

# WALLA WALLA VALLEY | WASHINGTON VISITOR OPPORTUNITIES SURVEY

Survey Results 2023





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# 01

## INTRODUCTION

- SURVEY DESIGN AND METHODOLOGY
- SURVEY RESPONSES





# INTRODUCTION

## Purpose and Intent

This presentation documents the process and results of a survey conducted by ECONorthwest and Crosscurrent Collective in 2023. The purpose of the survey was to gather insights from visitors about their experiences and perceptions after visiting the Walla Walla Valley area. The results of this survey will help inform the development of Visit Walla Walla and the State of Washington Tourism's destination strategy to capitalize on opportunities and improve the visitor experience.

# INTRODUCTION

## Survey Design and Methodology

ECONorthwest partnered with Crosscurrent Collective, Visit Walla Walla, and State of Washington Tourism to create a series of succinct survey questions aimed at pinpointing the most relevant aspects of visitation for their tourism strategy.

The survey was exclusively conducted online using Survey Monkey, encompassing a total of **48 questions** with an estimated completion time of 15 minutes.

The Visit Walla Walla outreach team set a goal of obtaining responses from **384 individuals**, derived from the annual estimated visitation figure of 750,000. This target was set to achieve a 95% confidence level with a 5% margin of error.

To broadcast the survey, the Visit Walla Walla outreach team utilized online channels, distributed cards featuring a QR code and URL for the survey to local businesses, and made them available at various venues throughout the Walla Walla Valley area.



**WALLA WALLA VALLEY VISITORS  
WE WANT TO HEAR FROM YOU!**

STATE OF WASHINGTON TOURISM

**WE WANT TO HEAR FROM YOU!**  
WALLA WALLA VALLEY VISITOR SURVEY

**Thank you for visiting our region!**

Walla Walla Valley communities are eager to gain deeper insights about your experience as a visitor. Primary communities in this region include Walla Walla, Waitsburg, Dayton, and College Place in Washington, along with Milton-Freewater in Oregon. If you've visited this area anytime in the last two years, we kindly invite your participation!

Please scan the QR code—or visit the link below—to take our 10-minute survey to provide feedback about your most recent trip. Survey will close on **October 15, 2023**. Your valuable input will help shape the future of tourism in the valley and improve the experience for visitors and residents alike. **Survey respondents may enter to win a 2-night stay in Walla Walla and a \$150 gift certificate at a fine dining restaurant.**

THANK YOU ON BEHALF OF VISIT WALLA WALLA AND STATE OF WASHINGTON TOURISM.

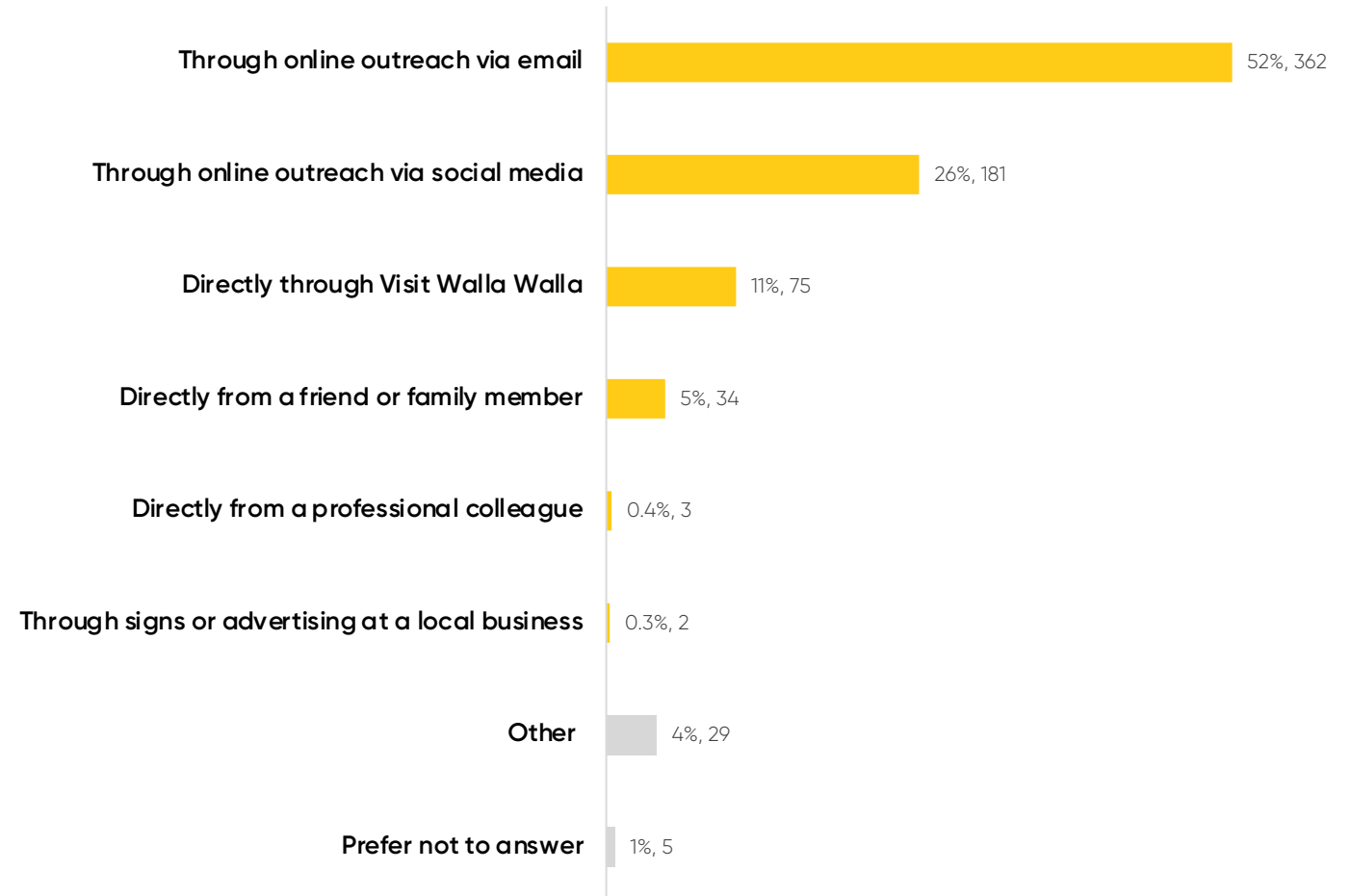
# INTRODUCTION

## Survey Outreach

The online outreach method using email notifications was the dominant means for receiving survey responses at **52%**.

The ‘**Other**’ category for survey reception predominantly comprised responses that actually fell under listed categories. Nevertheless, the Fort Walla Walla Museum was specifically mentioned on several occasions as the origin of the survey.

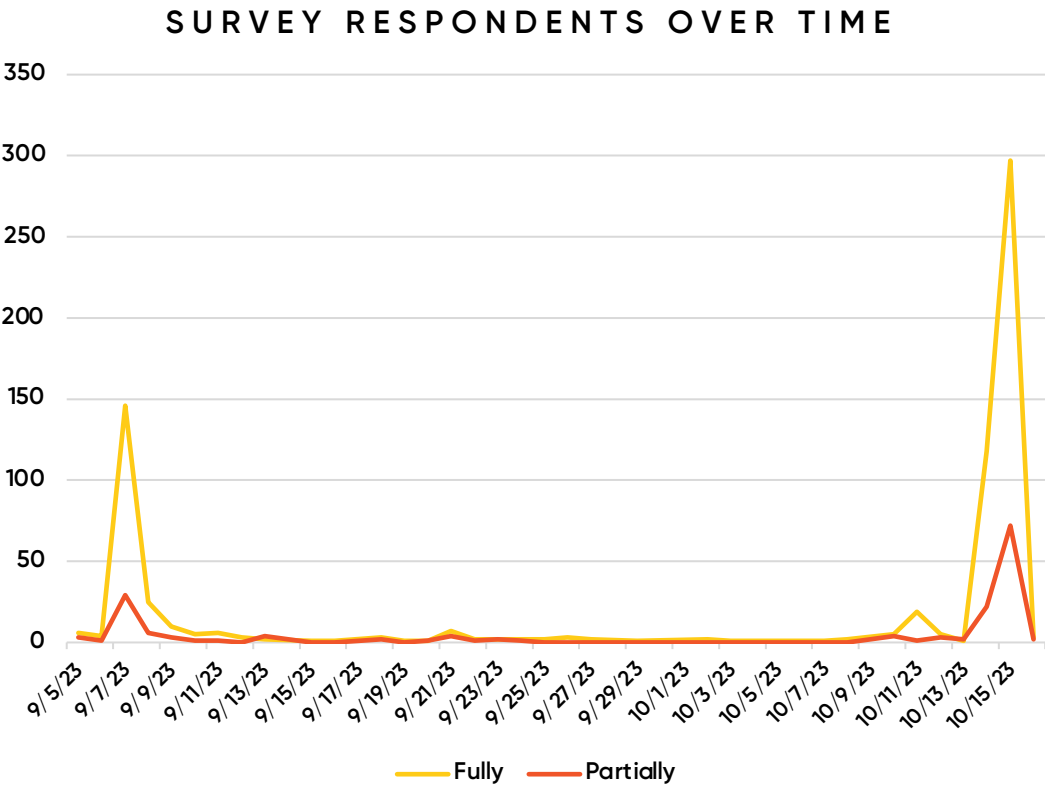
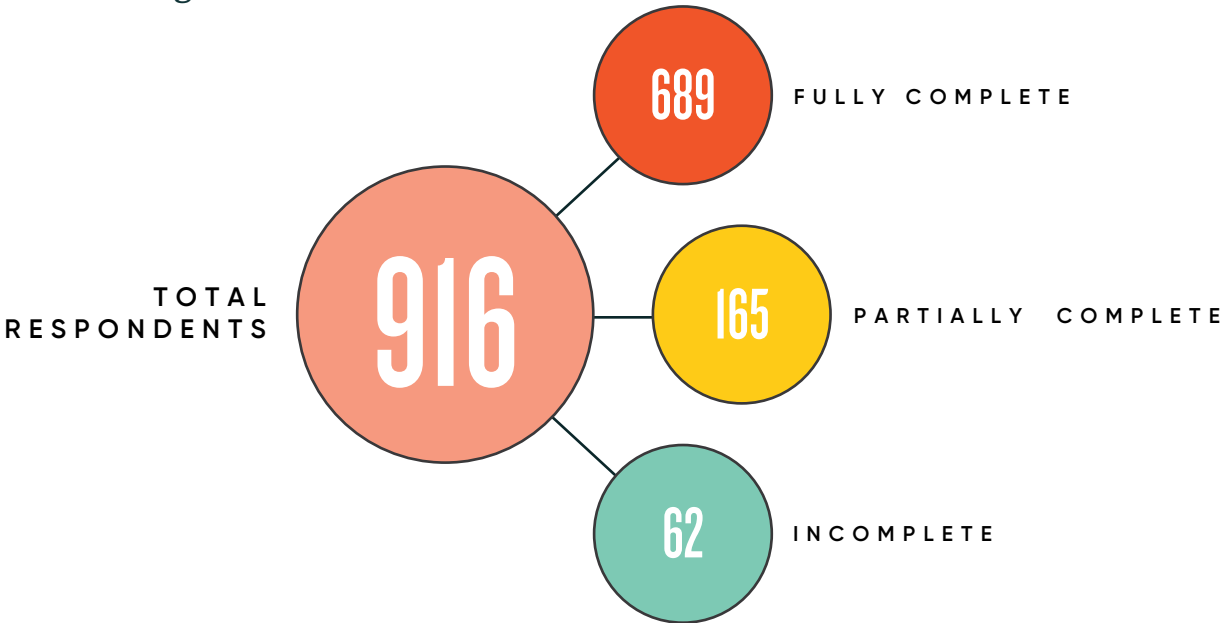
## HOW RESPONDENTS RECEIVED SURVEY



# INTRODUCTION

## Survey Response

The survey opened to the public on September 5, 2023 and closed on October 15, 2023. In total, there were 916 responses collected in the six weeks the survey was open. Of those total responses, 689 surveys were fully completed, 165 were partially complete, and 62 were incomplete, having only one to five questions answered. The prize drawing captured 670 interested respondents that consented to sharing their contact information.



	Average Time	Min Time	Max Time
Fully Complete	00:16:55	00:05:29	01:17:54
Partially Complete	00:06:41	00:00:55	01:19:06





# 02

## DEMOGRAPHICS

- AGE
- RACE
- INCOME
- TRAVEL ORIGIN

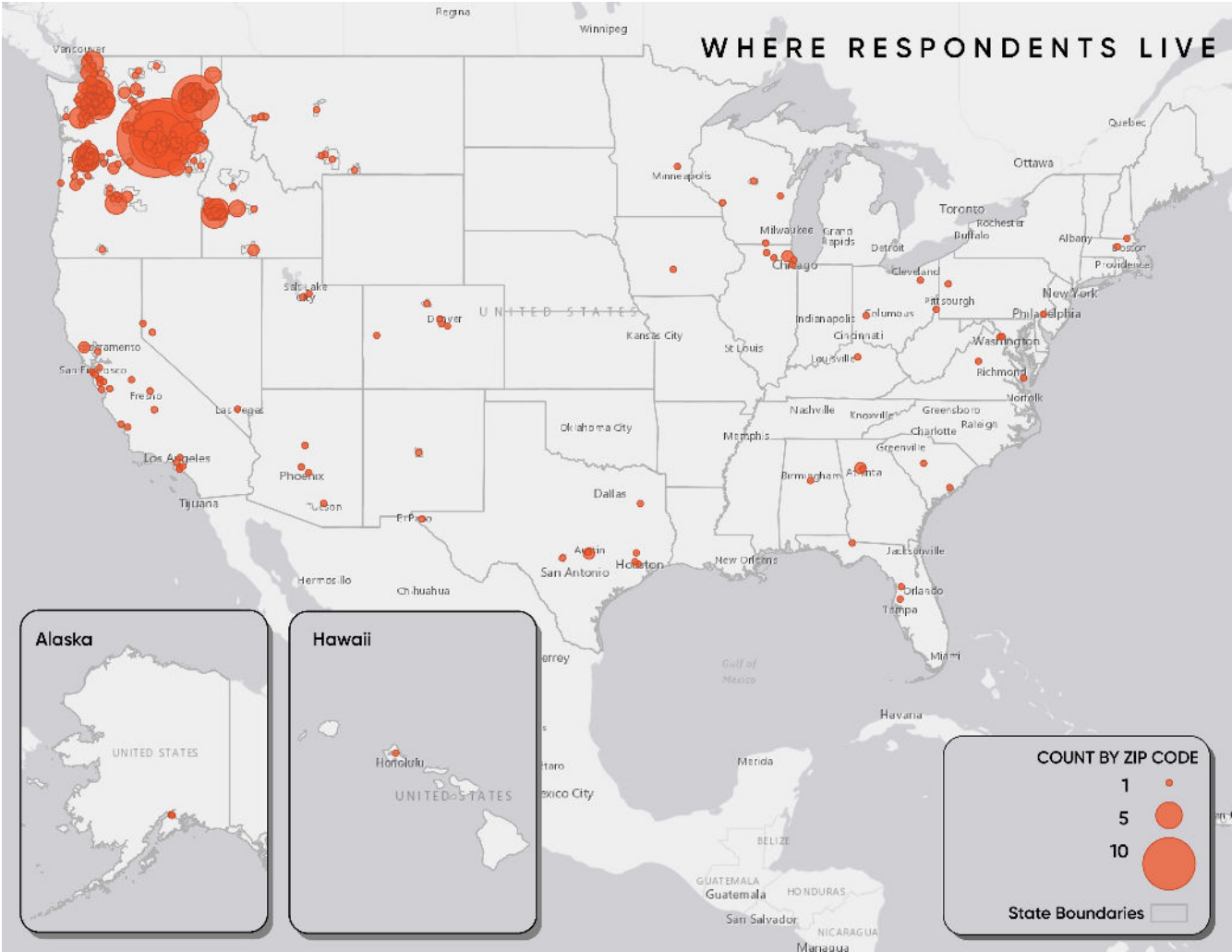
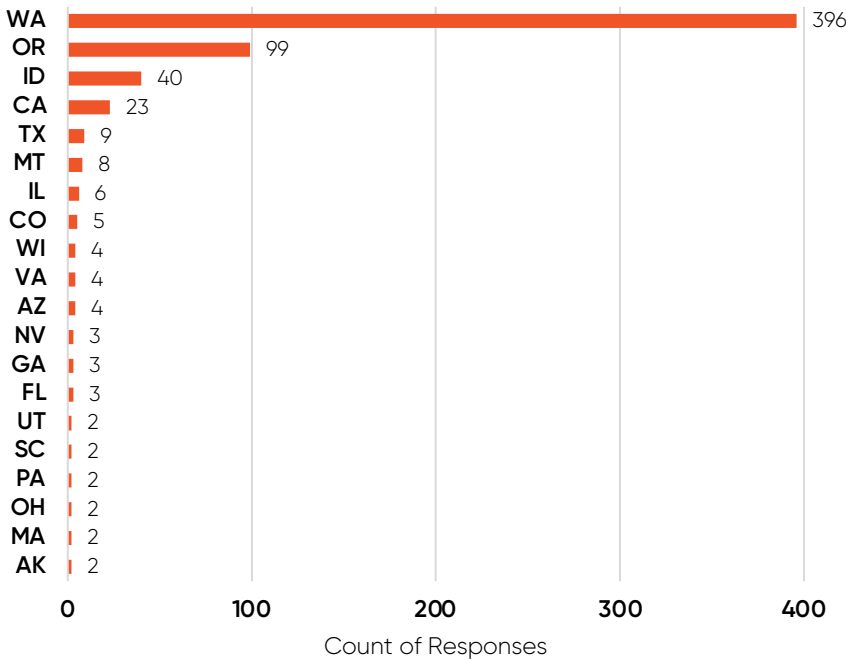


