



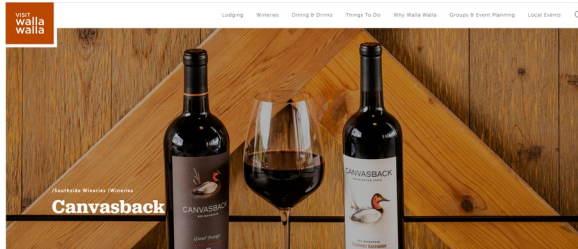
Thank you for your interest in helping the Visit Walla Walla Marketing Team promote your services and activities to tourists visiting the area. Following are a few quick tips and best practice reminders on how you can leverage Visit Walla Walla's marketing channels. We look forward to staying in touch!

Social Media & Email Marketing	PR / Earned Media
<ol style="list-style-type: none"> <li>1) Offer key details via the five Ws – who, what, where, when, why, as well as how.</li> <li>2) Provide high-resolution photos – the more the better (along with photo credit details, if applicable)!</li> <li>3) Tag @visitwallawalla when posting on social so we can re-share.</li> <li>4) When content is posted, like, comment and share!</li> </ol> <div data-bbox="285 980 520 1211"> </div> <div data-bbox="625 992 850 1218"> </div> <p><i><b>Best Practice:</b></i>  Notify Visit Walla Walla 6-8 weeks in advance of your event.</p> <p><b>Questions/Issues?</b>  Contact: <a href="mailto:marketing@wallawalla.org">marketing@wallawalla.org</a></p>	<ol style="list-style-type: none"> <li>1) Add <a href="mailto:marketing@wallawalla.org">marketing@wallawalla.org</a> and <a href="mailto:hello@dvaadv.com">hello@dvaadv.com</a> to your consumer and/or industry newsletter opt-in.</li> <li>2) Let us know if you're open to collaborating to host media and/or influencers.</li> <li>3) Add <a href="mailto:marketing@wallawalla.org">marketing@wallawalla.org</a> and <a href="mailto:hello@dvaadv.com">hello@dvaadv.com</a> to your media list for distribution of press releases and other news, updates.</li> </ol> <p><i><b>Best Practice:</b></i>  Share your existing or new image libraries with Visit Walla Walla, along with any required photo credits, captions, or permissions.</p> <div data-bbox="1121 1159 1919 1289"> </div> <p><b>Questions/Issues?</b>  Contact: <a href="mailto:marketing@wallawalla.org">marketing@wallawalla.org</a></p>

## New Business Listing

Send the below items to: [sales@wallawalla.org](mailto:sales@wallawalla.org)

- 1) High resolution "hero" image for top of page (preferred size: 2500 x 960px)



- 2) Website, physical address, phone, email, links to social media platforms and business hours

**AMENITIES**

1825 J B GEORGE RD, WALLA WALLA, WA 99362  
(509) 524-9820  
<https://www.canvasbackwine.com/>

**BUSINESS HOURS**

Day	Hours
Sunday	Currently Closed
Monday	10:00 am - 4:00 pm
Tuesday	10:00 am - 4:00 pm
Wednesday	10:00 am - 4:00 pm
Thursday	10:00 am - 4:00 pm
Friday	10:00 am - 4:00 pm
Saturday	10:00 am - 4:00 pm

- 3) Short paragraph description

### Canvasback

Just 15 minutes southwest of downtown Walla Walla, the Canvasback tasting room is designed to embody the rustic elegance and frontier spirit of the region. We offer an idyllic setting for both indoor and outdoor seated tastings, with extensive natural wood, glass, and other luxurious features – all anchored by exceptional hospitality. The lovely outdoor seating area is the perfect place to enjoy an alfresco wine tasting or picnic lunch! We also have Cornhole, Bocce Ball, Croquet, and a fire pit that can be enjoyed by guests of all ages (weather permitting).

In addition to certified service animals, we welcome well-behaved dogs on leash on the property for outdoor tastings, with prior appointment.

- 4) Up to 8 additional high-resolution images to go on the carousel (preferred size: 900 x 600px)



## Business Listing Refresh

- 1) Is the hero image pixelated? Send a high-resolution, horizontally oriented replacement image (2500 x 960px is the preferred size).
- 2) Confirm accuracy of details – website, physical address, phone, email, links to social media platforms and business hours.
- 3) Draft a short paragraph description of the business and what visitors can experience.
- 4) Provide up to 8 additional high-resolution images for the carousel (preferred size: 900 x 600px).

### Best Practice:

Review your listing every 4-6 months to reflect seasonal operations or other changes.

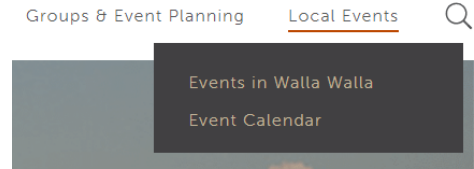
2022			
January	February	March	April
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5	1 2 3 4 5	1 2
2 3 4 5 6 7 8	6 7 8 9 10 11 12	6 7 8 9 10 11 12	3 4 5 6 7 8 9
9 10 11 12 13 14 15	13 14 15 16 17 18 19	13 14 15 16 17 18 19	10 11 12 13 14 15 16
16 17 18 19 20 21 22	20 21 22 23 24 25 26	20 21 22 23 24 25 26	17 18 19 20 21 22 23
23 24 25 26 27 28 29	27 28	27 28 29 30 31	24 25 26 27 28 29 30
30 31			
May	June	July	August
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2 3 4 5	1 2 3 4 5 6
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30	28 29 30 31
		31	
September	October	November	December
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1	1 2 3 4 5	1 2 3
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31
	30 31		

### Questions/Issues?

Contact: [sales@wallawalla.org](mailto:sales@wallawalla.org)

## Event Listings

- 1) To add an event, visit: [wallawalla.org](http://wallawalla.org) and click on "Local Events," then "Event Calendar."



- 2) Click on "Add Event."

**What's coming up?**

Mon, June 13 [+ ADD EVENT](#)

- 3) Fill out the template with specific hours (if all day, use your business hours – MUST have an end time) and submit for Visit Walla Walla review. All events are reviewed prior to going live on the site and if an event is not accepted, feel free to contact [sales@wallawalla.org](mailto:sales@wallawalla.org)  
NOTE: We do not list month-long promotions, just opening &/or closing events.
- 4) The weekend calendar is finalized and shared out each Thursday.

### Best Practices:

- Submit your event a minimum of one week in advance.
- Do not use ALL CAPS for the title or description of the event.
- Be visual! Include an image or descriptive graphic.

**Questions/Issues or want to receive the weekly calendar?**  
Contact: [sales@wallawalla.org](mailto:sales@wallawalla.org)