



VISIT
walla
walla

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



What is a DMO?

Destination Organization

Marketing

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

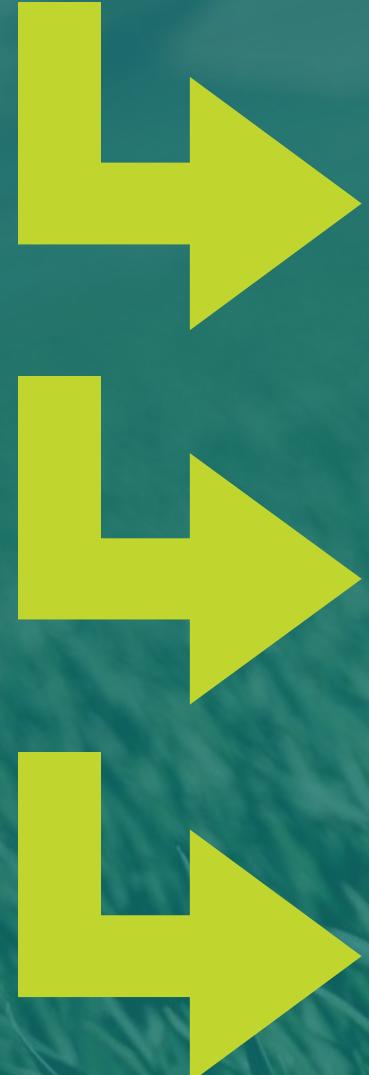
Stewardship / Development



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)