# DEMOGRAPHICS

## Origin of Respondents



## STATES WHERE RESPONDENTS LIVE



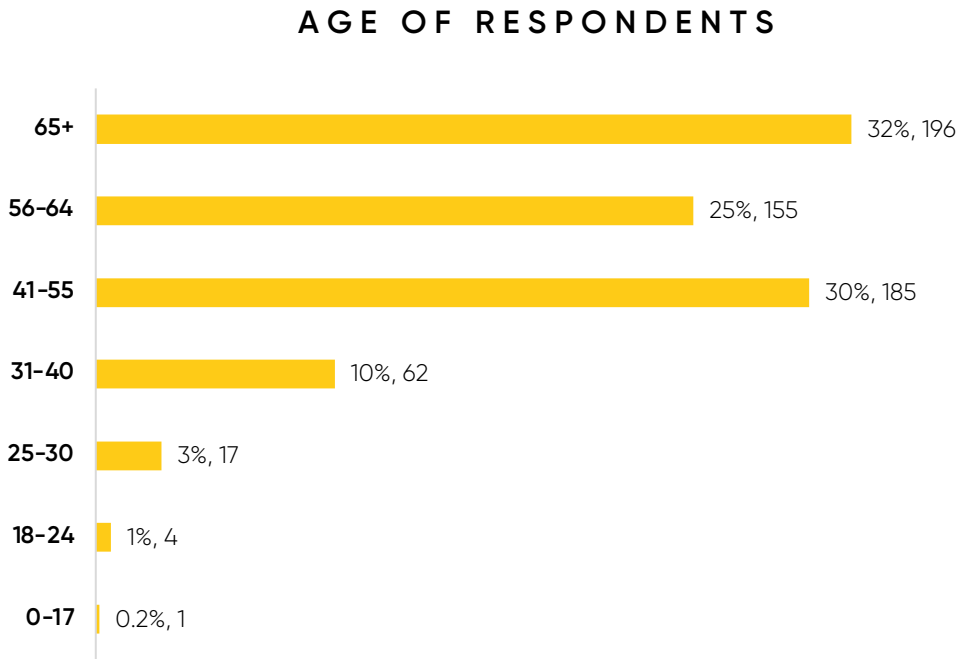
Out of the 691 respondents, 684 confirmed living in the US, while seven indicated an international residence—six in Canada and one in the United Kingdom.

The majority of survey participants reside in Washington, totaling 396 respondents (approximately 62%). They predominantly traveled from communities such as Richland, Pasco, Kennewick, Spokane, and the Seattle metro area.

# DEMOGRAPHICS

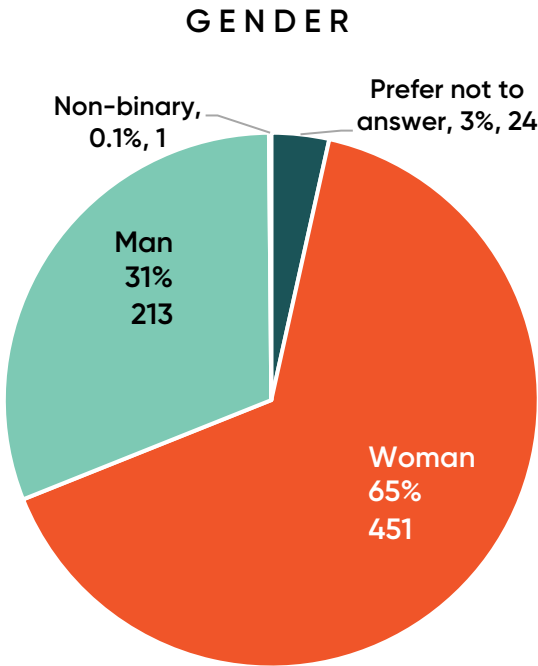
## Age

There was a nearly equal number of respondents in the age ranges of 65 years or older (32%) and 41-55 years (30%). The majority of respondents were over 40 years of age.



## Gender

The majority of respondents (65%) identified as women. A few chose not to answer, and one respondent identified as non-binary.



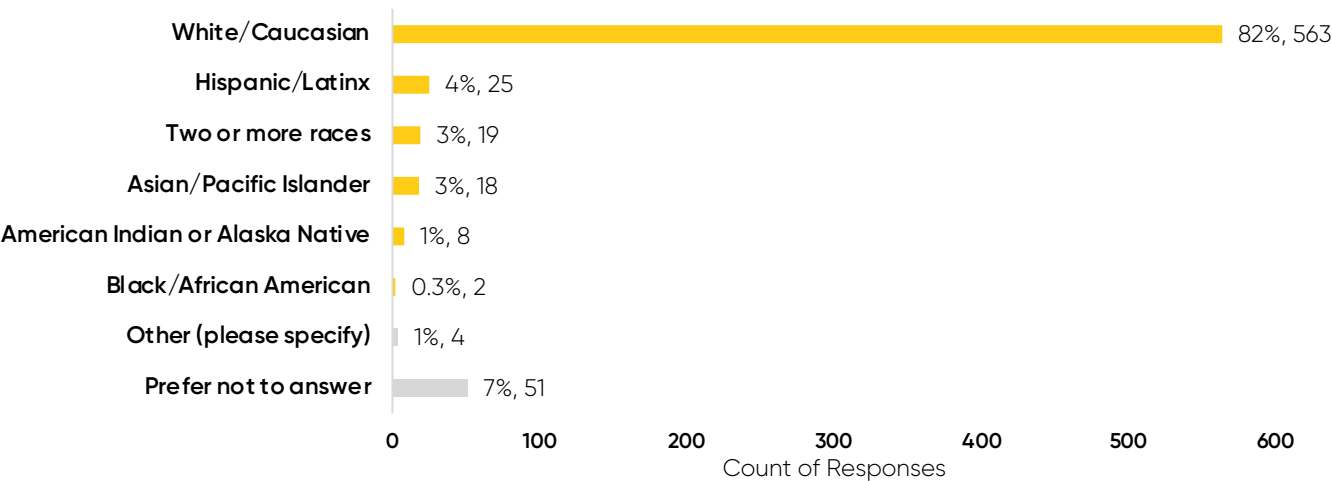


# DEMOGRAPHICS

## Racial Background

Most survey respondents, 563 (82%) out of 690, identified as White/Caucasian. 51 (7%) chose not to answer.

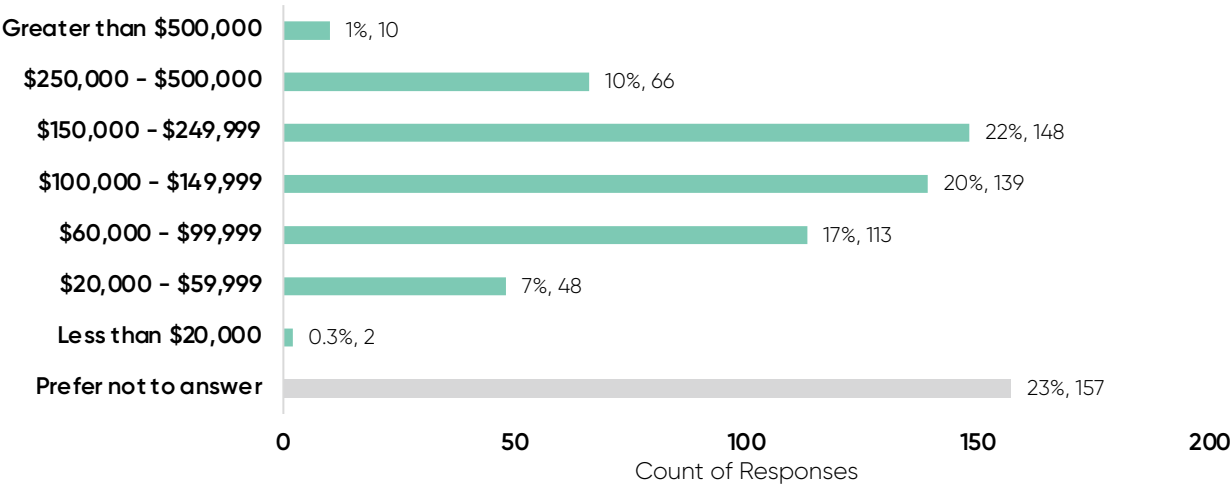
### RACIAL BACKGROUND



## Income

The most reported annual household income range was \$150,000-\$249,999, with 148 (22%) of the 683 respondents selecting this range. The majority had an income exceeding \$100,000. Out of the 683 respondents, 157 (23%) preferred not to disclose their annual household income.

### ANNUAL HOUSEHOLD INCOME



The background of the slide is a high-quality photograph of a restaurant table. In the upper left, a glass of white wine sits next to a black tray containing three oysters on ice, garnished with herbs and butter. A silver fork is placed on the tray. In the upper right, another glass of white wine is visible, along with a portion of a menu. The menu lists items such as 'chicken & grits', 'beef tenderloin', and 'roasted pork loin'. In the lower right, a white plate holds a dish of rice or quinoa, garnished with nuts and a small dark vegetable. The table is made of dark wood, and the overall lighting is warm and inviting.

# 03

## VISITATION SUMMARY

- TYPE OF VISIT
- VISITATION PLANNING
- VISITOR PROFILE

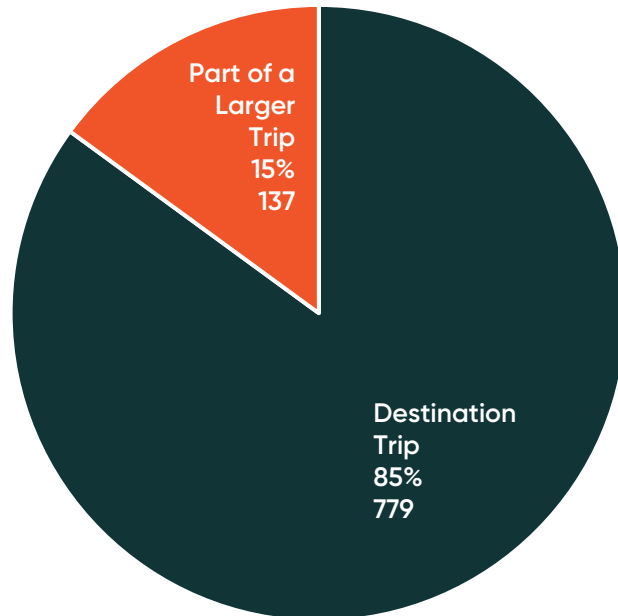


# VISITATION SUMMARY

## Visitor Profile – Type of Trip

Most respondents (85%) visited the Walla Walla Valley as their primary destination, while only 15% of respondents visited as part of a larger trip.

## TYPE OF TRIP TO WALLA WALLA VALLEY



PRIMARY DESTINATION	TRI-CITIES
	PENDLETON
	SEATTLE
	DAYTON
	PORTLAND
	SPOKANE
	BOISE
	YAKIMA
	MONTANA
	PULLMAN
	MILTON-FREEWATER
	WAITSBURG
	IDAHO
	LEAVENWORTH
	WALLA WALLA
	KENNEWICK
	VANCOUVER
	FLAGSTAFF
	LAKE CHELAN
	EDMONDS
	BELLEVUE
	SANTA CRUZ
	JOSEPH
	GLACIER NATIONAL PARK
	ALBERTA
	YELLOWSTONE
	COLORADO
	TACOMA
	SPIRIT LAKE
	WHITMAN
	OREGON
	OLYMPIC NATIONAL PARK
	SUN VALLEY
	WSU
	UTAH
	NEW MEXICO
HAYDEN LAKE	
ENGLAND	
LONG BEACH	
BEND	
ASHLAND	
WALLOWA COUNTY	
PALOUSE SCENIC BYWAY	

## OTHER DESTINATIONS VISITED



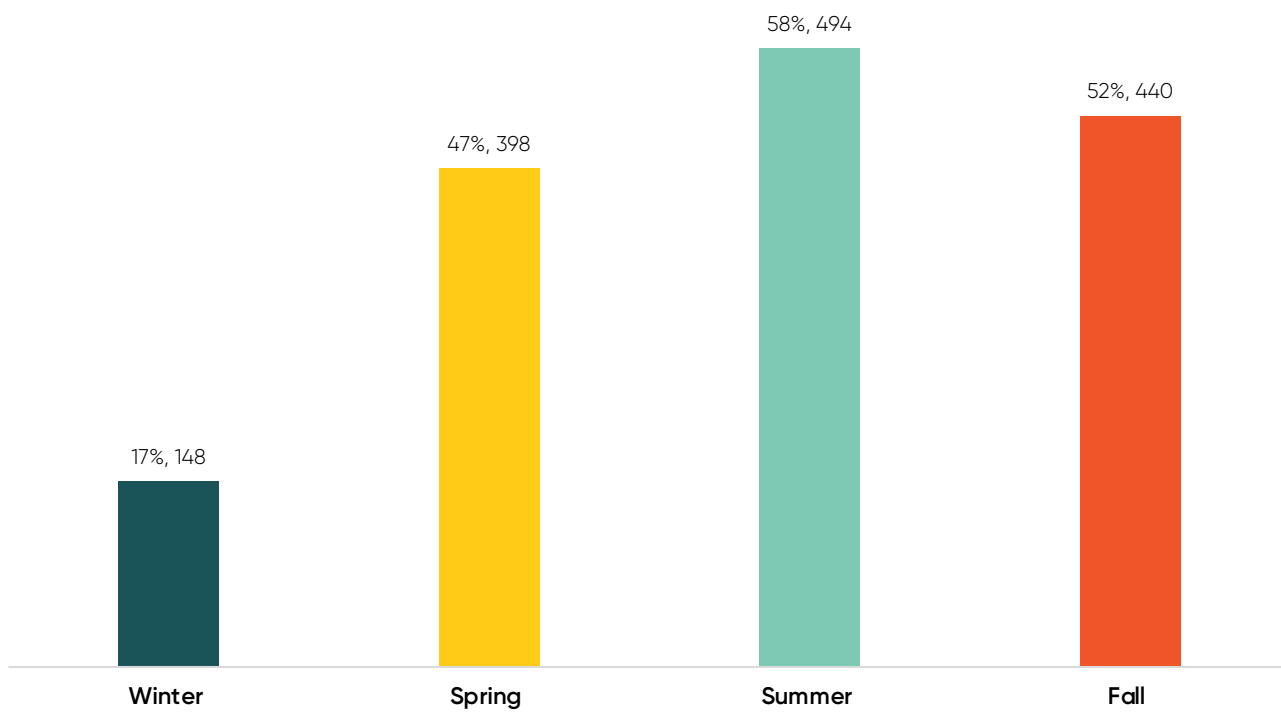
Respondents who indicated that their visit to Walla Walla Valley was a segment of a broader journey (13%) provided details on their main destination and other places they explored during their trip.

# VISITATION SUMMARY

## Visitor Profile – Preferred Travel Season

The majority of respondents (58%) chose the summer as their preferred time to visit the Walla Walla Valley, with fall (52%) being a close second. This inclination towards fall visits may be attributed to the numerous fall harvest events hosted by local wineries, a factor that could explain the season’s popularity compared to other similar rural travel destinations.

