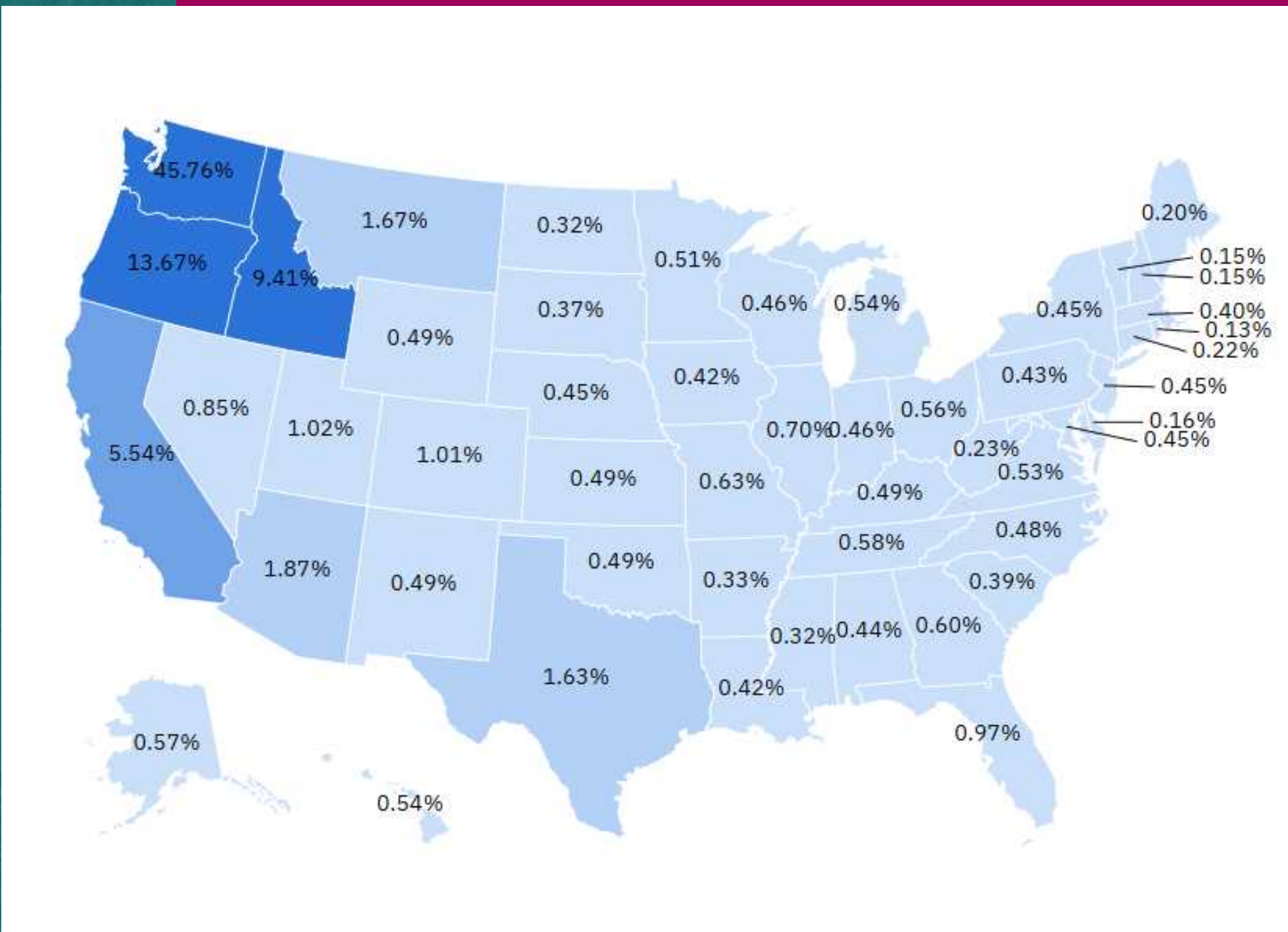


MONTANA
1.67%

TEXAS
1.63%

UTAH
1.02%

COLORADO
1.01%





2025 Walla Walla Share of Trips by DMA

SPOKANE
16.49%

SEATTLE-TACOMA
16.26%

PORTLAND OR
11.14%

YAKIMA / TRI CITIES
7.98%