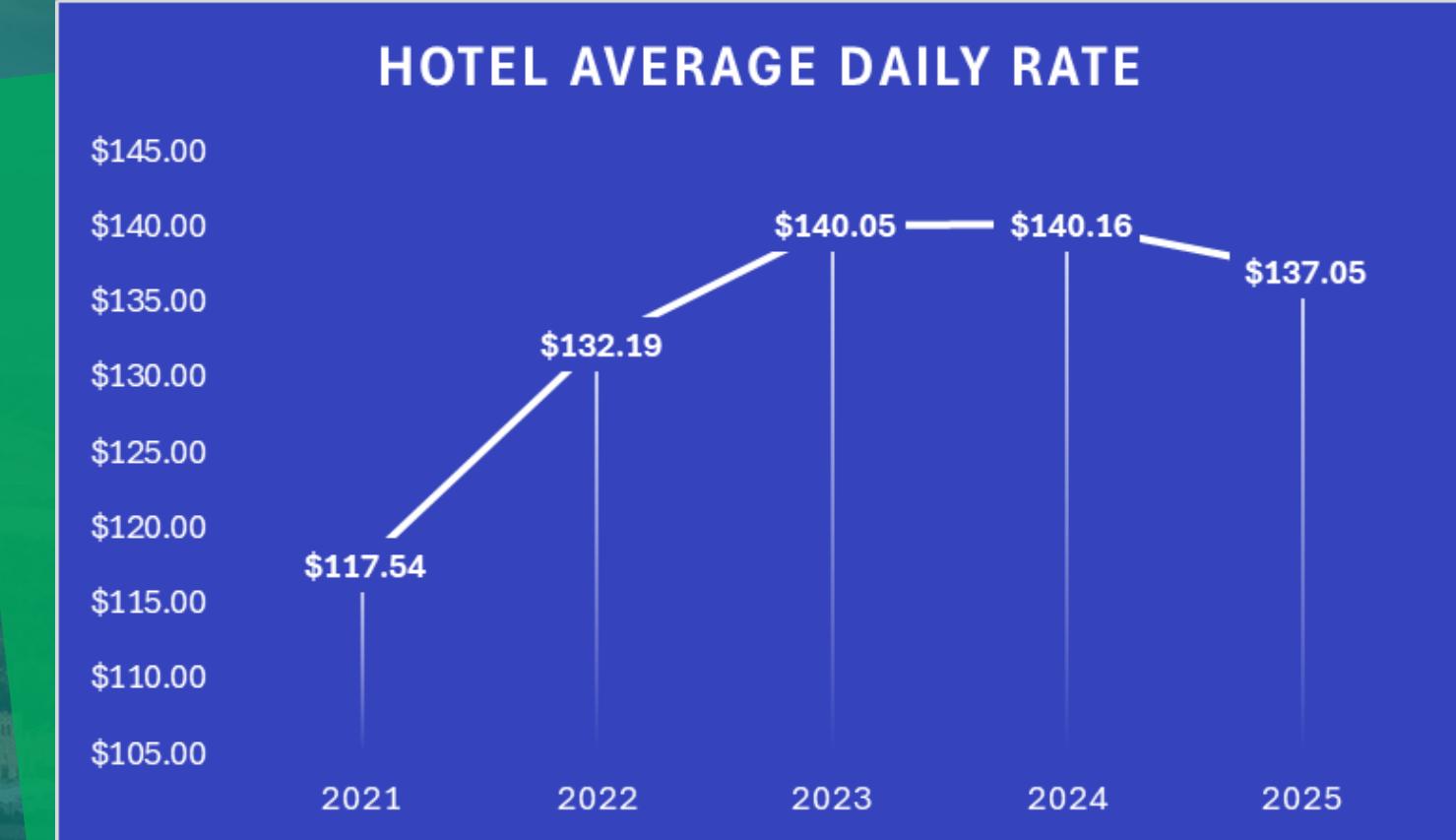
RCW 35.101

**Ocassional 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

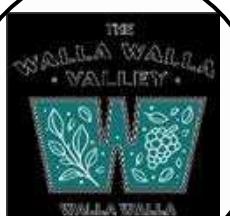
\$14,282,525

\$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%

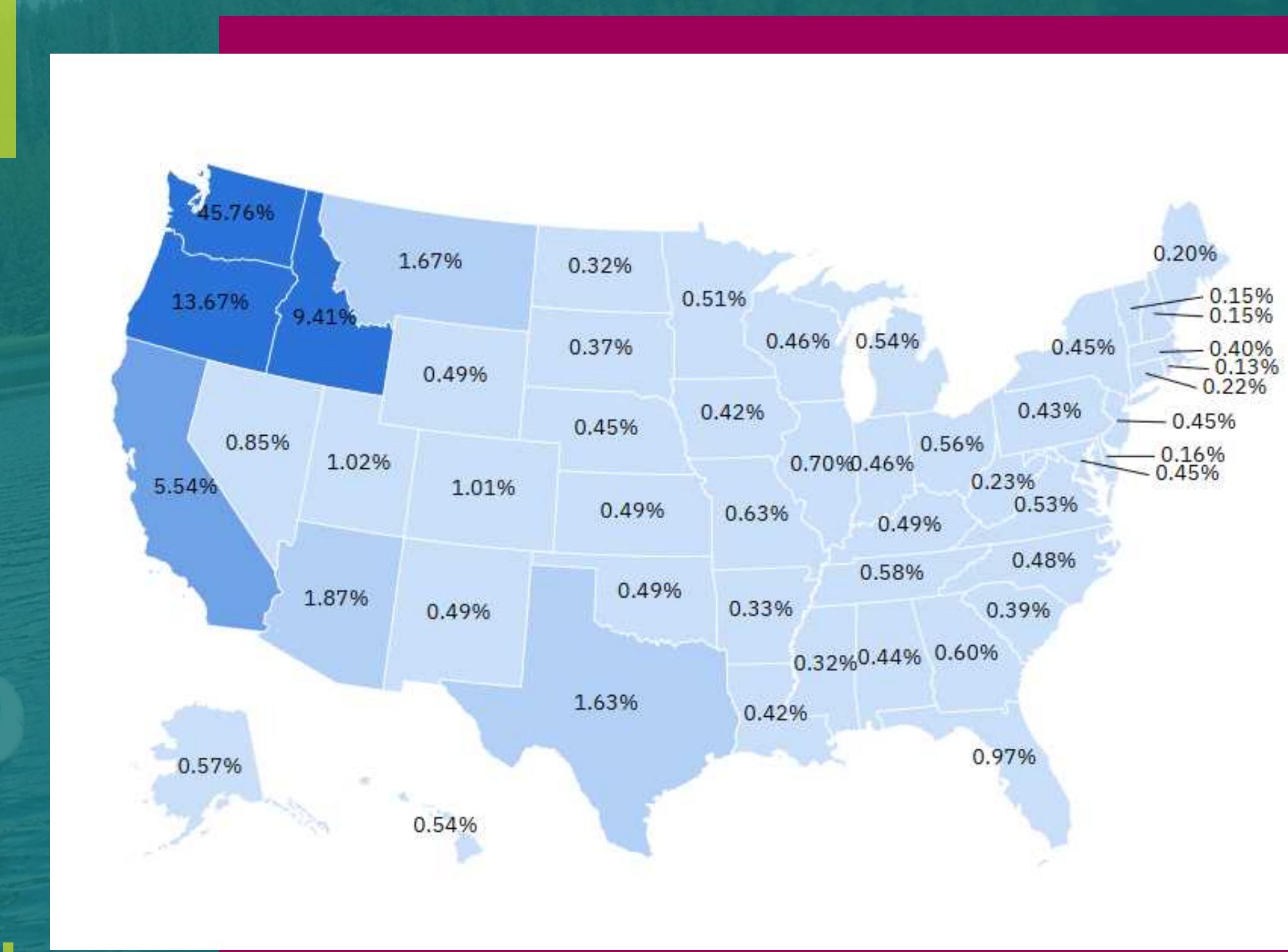
ARIZONA
1.87%