VISITED WALLA WALLA VALLEY DURING SEASONS



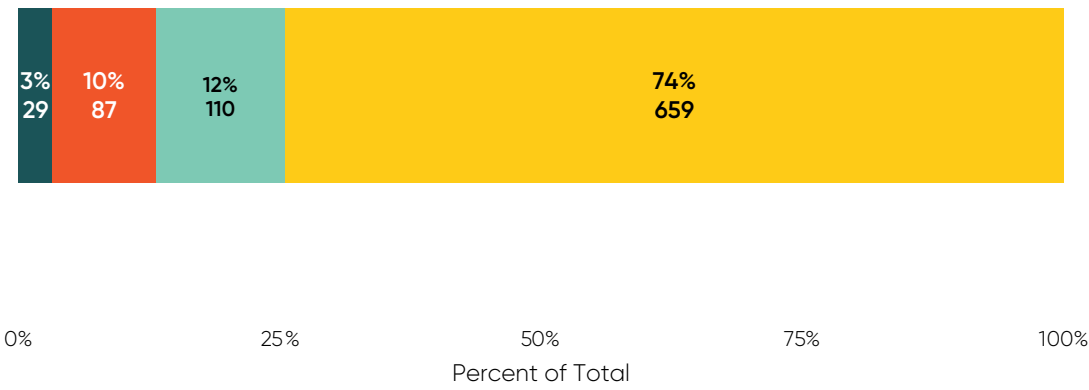


# VISITATION SUMMARY

## Visitor Profile – Duration and Frequency of Visits

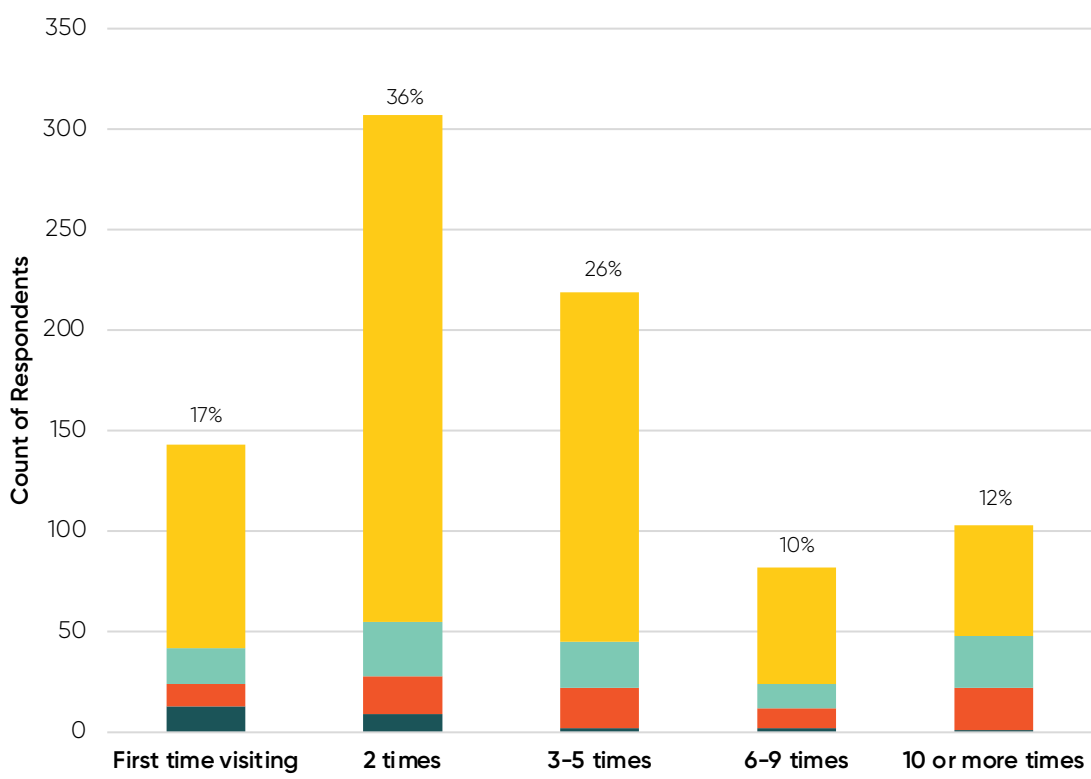
The majority of trips to Walla Walla Valley, accounting for 74%, were overnight stays, regardless of whether they occurred on a weekend or a weekday. While most visitors came for leisure, only 7% were there on business.

DURATION OF TRIP TO WALLA WALLA VALLEY



Most respondents had visited the Walla Walla Valley at least twice before (36%). However, first-time visitors were the third most common in terms of frequency, with the majority of them opting for an overnight stay.

FREQUENCY OF TRIPS BY DURATION

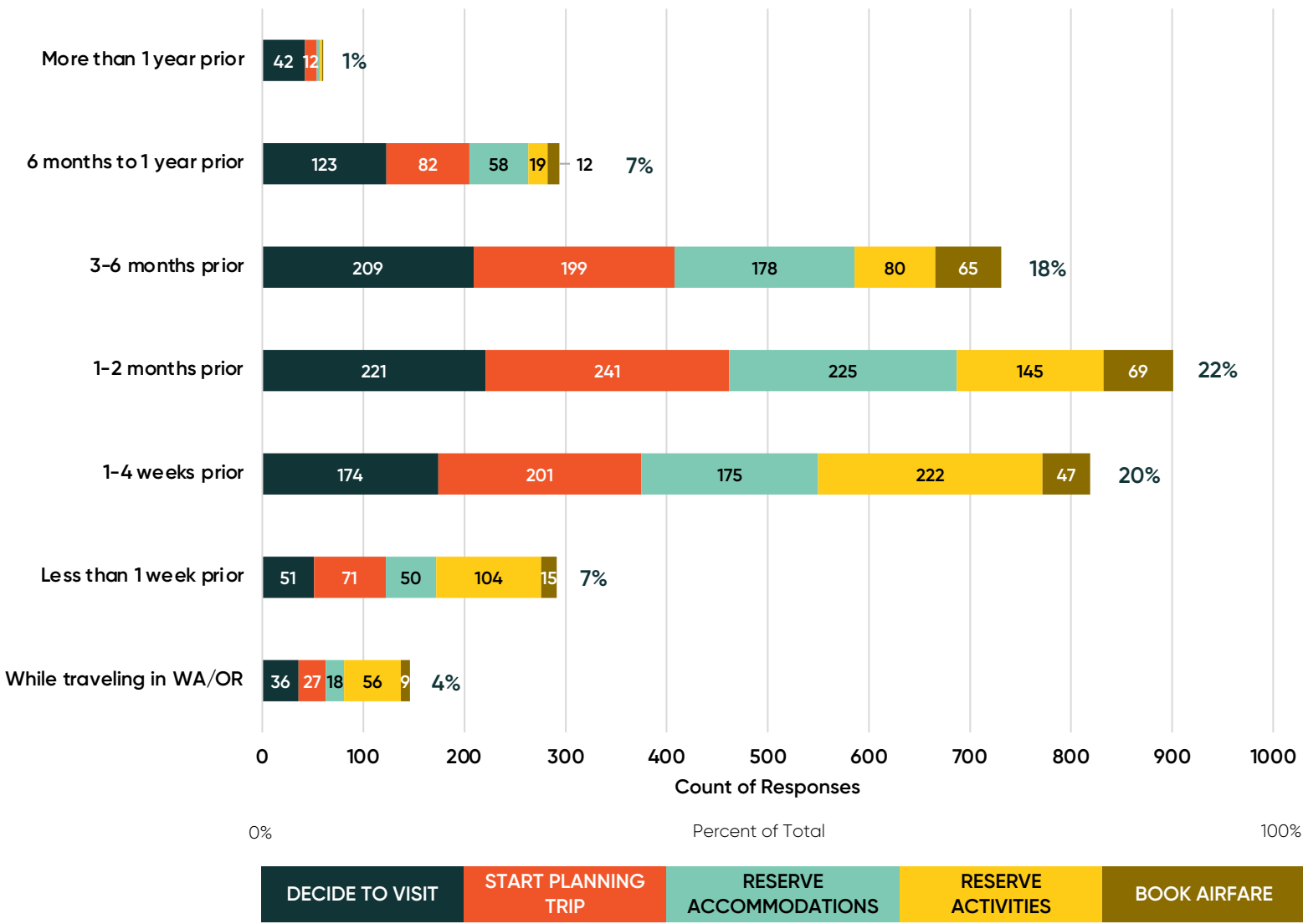


# VISITATION SUMMARY

## Planning

This chart represents the timeline for when respondents started planning aspects of their trips. Most respondents (60%) typically planned their trip between one week to six months prior to traveling. These trip planning details include reservations and booking travel at least two months in advance.

TIMELINE FOR TRIP PLANNING



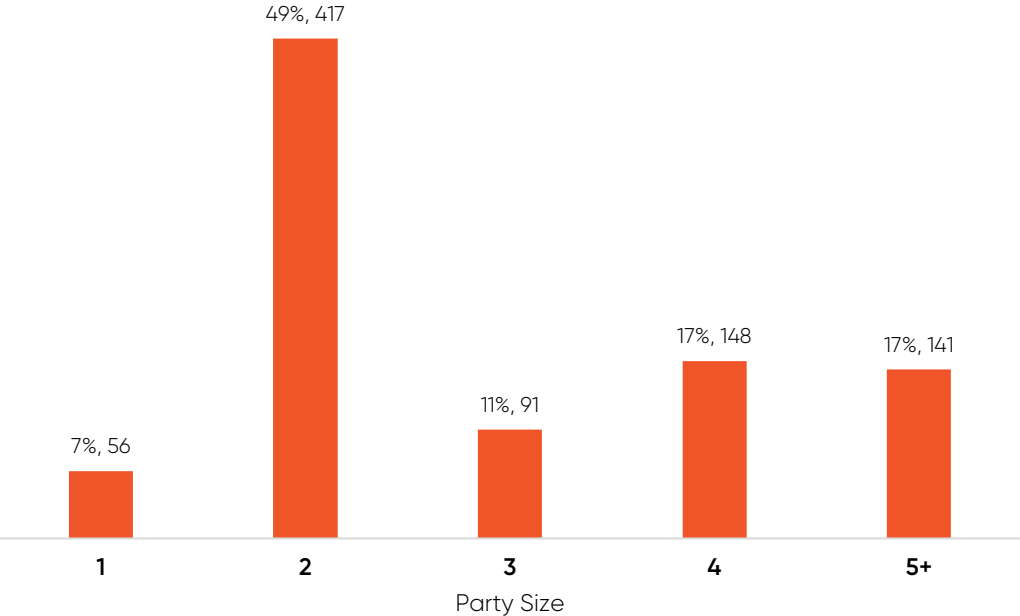


# VISITATION SUMMARY

## Visitor Profile – Travel Party

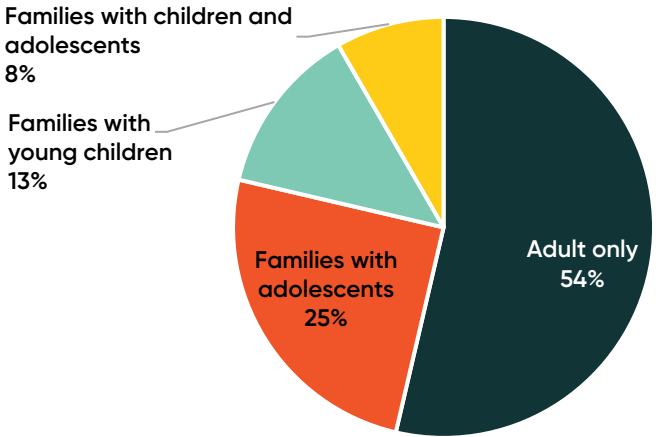
The most common party size (49%) traveled in groups of two, with the next most common party size of four (17%).

PARTY SIZES OF VISITORS



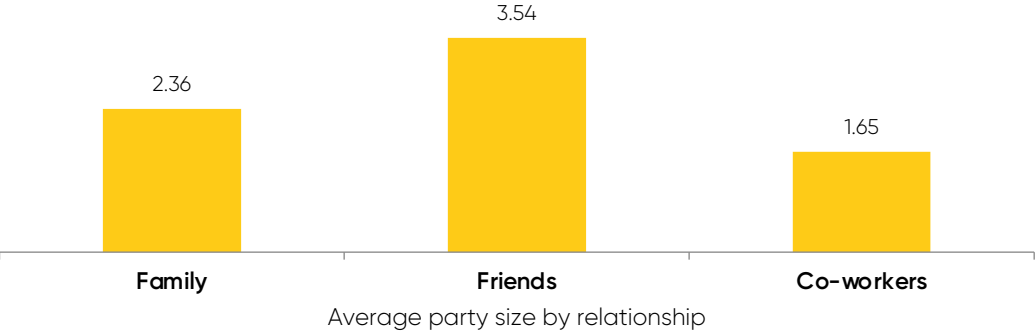
The average party generally had one adolescent (1.1), occasionally one young child (.7), and two adults (2.2) per group.

TYPICAL PARTY TYPES



On average, parties traveling consisted of two family members or three to four friends. When traveling with co-workers, groups typically included one or more individuals.

RELATIONSHIP TO MEMBERS IN PARTY

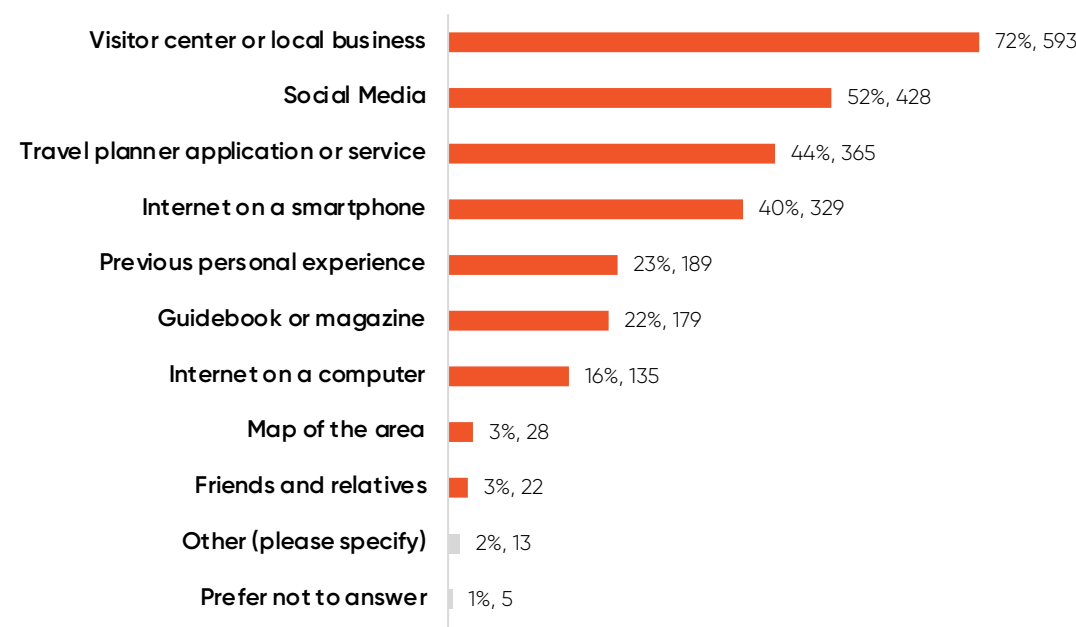


# VISITATION SUMMARY

## Planning

The most frequently used method for planning trips to the Walla Walla Valley was reaching out to the Visitor Information Center or engaging with a local business, chosen 593 times by 827 respondents (representing 72%). Social media and other travel planning applications were also favored for trip preparation.

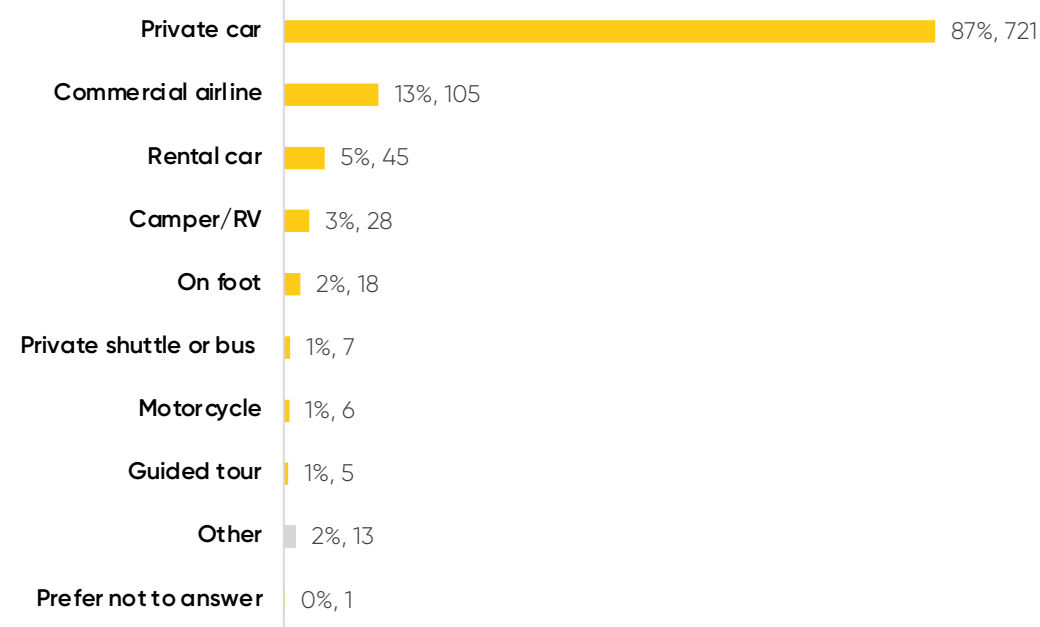
TOOLS USED TO PLAN TRIPS



## Traveling

The majority (87%) of respondents traveled to the Walla Walla Valley using a private car. Some respondents marked multiple methods of travel to the area.