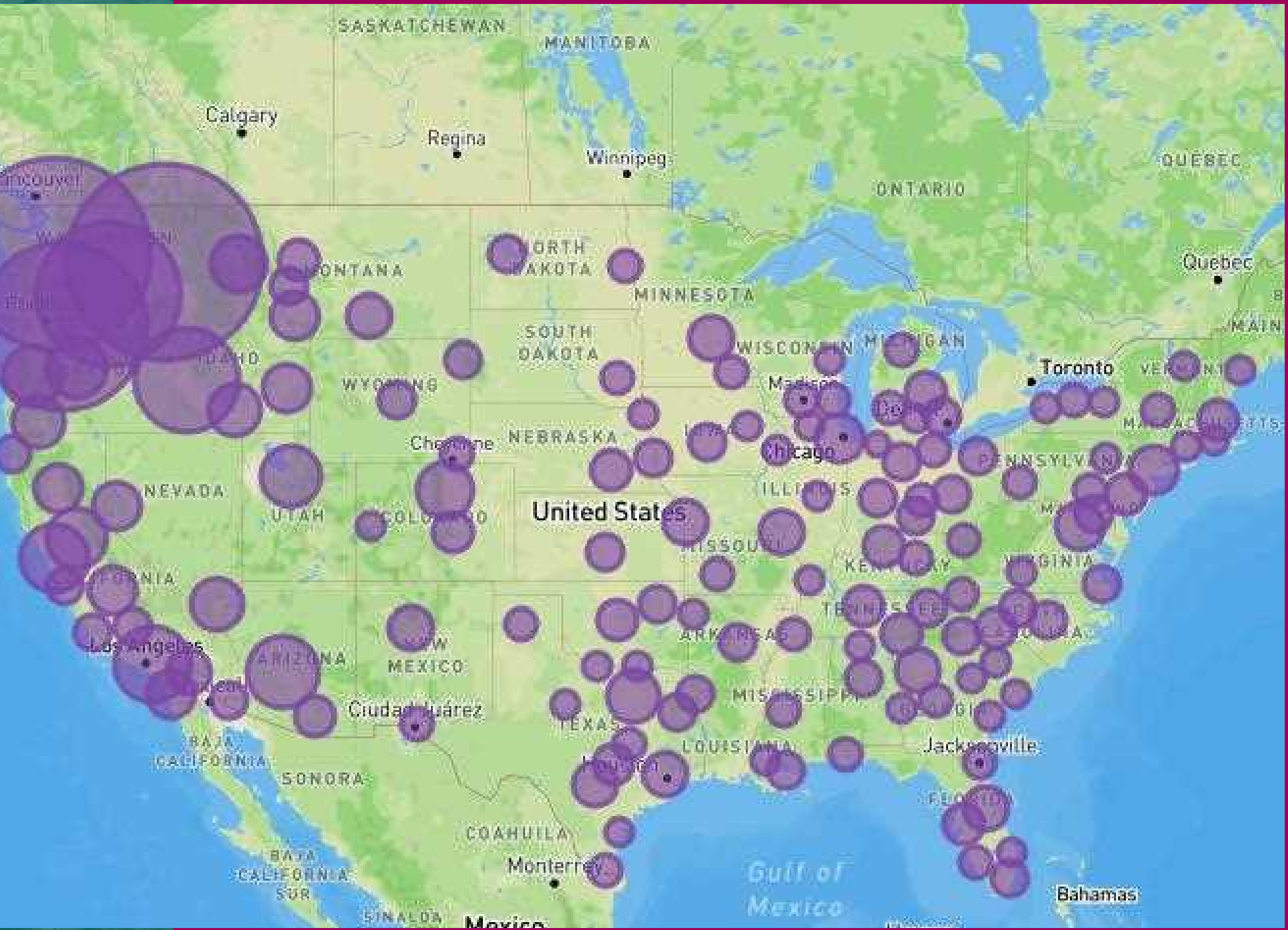
BOISE
3.39%

LOS ANGELES
1.64%

**PHOENIX-
PRESCOTT**
1.29%

**SAN FRANCISCO-
OAK-SAN JOSE**
1.11%

SALT LAKE CITY
0.93%





2025 Biggest Spenders by Volume (\$)

SPEND PER DESIGNATED MARKET AREA (DMA)