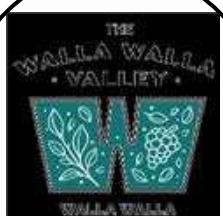
MONTANA
1.67%

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%

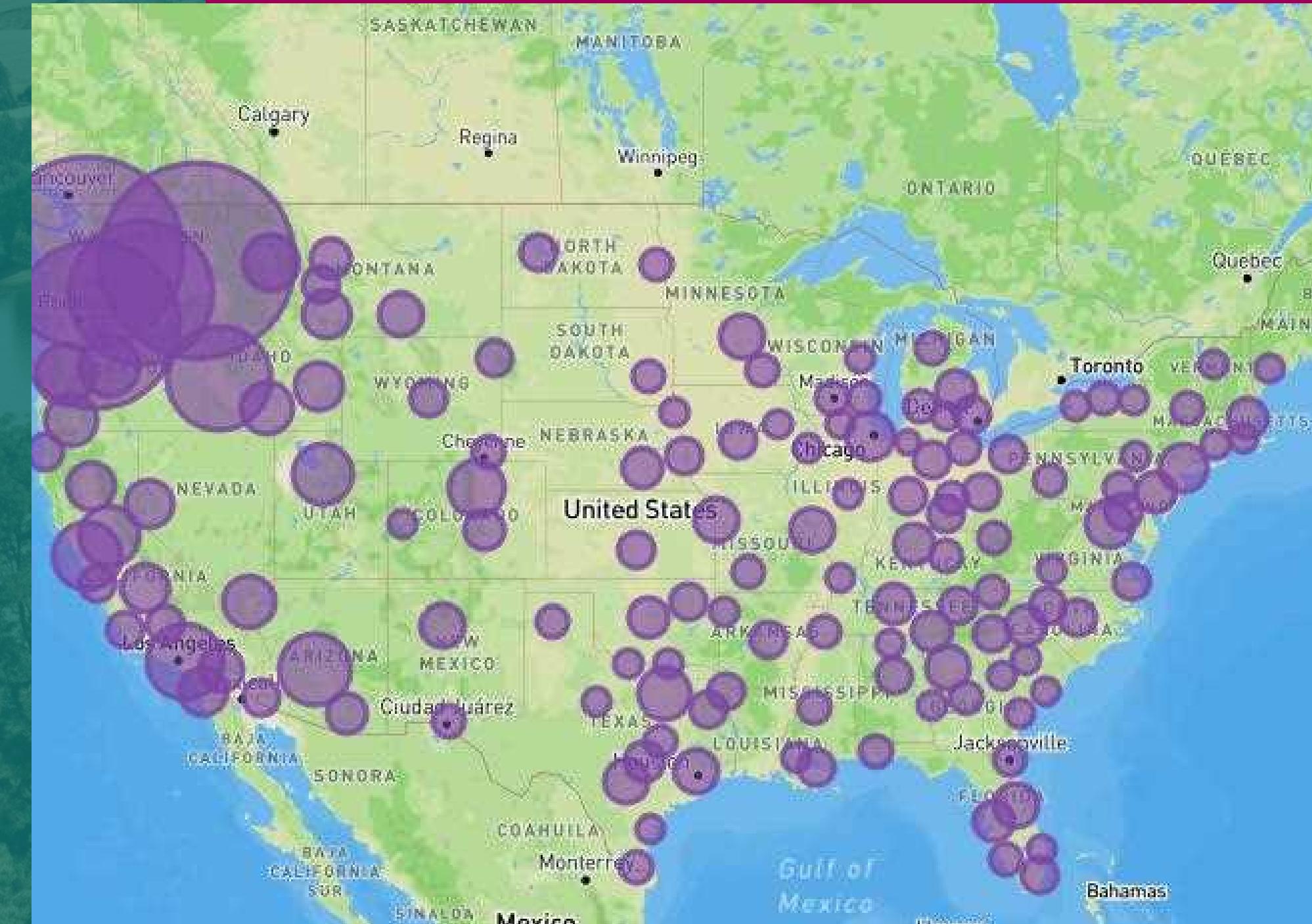
BOISE
3.39%

LOS ANGELES
1.64%

PHEONIX-PRESCOTT
1.29%

SAN FRANCISO-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

PORTLAND - OR