TRAVEL METHODS TO WALLA WALLA VALLEY

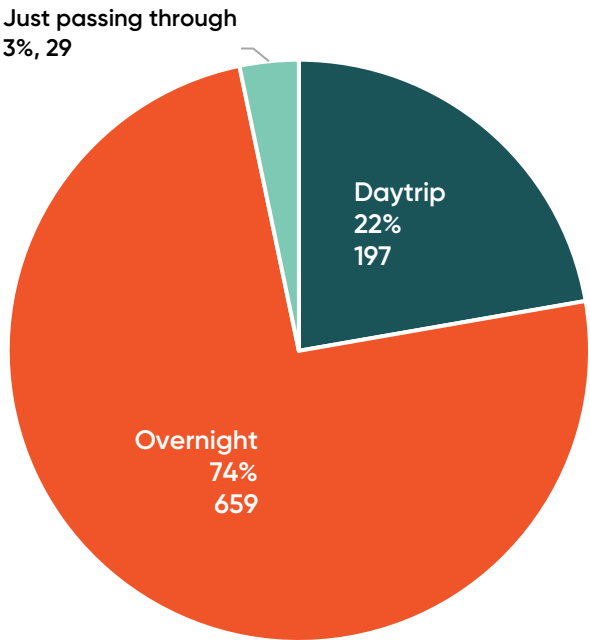


# VISITATION SUMMARY

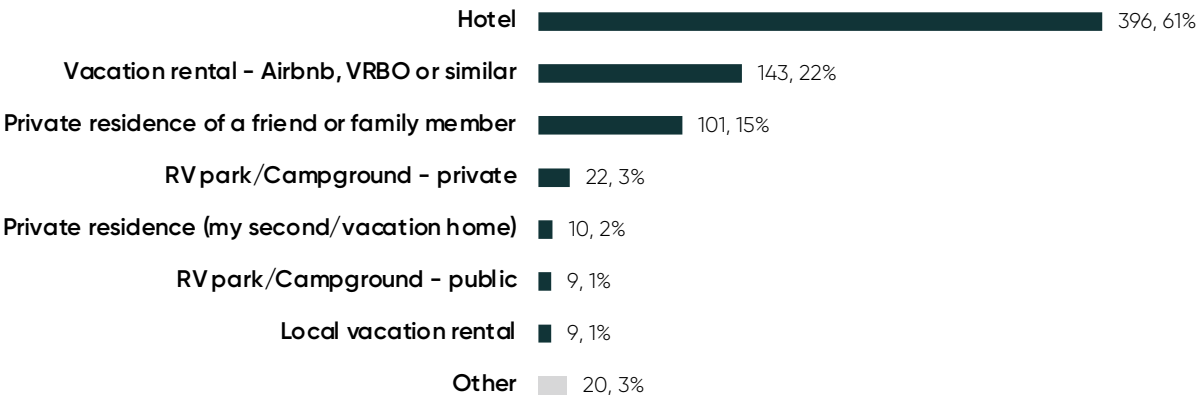
## Accommodations

The majority (74%) of respondents stayed overnight as part of their trip to the Walla Walla Valley, while about 25% of respondents did not use any accommodations.

PERCENTAGE OF RESPONDENTS STAYING OVERNIGHT

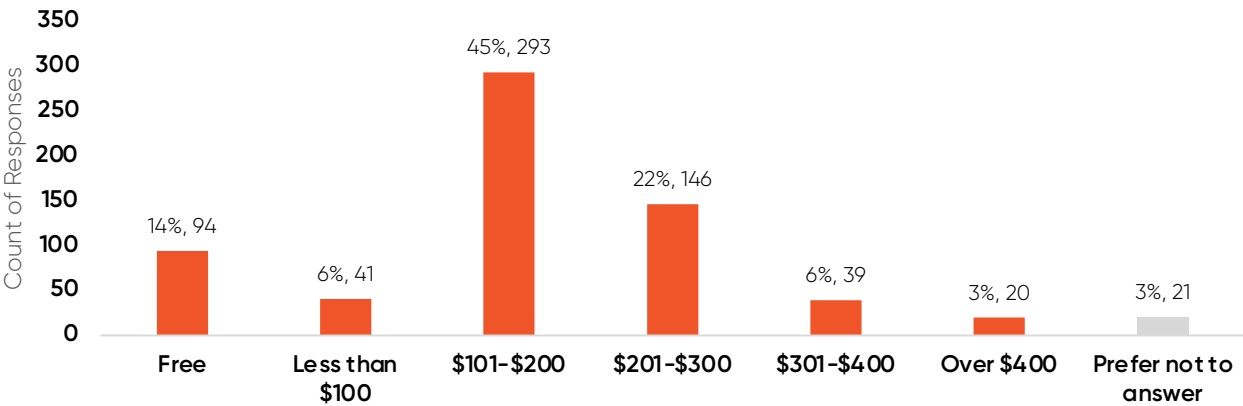


## TYPES OF ACCOMMODATIONS



Accommodation costs and types are provided for respondents who indicated an overnight stay. A majority of these overnight visitors (61%) chose hotels as an accommodation type and typically spent between \$101 and \$200 per night.

## COST OF ACCOMMODATIONS PER NIGHT

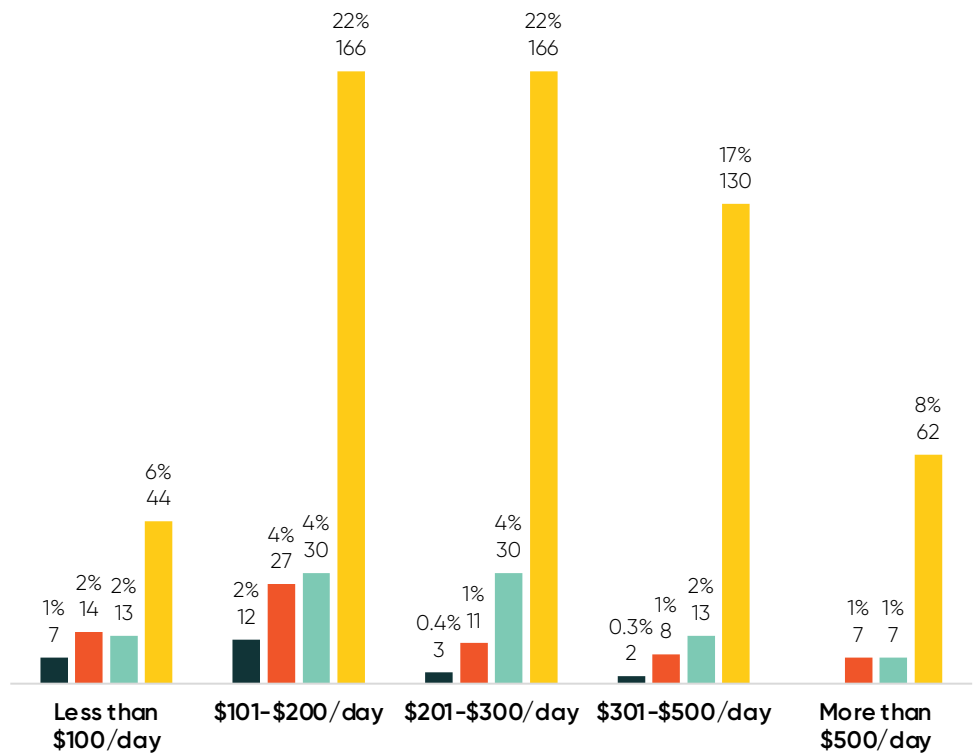




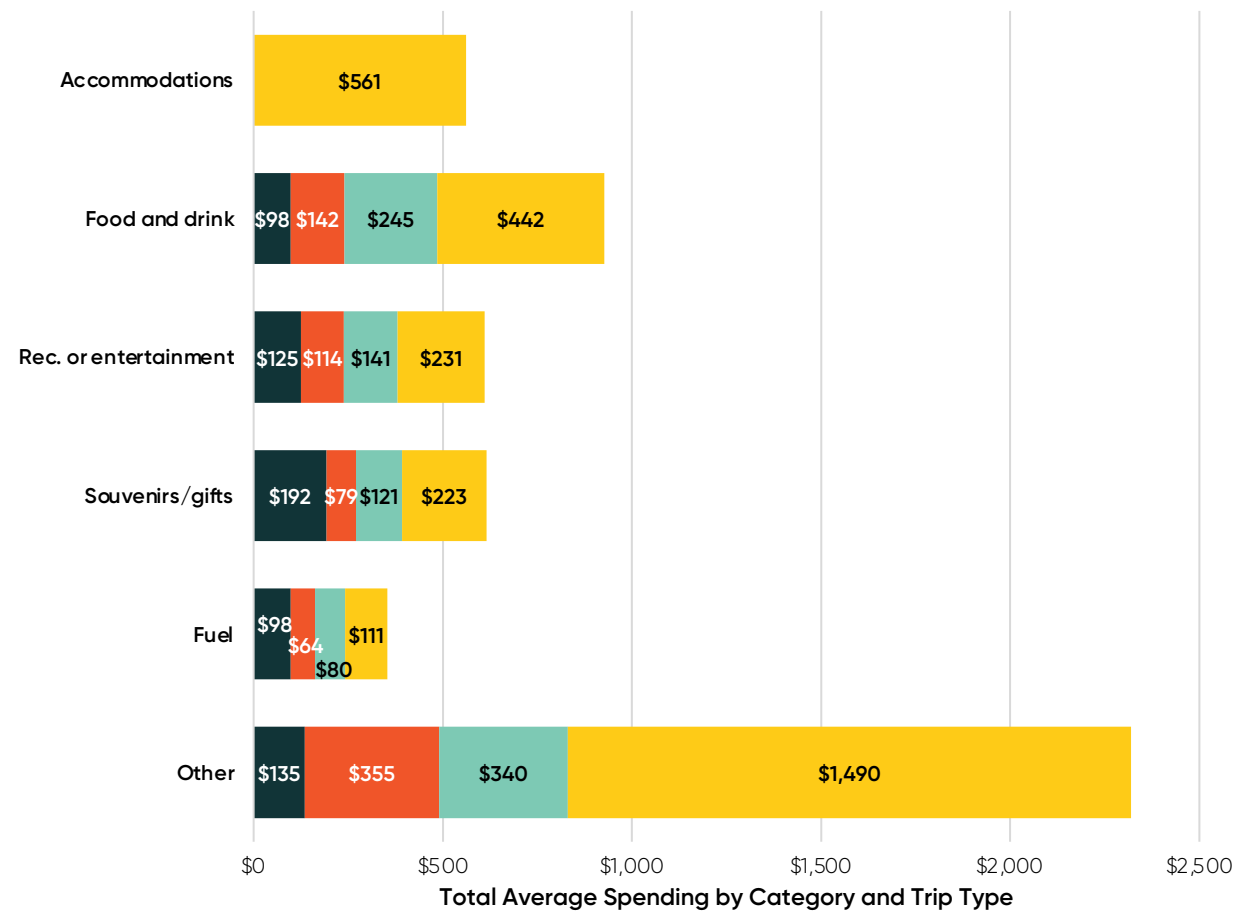
# VISITATION SUMMARY

## Trip Spending

DAILY SPENDING BY TRIP TYPE



CATEGORIES OF TOTAL TRIP SPENDING BY TRIP TYPE



TRIP TYPE

PASSING THROUGH

DAYTRIP (WEEKDAY)

DAYTRIP (WEEKEND)

OVERNIGHT

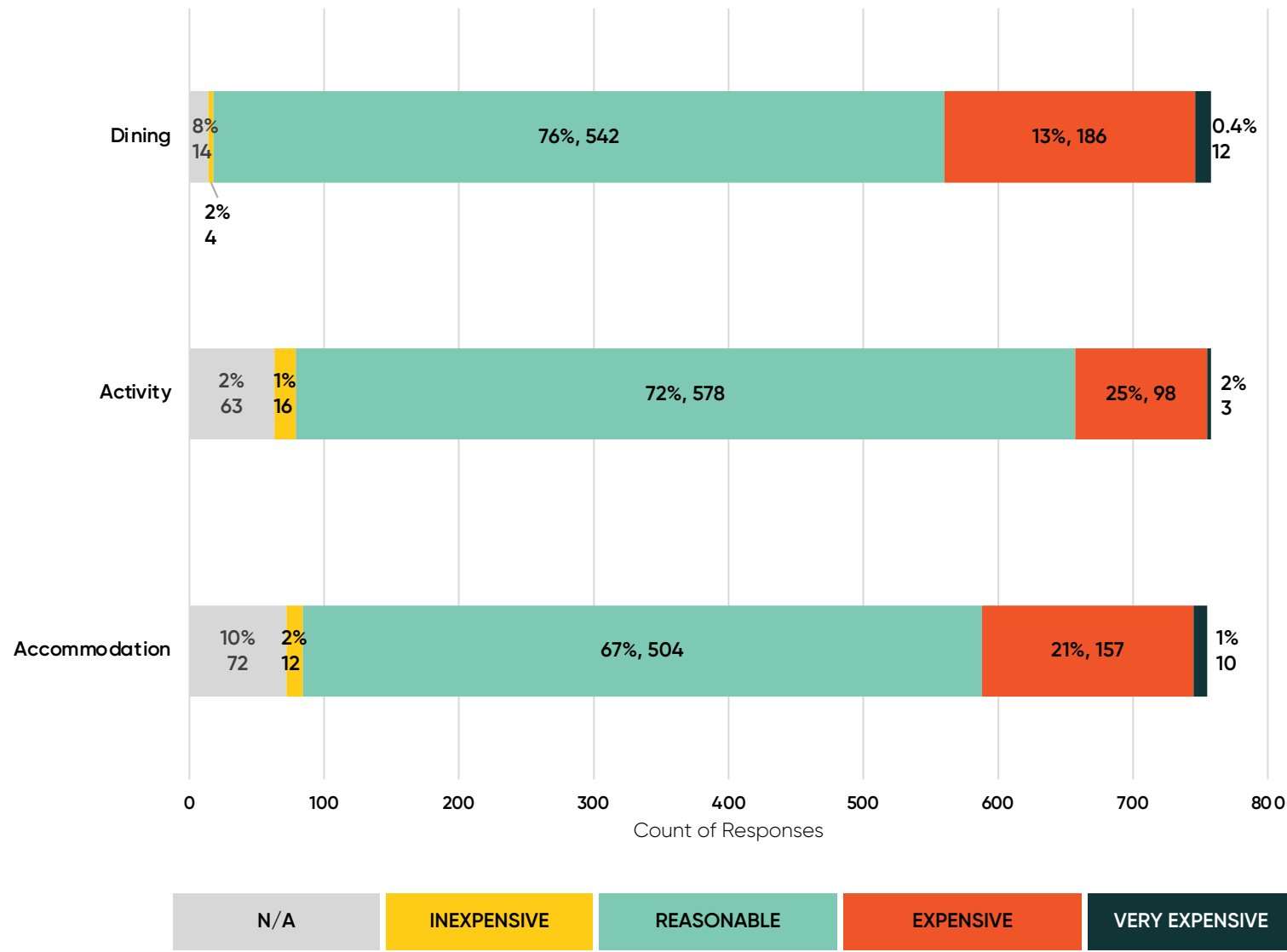
# VISITATION SUMMARY

## Perception of Value for Costs

In evaluating the respondent’s perception of value for costs, all three categories—dining, activities, and accommodations—scored similarly (67-76%), with most respondents finding the costs reasonable.

Few respondents considered the costs across all three categories to be either too cheap or too expensive. However, each category had a comparable proportion of respondents, roughly 13-25%, who felt the costs were on the higher side.