SEATTLE - TACOMA

AVG. SPEND - \$319.61

26.72
%

PORTLAND - OR

AVG. SPEND - \$320.23

18.51
%

SPOKANE/CDA

AVG. SPEND - \$251.08

15.56
%

YAKIMA / TRI CITIES

AVG. SPEND - \$163.81

5.12
%

BOISE

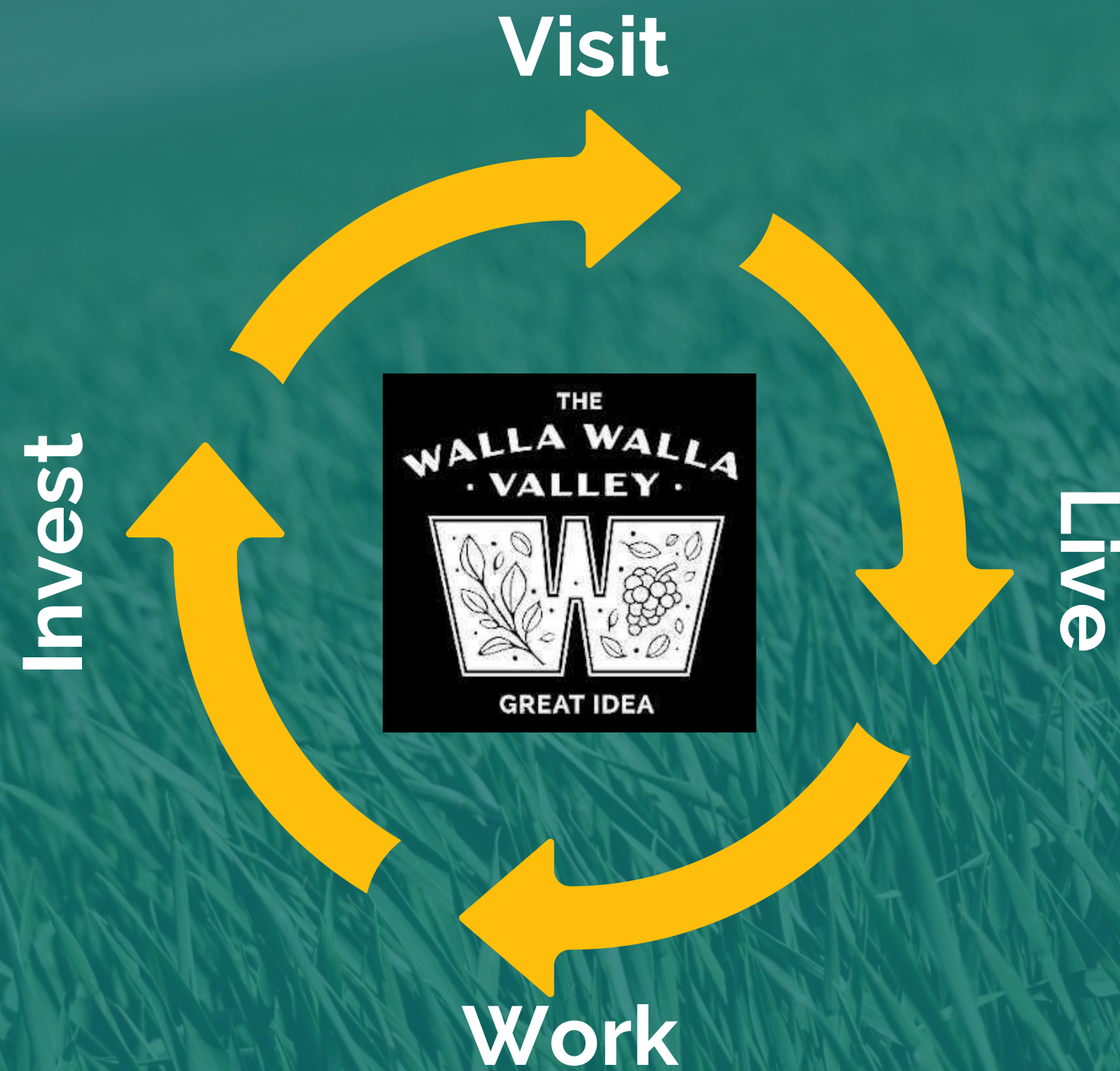
AVG. SPEND - \$258.66

4.39
%





Tourism and Economic Development go hand-in-hand





WALLA WALLA

RESTAURANT MONTH

Over 30 different restaurants and wineries offering exclusive deals at difference price points all month long!



Almost February Film Feast, Jan 31st



Quick Bite < \$20



School Night \$21 - \$30



Date Night \$31 - \$50