AVG. SPEND - \$320.23

SPOKANE/CDA
AVG. SPEND - \$251.08

YAKIMA / TRI CITIES
AVG. SPEND - \$163.81

BOISE
AVG. SPEND - \$258.66

26.72
%

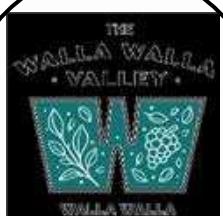
18.51
%

15.56
%

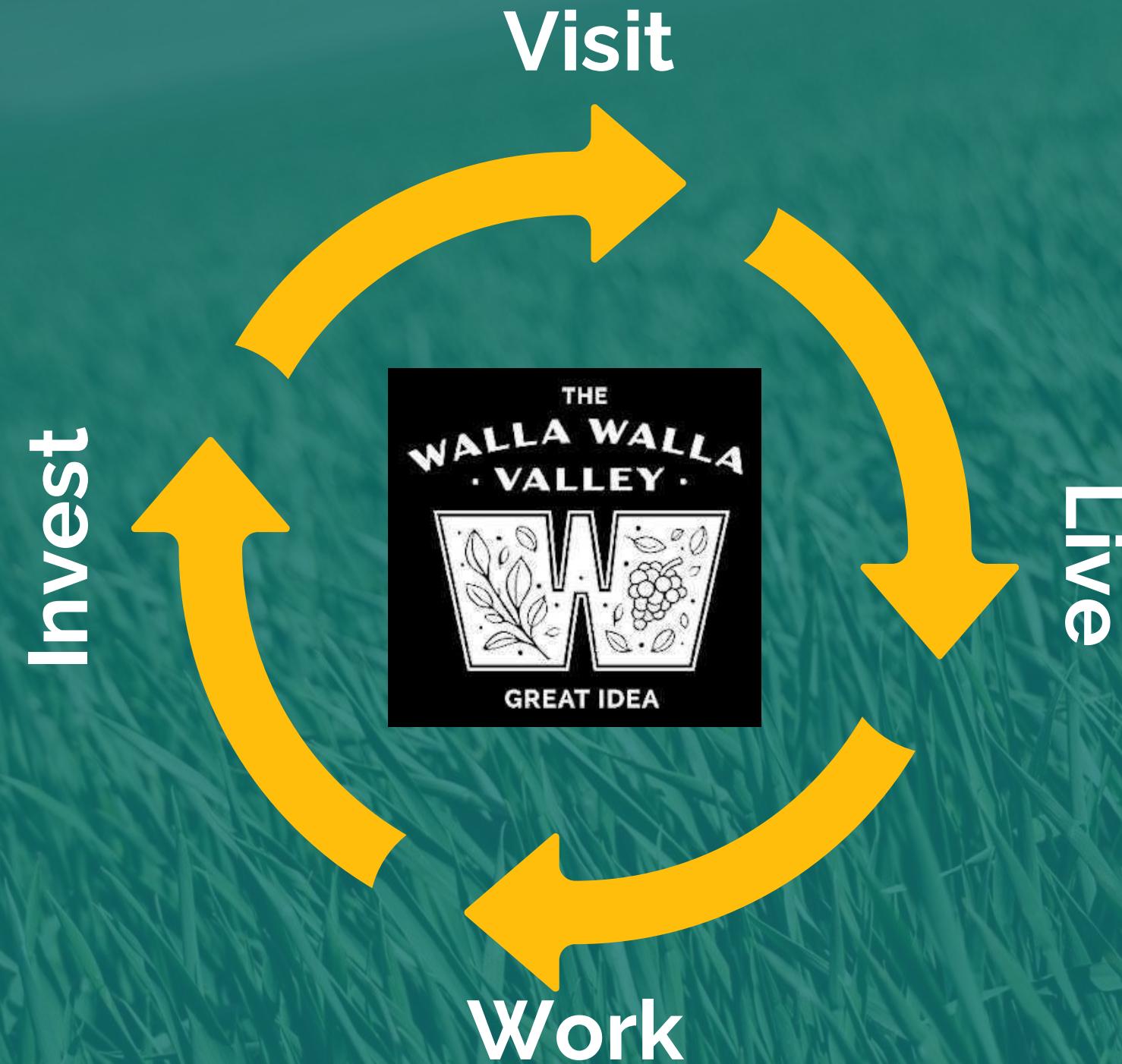
5.12
%

4.39
%





Tourism and Economic Development go hand-in-hand