PERCEPTION OF VALUE





# 04

## VISITOR EXPERIENCE

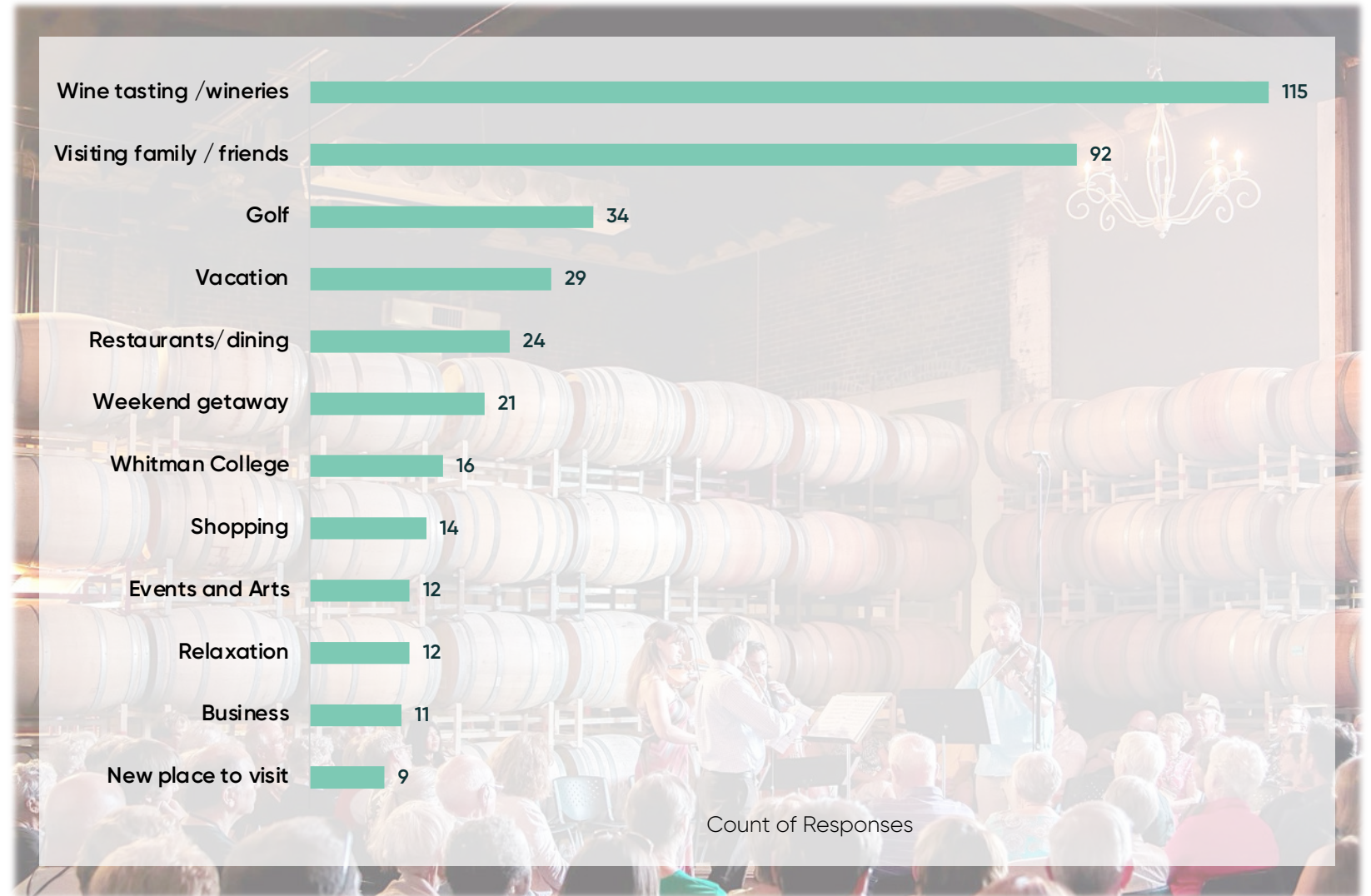
- ACTIVITIES AND MOTIVATORS
- IMPORTANCE AND SATISFACTION
- OVERALL EXPERIENCE



# VISITOR EXPERIENCE

## Primary Motivator for Visiting

**Wine tasting** emerges as the primary allure for those visiting Walla Walla, augmented by time spent with family and friends and engaging in golf outings. Visitors are consistently drawn to the Walla Walla Valley, keen on exploring its local wineries, savoring meals at a diverse array of restaurants, and enjoying short weekend getaways, which occasionally include visits to Whitman College. While there is a pronounced interest in local events, arts, shopping, and the pursuit of new experiences, these facets collectively enhance the overall understanding of Walla Walla's main attractions.



# VISITOR EXPERIENCE

## Most Enjoyed Experience

The experiences that were most enjoyed were categorized according to factors signifying their importance for visitation, with the aim of discerning patterns in the correlation between the importance and satisfaction derived from these factors.

Here, we present the top five experiences that were most enjoyed, accompanied by quotes from respondents' experiences, distributed across each of the importance factors.



### 1. Winery Experience

137 Mentions

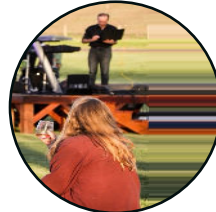
- *"Wine tasting and trying new wines"*
- *"The wineries and wine tasting"*
- *"Visiting the tasting rooms downtown"*



### 2. Local Cuisine

97 Mentions

- *"The food exceeded expectations"*
- *"Eating and drinking downtown"*
- *"The restaurants are amazing"*



### 3. Visiting Friends and Relatives

94 Mentions

- *"Spending time with friends and family"*
- *"Seeing friends at Shindig"*
- *"Visiting with family from out of the country"*



### 4. Retail Shopping

57 Mentions

- *"Downtown Walla Walla shopping and wines"*
- *"Strolling downtown and some of the new shops"*
- *"Walking around downtown"*



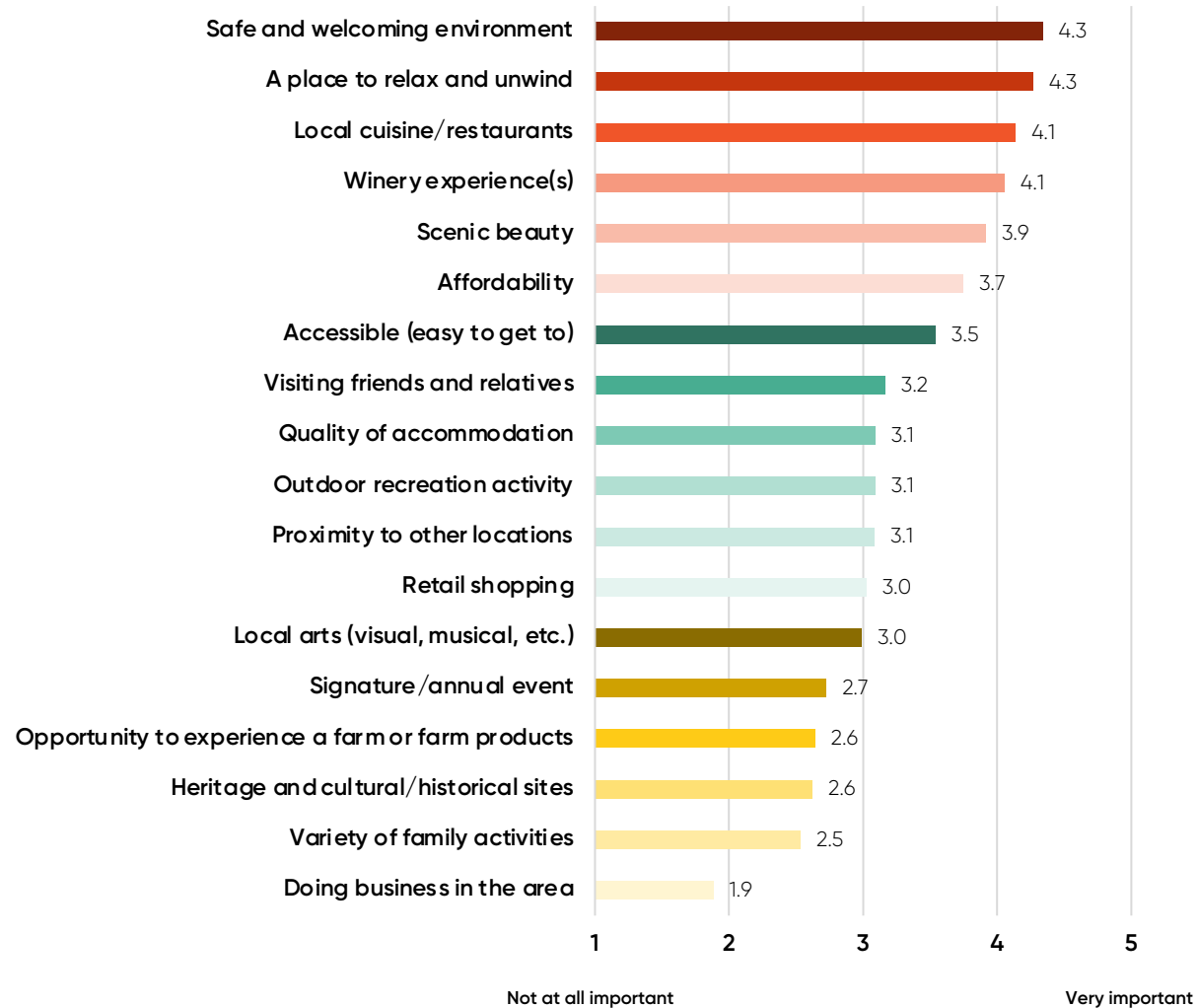
### 5. Scenic Beauty

44 Mentions

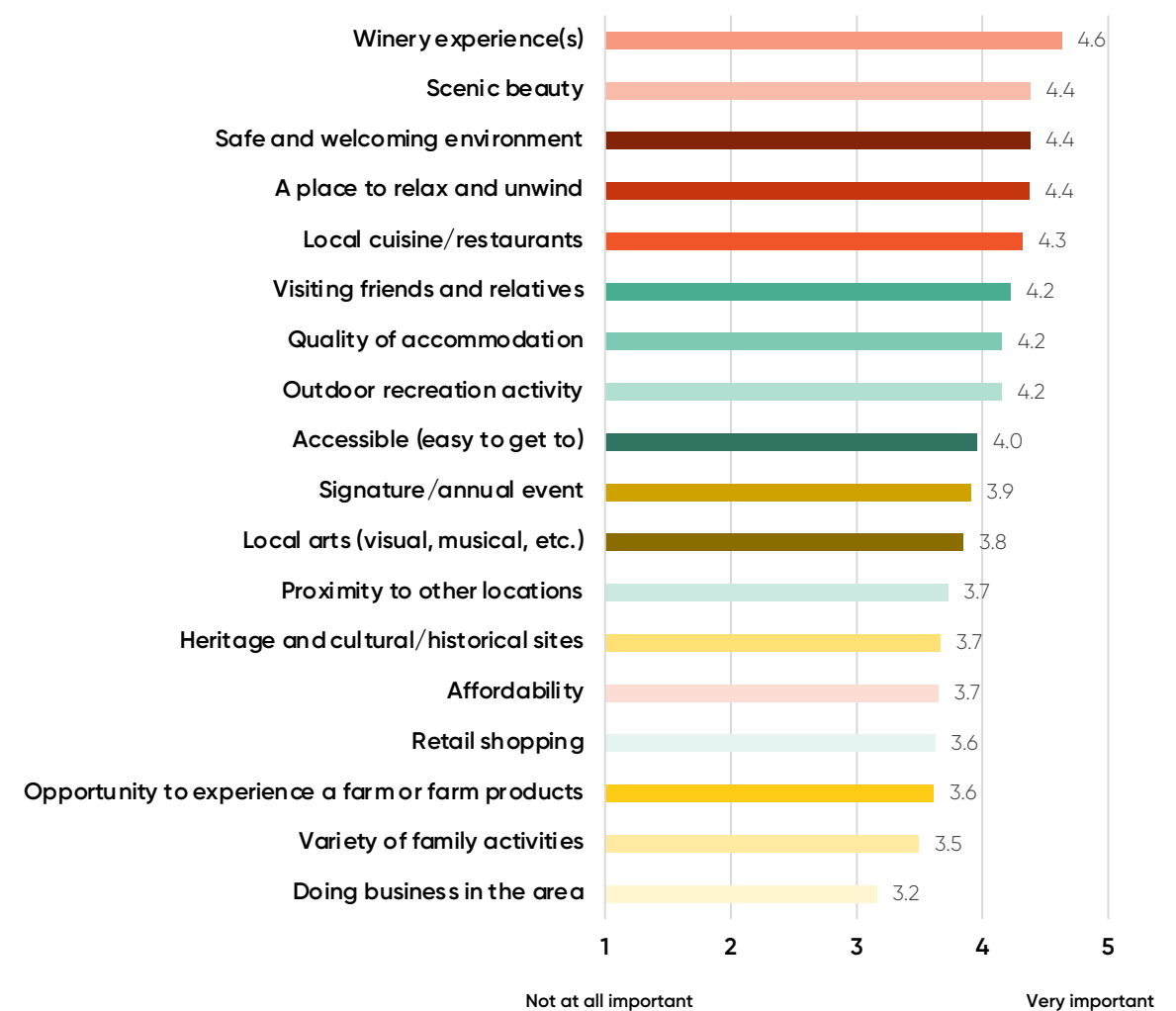
- *"Beautiful scenery"*
- *"Scenic beauty and good art vibe"*
- *"The blue mountains"*

# VISITOR EXPERIENCE

## Importance of Factors for Visiting



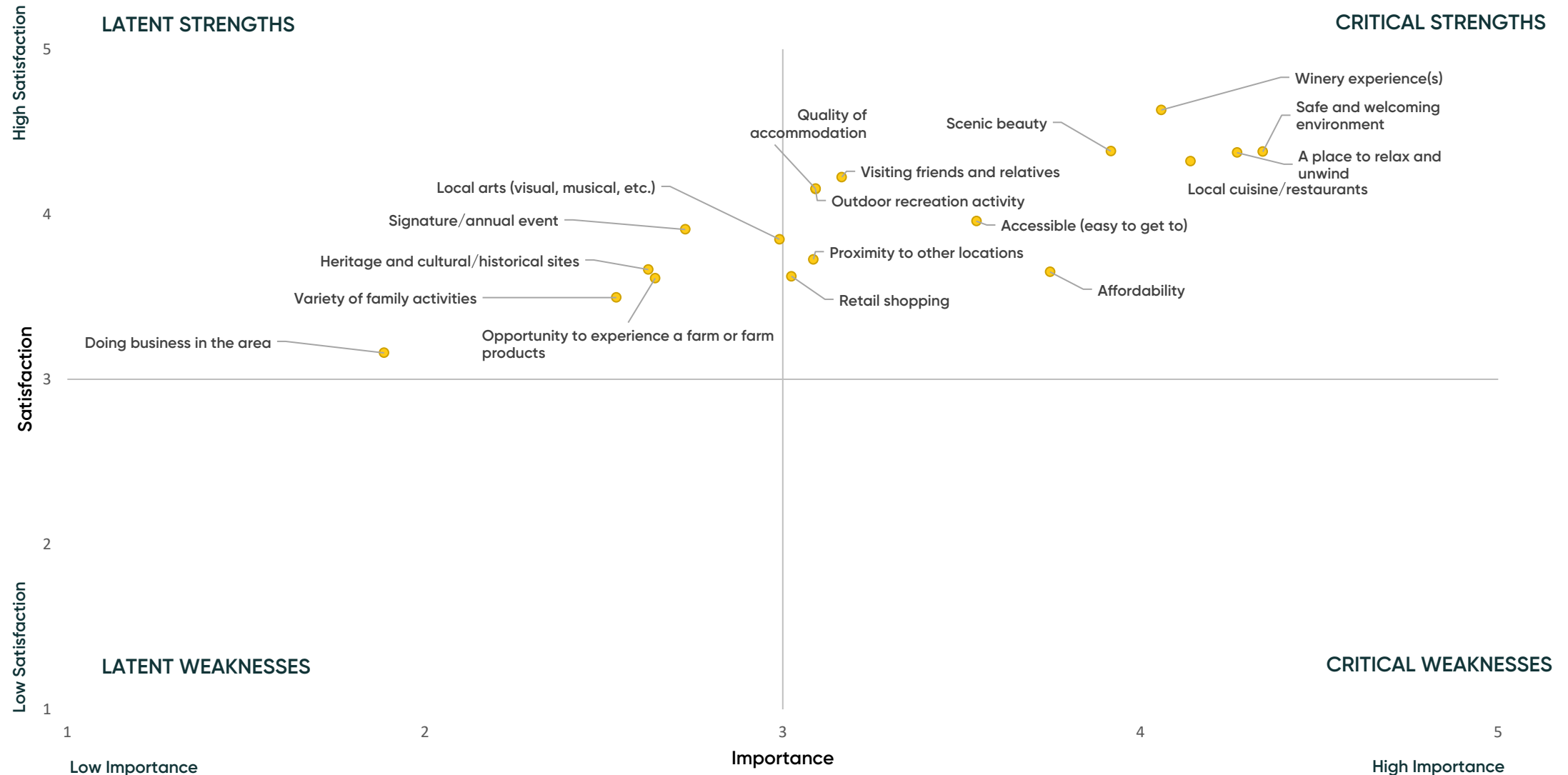
## Satisfaction of Importance Factors





# VISITOR EXPERIENCE

## Importance and Satisfaction of Factors for Visiting the Walla Walla Valley Area



# VISITOR EXPERIENCE

## Importance and Satisfaction of Factors for Visiting the Walla Walla Valley Area

### DEFINITIONS

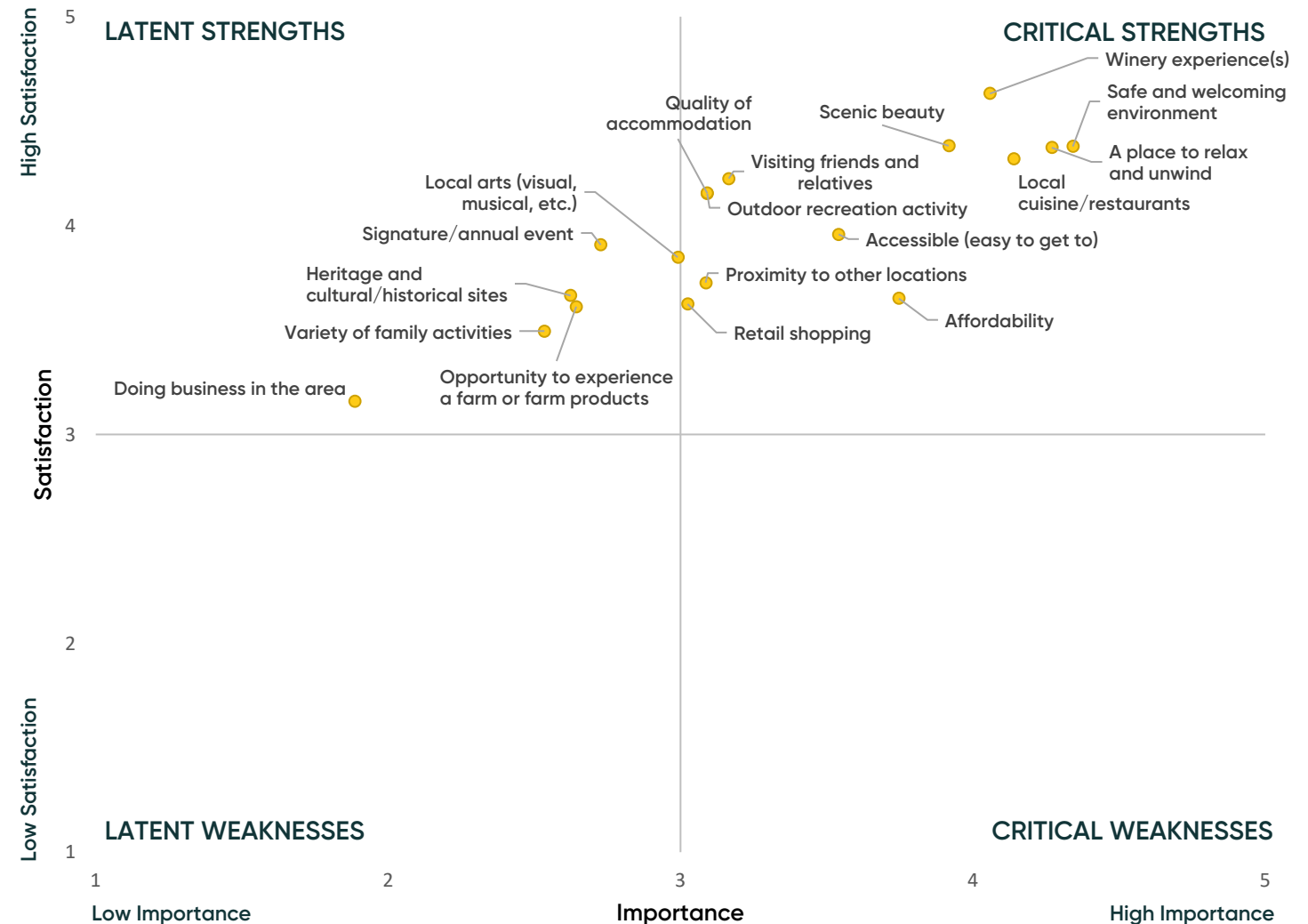
Respondents rated importance and satisfaction on a scale from 1 to 5, where 3 is neutral, less than 3 is latent, and greater than 3 is critical.

**LATENT WEAKNESSES** are factors of comparatively low importance and low satisfaction. These factors are a low priority.

**CRITICAL WEAKNESSES** are factors of comparatively high importance and low satisfaction. These factors should be prioritized.

**LATENT STRENGTHS** are factors of low importance and high satisfaction. Due to their high performance, these factors are also a low priority.

**CRITICAL STRENGTHS** are factors of both high importance and high satisfaction. Continued strong performance in these areas is a top priority.

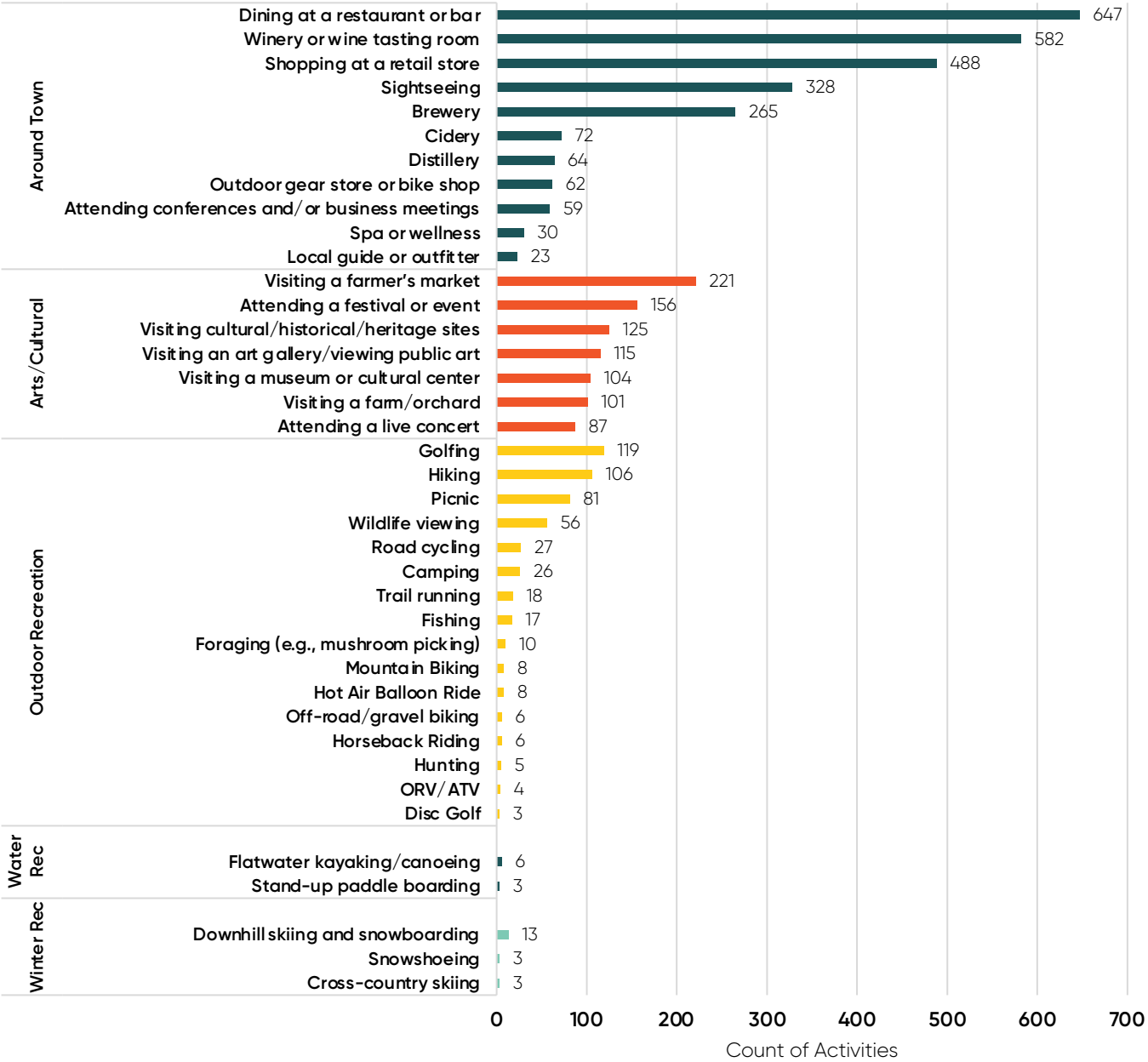
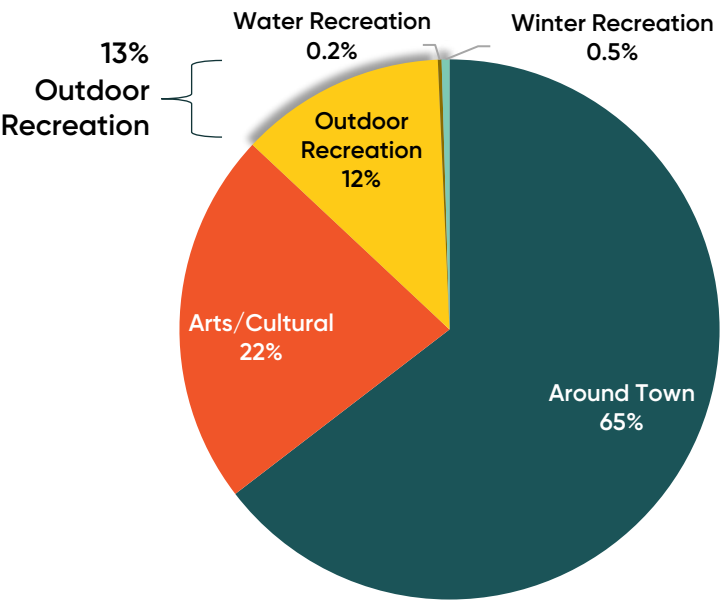


# VISITOR EXPERIENCE

## Activities Respondents Participated In

Respondents noted their engagement in various activities during their visit, with 754 individuals responding to this particular question. They collectively participated in a total of 4,108 activities, predominantly within the 'Around Town' category. **Dining at restaurants or bars** topped the list with 86%, followed closely by visits to **wine tasting rooms or wineries** at 76%, and **shopping** at 65%.

CATEGORIES OF ACTIVITIES



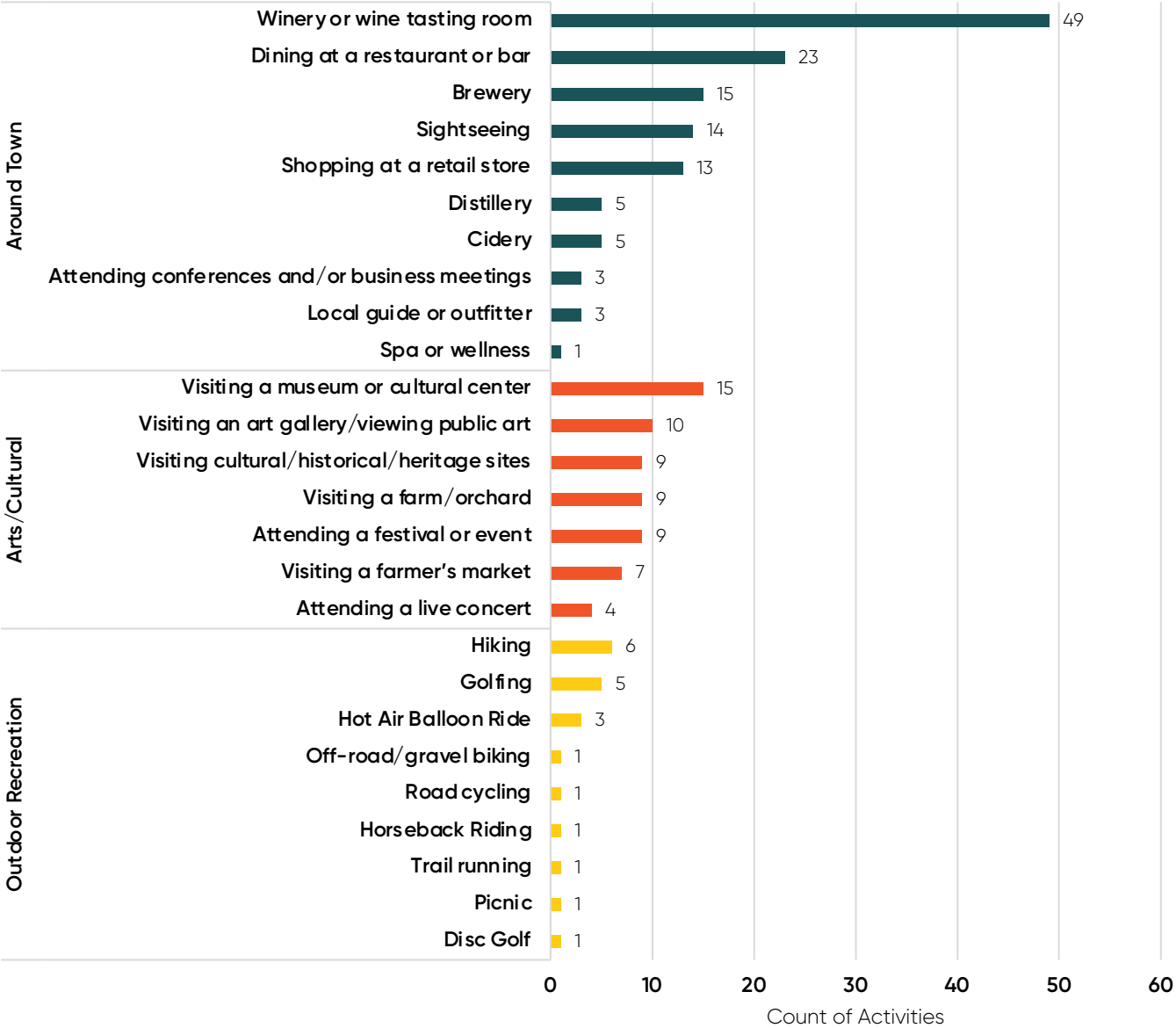
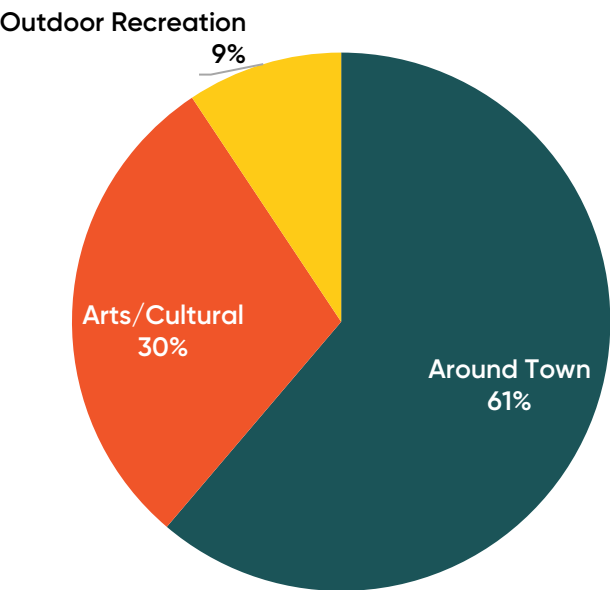


# VISITOR EXPERIENCE

## Activities New to Respondents

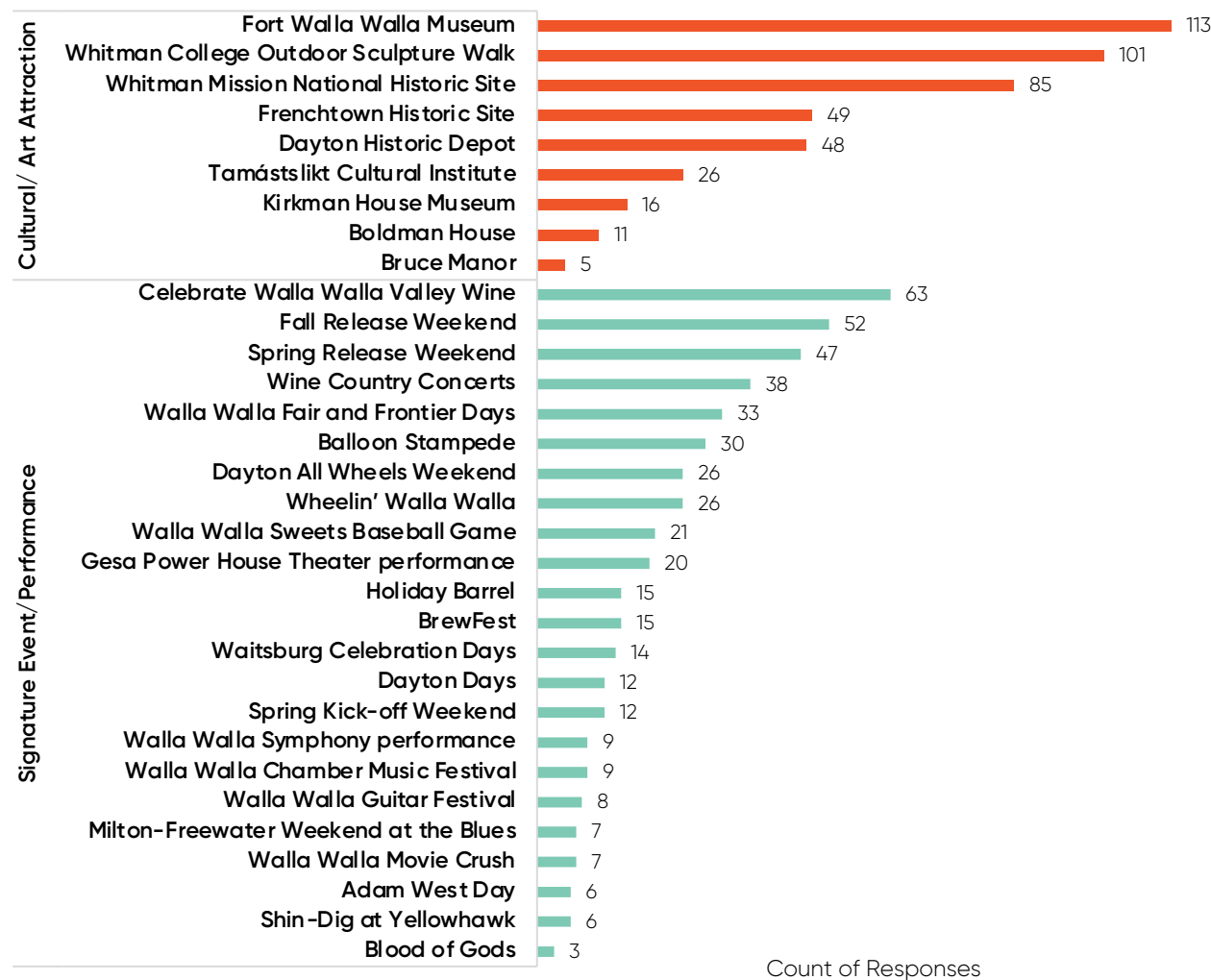
Participants were asked about their engagement in activities during their visit that constituted new experiences. Approximately 19% (146 responses) of the 754 respondents acknowledged participating in activities that were new to them. Leading the list of new experiences were **wine tasting or winery visits**, trying out **new restaurants or bars**, exploring new **breweries**, and **visiting museums or cultural centers**.