WALLA WALLA

RESTAURANT MONTH

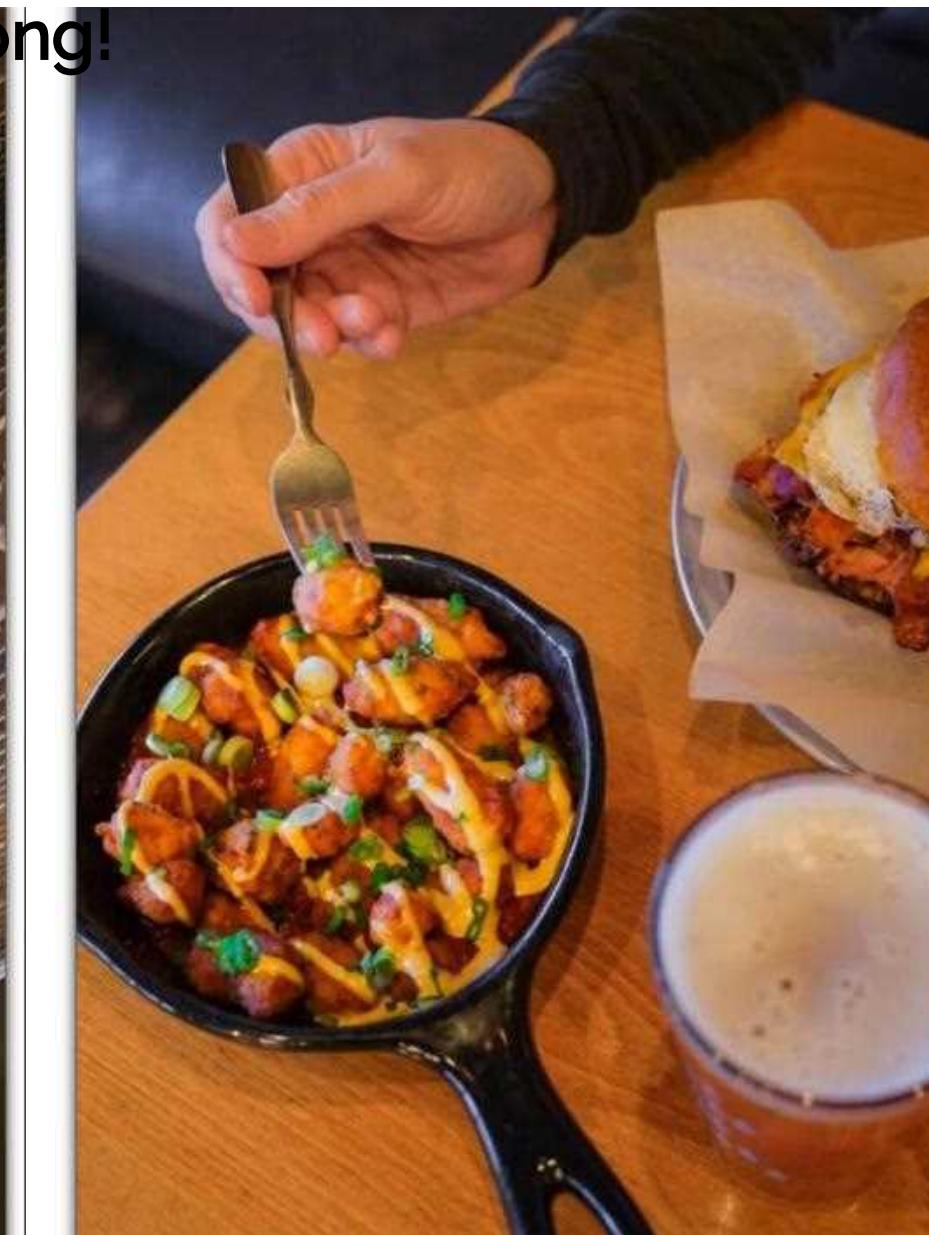
Over 30 different restaurants and wineries offering exclusive deals at difference price points all month



Almost February Film
Feast, Jan 31st



Quick Bite < \$20



School Night \$21 - \$30



Date Night \$31 - \$50