CATEGORIES OF NEW ACTIVITIES



# VISITOR EXPERIENCE

## Key Attractions



Count of Responses

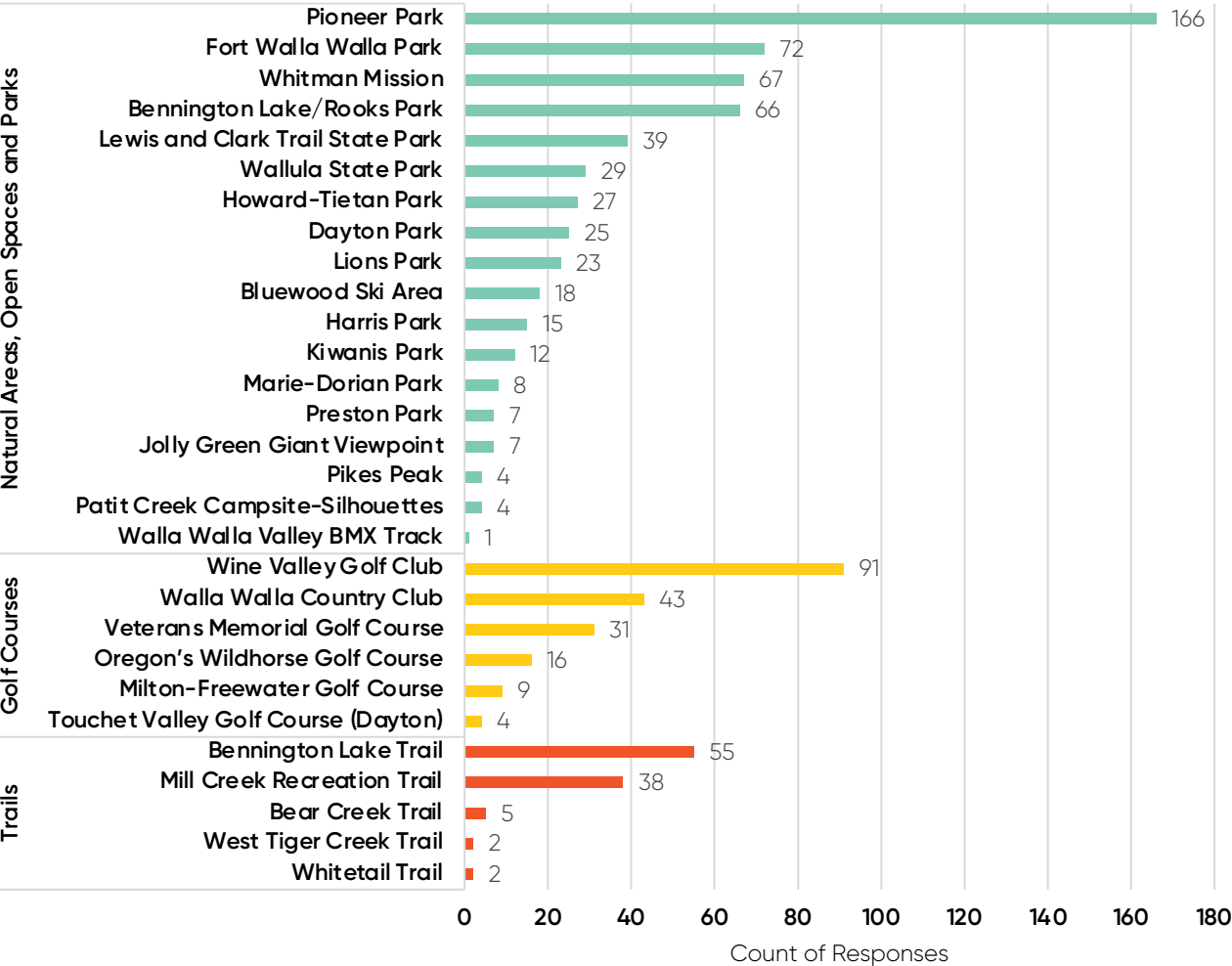
Out of the 731 respondents who answered this question, the Fort Walla Walla Museum emerged as the most frequently mentioned **cultural attraction**, being listed 113 times. It was closely followed by the Whitman College Outdoor Sculpture Walk, which was mentioned 101 times.

While the “**Signature events and performances**” category did not receive as many mentions as “Cultural/art attractions,” “Celebrate Walla Walla Valley Wine” stood out as the most popular choice within this category, which was mentioned 63 times.

A total of 41 responses were categorized as “Other,” indicating that they did not fit into any of the provided key attractions. Notable among these “Other” descriptions were events related to Whitman College (including graduation, baseball, music events, etc.), as well as the Holiday parade, golf tournaments, gem fairs, and specific music concerts.

# VISITOR EXPERIENCE

## Natural Areas, Trails, Golf Courses, Open Spaces and Parks Visited



Out of the three categories, ‘Natural areas’, ‘golf courses’, and ‘open spaces and parks’, about 75% of those that answered this question visited places in these categories.

The top listed places in each category that were frequently mentioned were Pioneer Park, Wine Valley Golf Club, and Bennington Lake Trail.

A total of 31 responses were classified under ‘Other’, signifying that they did not align with any of the specified places visited. Prominent among these ‘Other’ descriptions were Palouse Falls, Umatilla Forest, Blue Mountains, Deadman Peak, and Jefferson Park. Furthermore, frequent ‘other’ responses included visits to community pools and aviaries; however, these actually correspond with the earlier “Key Attractions” question.



# VISITOR EXPERIENCE

## Overall Favorite Activity

The word cloud was generated from an open-ended question asking respondents about their favorite activity.

The favorite activities most commonly listed included:

- Wine tasting
- Wineries
- The downtown area
- Food and restaurants
- Golf
- Shopping
- Spending time with family and friends
- Walking around town
- Taking in the scenic views
- Driving around the area
- Museums and historic sites
- Parks
- Events
- The general Walla Walla area



# VISITOR EXPERIENCE

## WHY WALLA WALLA VALLEY MET EXPECTATIONS

### 1 | Wine and Wineries

Visitors commonly highlighted the exceptional wine-tasting experiences, vast wine industry, and the multitude of wineries as a major factor in meeting their expectations. They appreciated the variety, quality, and the knowledgeable personnel at the wineries. Some found the winery experience in Walla Walla even better than other famous wine regions.

### 2 | Quality of Food and Dining

The food and restaurant scene in Walla Walla Valley is highly regarded. Visitors mention the great food, the variety of restaurants, and the overall dining experience as highlights of their trip.

### 3 | Small Town Charm and Welcoming Community

Many visitors pointed out the friendly and approachable locals, creating a welcoming and pleasant environment. The community was described as safe, and the people were consistently highlighted for their kindness and hospitality.

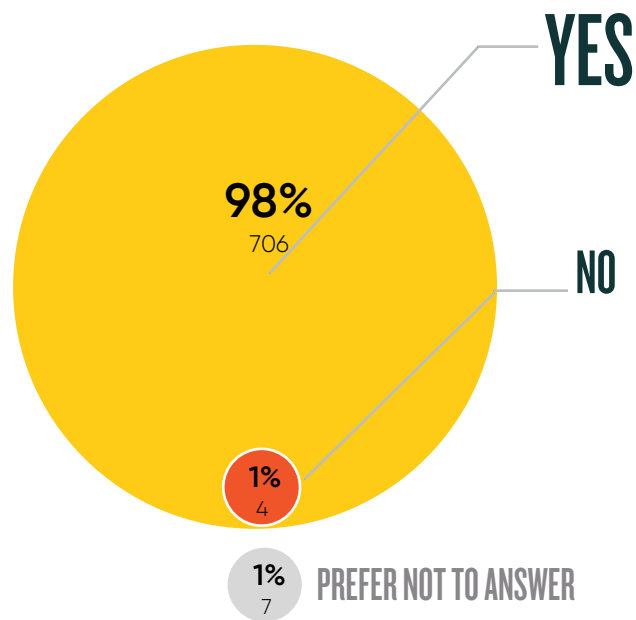
### 4 | Scenic Beauty and Outdoor Activities

Walla Walla's scenic beauty, including its picturesque landscapes, rolling hills, and vineyards, was frequently mentioned. Visitors enjoyed the outdoor activities available, such as golf, cycling, and hiking, appreciating the tranquility and peace they found in these pursuits.

### 5 | Accessibility and Convenience

Visitors appreciate the ease of getting around, the walkability of the town, and the convenience of having everything close by. They also mention the accessibility of tasting rooms and other attractions.

## DID WALLA WALLA VALLEY MEET EXPECTATIONS?



## WHY WALLA WALLA VALLEY DID NOT MEET EXPECTATIONS

### 1 | High Cost and Perceived Lack of Value

**Golf and Wineries:** Visitors expressed that golf was very expensive, and they were disappointed with the wineries, citing high tasting fees and a lack of discounts even after purchasing wine. This indicates a general feeling of the experiences in Walla Walla Valley being overpriced.

**Accommodations:** There were specific mentions of accommodations, especially The Whitman, not meeting standards given the price, with rooms described as sub-par. Visitors felt gouged due to limited choices in accommodations.

### 2 | Need for Maturation and Development

Visitors believe that Walla Walla Valley has the potential to reach the level of a prime tourist destination like Napa Valley but feels that it still has some maturing to do. This suggests a need for further development in terms of facilities, services, and overall tourist experience.

### 3 | Lack of Family-Oriented Activities

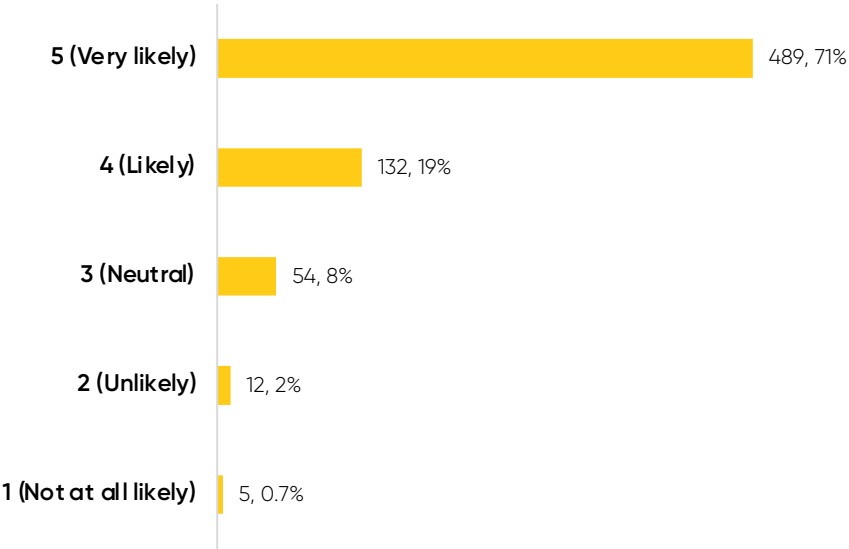
There is a clear call for more family-friendly activities, with suggestions for a fun center that could include go-karts, laser tag, and similar attractions. This points to a need for a greater variety of activities that cater to different age groups and interests.

# VISITOR EXPERIENCE

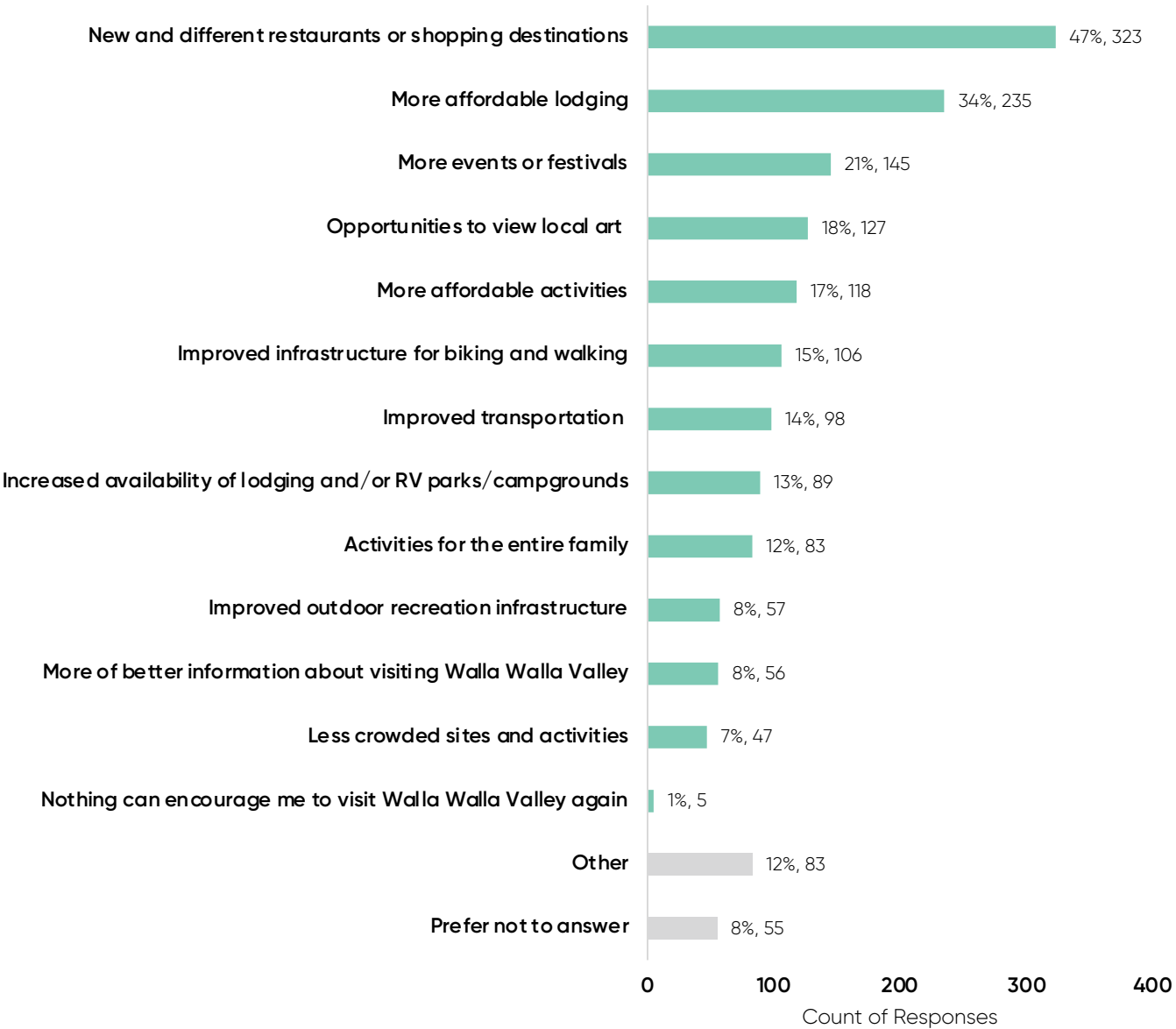
## Returning to Visit Walla Walla Valley

A majority of survey participants, comprising 71%, indicated a high likelihood of revisiting the Walla Walla Valley in the upcoming two years. Conversely, a minimal fraction, less than 3%, expressed a low likelihood of returning, categorizing their chances as either unlikely or not at all likely.

LIKELIHOOD TO VISIT WALLA WALLA VALLEY IN NEXT TWO YEARS



## FACTORS THAT ENCOURAGE VISITORS TO RETURN



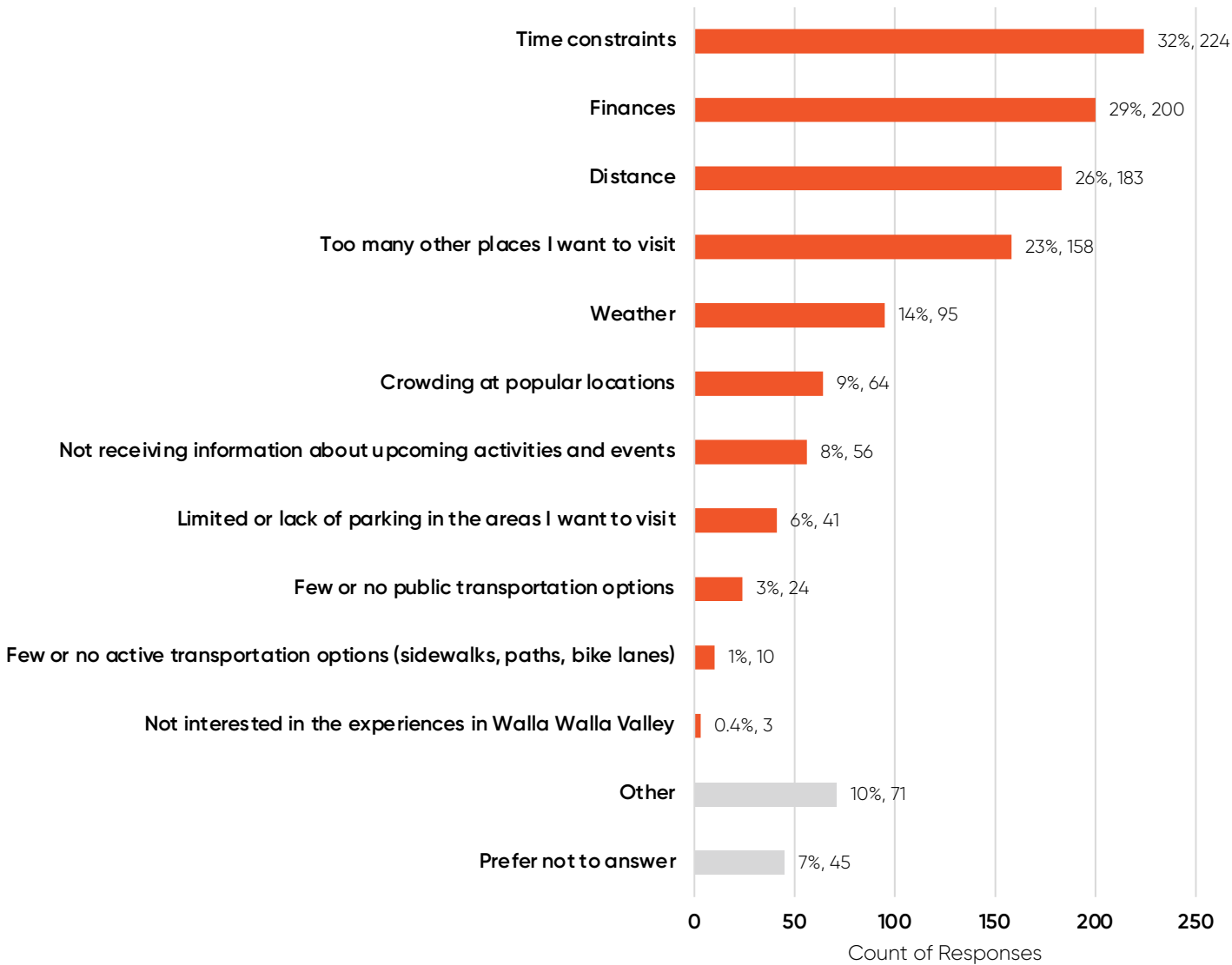
# VISITOR EXPERIENCE

## Preventing a Return Visit

Among the place-based factors that might deter a return visit to Walla Walla Valley, 32% of respondents who addressed this question cited **financial concerns**. In the ‘Other’ category, numerous comments highlighted finance-related issues, noting that the cost of wine tasting, golf, and hotel accommodations in relation to the value of the experiences offered was excessively high, potentially discouraging future visits.

A prevalent theme identified in the responses related to deterrents for a return visit, particularly within the ‘Other’ open-ended section, centered around the scarcity of RV parks and the inadequacy of amenities at these locations, including insufficient shade. Concerns were also raised about potential issues with homelessness, drug activity, and crime within the town. Additional points of contention included stores being closed on Sundays, restrictive pet policies throughout the town and at wine tasting venues, as well as a lack of fine dining options, wineries, and accommodations that align with the preferences of the respondents.

FACTORS THAT PREVENT VISITORS FROM RETURNING





# VISITOR EXPERIENCE

## Suggested Improvements

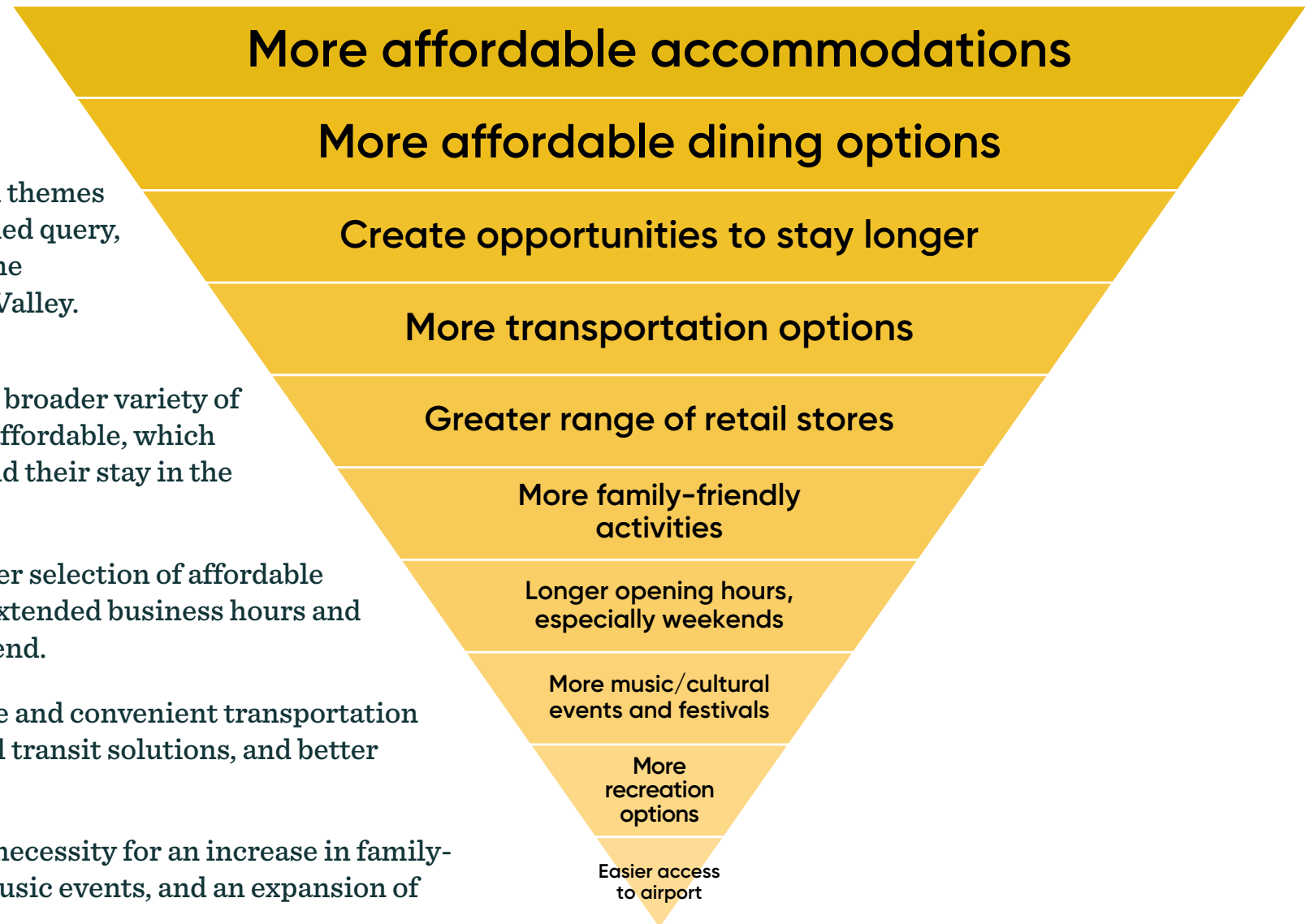
Below is a consolidated list of recommended themes for enhancements derived from an open-ended query, inquiring about what could have improved the respondents' experience in the Walla Walla Valley.

Most respondents highlighted the need for a broader variety of accommodation options that are also more affordable, which could potentially encourage visitors to extend their stay in the Walla Walla Valley.

A recurring theme was the support for a wider selection of affordable restaurants and retail stores, coupled with extended business hours and consistent availability throughout the weekend.

There was a frequent call for more affordable and convenient transportation options to and from wineries, improved local transit solutions, and better accessibility to the airport.

The feedback consistently underscored the necessity for an increase in family-friendly activities, an increase of cultural/music events, and an expansion of recreational opportunities.



# VISITOR EXPERIENCE

## Overall Visitor Sentiment

### NEGATIVE SENTIMENTS AND CONCERNS

- **High Costs:** Visitors expressed dissatisfaction with the high costs of activities, accommodations, and dining in the area.
- **Limited Activities and Events:** Some visitors found the area lacking in terms of family-oriented activities, events, and nightlife.
- **Accommodations and Services:** There were specific mentions of sub-par rooms and the need for improvement in accommodations and services.
- **Issues with Accessibility and Transportation:** The long drive and lack of public transportation options were highlighted as drawbacks.
- **Experiences of Discrimination:** A visitor reported a negative experience of racial discrimination at a local establishment.
- **Concerns about Growth and Development:** Some visitors expressed concerns about rapid growth, hoping Walla Walla can retain its small-town charm.

### MIXED SENTIMENTS

- **Comparisons with Other Regions:** Some visitors compared Walla Walla to Napa, expressing concern about the area becoming too similar, while others found Walla Walla to offer better value.
- **Observations and Suggestions:** Visitors made neutral observations about the area, suggesting more family activities, better parking, and eco-friendly practices.
- **Accommodations and Pricing:** There were comments on the need for more affordable accommodations and a wider range of lodging options.

### POSITIVE SENTIMENTS

- **Scenery and Environment:** Visitors praised the beauty of Walla Walla, mentioning its potential, vibrant colors, trees, and overall aesthetic appeal. They also highlighted the scenic drives and surrounding areas.
- **Wine and Culinary Experience:** The wineries, food, and restaurants received high praise. Visitors enjoyed the variety and quality of wine, as well as the unique culinary experiences.
- **Accommodations:** Some visitors found specific hotels like The Finch to be affordable, clean, and well-located.
- **Community and Atmosphere:** The sense of community, peaceful vibe, and welcoming nature of the area were appreciated.
- **Historical and Cultural Aspects:** Visitors expressed interest in the historical sites and cultural experiences available in Walla Walla.
- **Activities and Events:** There was a positive response to the variety of activities, events, and things to do, including biking, shopping, and concerts.
- **Accessibility and Transportation:** Some visitors appreciated the ease of accessibility and suggested shuttle services to enhance the experience.
- **General Positive Feedback:** Numerous visitors expressed their love for Walla Walla, their plans to return, and their recommendations to others.

# 05

## APPENDIX | REFERENCES

- SURVEY QUESTIONS
- COMPLETE SURVEY RESULTS

# APPENDIX A: SURVEY QUESTIONS

## Walla Walla Valley Visitor Survey

Welcome!

Walla Walla Valley communities are eager to gain deeper insights about your experience as a visitor. Primary communities in this region include Walla Walla, Waitsburg, Dayton, and College Place in Washington, along with Milton-Freewater in Oregon.

If you've visited this area anytime in the last two years, we kindly invite your participation! Your valuable input will help shape the future of tourism in the valley and improve the experience for visitors and residents alike.

We estimate this survey to take **approximately 10 minutes** to complete. The survey will close at the end of day on **October 15, 2023**.

Survey respondents may enter to win a 2-night stay in Walla Walla, WA and a \$150 gift certificate at a fine dining restaurant for participating in the survey.

Please note that we do not ask for identifying information, as the survey is completely confidential. Reported results will be presented in aggregate, to ensure confidentiality. However, if you consent to participating in the prize drawing, we'll ask for your contact information at the end of the survey. Your survey responses will remain anonymous even if you enter the prize drawing.

This survey is being conducted by ECONorthwest and Crosscurrent Collective on behalf of the State of Washington Tourism, Visit Walla Walla, and the City of Walla Walla.

If you have any questions, please reach out to the project lead:

Cara Jacobson, Director of Marketing  
Visit Walla Walla  
cjacobson@wallawalla.org | 509-525-8727

Thank you for your time and participation!

1) What was the purpose of this trip or your most recent visit?

☐ Business

☐ Pleasure

2) Was Walla Walla Valley the primary or only destination for this trip?

☐ Yes

☐ No

3) What was your primary destination, if not Walla Walla Valley? (Open-ended)

4) Where else did you or will you travel on this trip or most recent visit? (Open-ended)



5) Which of the following best describes your visit to Walla Walla Valley:

- ☐ Daytrip (weekday)
- ☐ Daytrip (weekend)
- ☐ Just passing through
- ☐ Overnight (weekday/weekend)

6) Which of the following forms of accommodation are you using, or did you use during your current or most recent visit? (Select all that apply)

- ☐ Hotel
- ☐ Vacation rental booked through Airbnb, VRBO, or similar
- ☐ Vacation rental booked through a local property management company
- ☐ Private residence (my second/vacation home)
- ☐ Private residence of a friend or family member
- ☐ RV park/Campground – public (U.S. Forest Service, State Parks)
- ☐ RV park/Campground – private (HipCamp, KOA, etc.)

☐ Other (please specify):

☐ None of the above

7) How much does or did your accommodations cost per night?

- ☐ Free
- ☐ Less than \$100
- ☐ \$101-\$150
- ☐ \$151-\$200
- ☐ \$201-\$250
- ☐ \$251-\$300
- ☐ \$301-\$350
- ☐ \$351-\$400
- ☐ Over \$400
- ☐ Prefer not to answer

8) How many times have you visited Walla Walla Valley in the past two years, including your most recent trip?

- ☐ This is my first time ever visiting
- ☐ 2 times

☐ 3-5 times

☐ 6-9 times

☐ 10 or more times

9) How many total people were in your group that traveled to Walla Walla Valley during your visit?

Number of people:

10) How many people in each age range were in your group that traveled to Walla Walla Valley during your visit?

- ☐ Ages 0-7
- ☐ Ages 8-18
- ☐ Ages 19-30
- ☐ Ages 31-45
- ☐ Ages 46-60
- ☐ Ages 61+

11) How many members of your travel party would you consider:

- ☐ Family:
- ☐ Friends:
- ☐ Co-workers:
- ☐ Other:

12) What season(s) did you visit Walla Walla Valley during the last two years? (Select all that apply)

- ☐ Winter (December-February)
- ☐ Spring (March-May)
- ☐ Summer (June-August)
- ☐ Fall (September-November)

13) When did you plan the following for your current or most recent visit to Walla Walla Valley? (Select all that apply)

While traveling in WA/OR

Less than 1 week prior

1-4 weeks prior

1-2 months prior

3-6 months prior

6 months to 1 year prior

More than 1 year prior

NA

- ☐ Decide to Visit Walla Walla Valley
- ☐ Start planning your trip to Walla Walla Valley
- ☐ Reserve accommodations
- ☐ Reserve activities
- ☐ Book airfare or transportation

14) Before visiting Walla Walla Valley, which tools did you use to help you plan? (Select all that apply)

- ☐ Previous personal experience
- ☐ Friends and relatives
- ☐ Map of the area
- ☐ Travel planner application service
- ☐ Internet on a computer
- ☐ Internet on a smartphone

☐ Call the visitor information center or a local business

☐ Guidebook or magazine

☐ Social Media

☐ Other (please specify)

☐ Prefer not to answer

15) How did you travel to Walla Walla during your trip? (Select all that apply)

- ☐ Commercial airline
- ☐ Private airplane
- ☐ Private car
- ☐ Rental car
- ☐ Camper/RV
- ☐ Motorcycle
- ☐ Train
- ☐ Public Transportation
- ☐ Private shuttle or bus (e.g. – Kayak, GrapeLine, Greyhound)

☐ Guided tour

☐ Bicycle

☐ On foot

☐ Prefer not to answer

☐ Other (please specify):

16) How much do you estimate your party spends/spent on average per day during your visit to the Walla Walla Valley area?

☐ Less than \$100/day

☐ \$101-\$200/day

☐ \$201-\$300/day

☐ \$301-\$500/day

☐ More than \$500/day

☐ Prefer not to answer

17) Approximately how much money did you spend in Walla Walla Valley during your entire trip?

☐ Accommodations:

☐ Fuel:

☐ Food and drink:

☐ Recreation or entertainment:

☐ Souvenirs/gifts:

☐ Other:

☐ Total:

18) What is your perception of value for the costs incurred during your visit to Walla Walla Valley? (Accommodations)

☐ Inexpensive

☐ Reasonable

☐ Expensive

☐ Very Expensive

☐ N/A

19) What is your perception of value for the costs incurred during your visit to Walla Walla Valley? (Activities)

☐ Inexpensive

☐ Reasonable

☐ Expensive

☐ Very Expensive

☐ N/A

20) What is your perception of value for the costs incurred during your visit to Walla Walla Valley? (Dining)

☐ Inexpensive

☐ Reasonable

☐ Expensive

☐ Very Expensive

☐ N/A

21) Which of the following activities have you participated in while visiting Walla Walla Valley? (Select all that apply)

☐ Outdoor Recreation: Disc Golf

☐ Outdoor Recreation: Picnic

☐ Outdoor Recreation: Golfing

☐ Outdoor Recreation: Hiking

☐ Outdoor Recreation: Trail running

- ☐ Outdoor Recreation: Hot Air Balloon Ride
- ☐ Outdoor Recreation: Horseback Riding
- ☐ Outdoor Recreation: Mountain Biking
- ☐ Outdoor Recreation: Road cycling
- ☐ Outdoor Recreation: Off-road/gravel biking
- ☐ Outdoor Recreation: ORV/ATV
- ☐ Outdoor Recreation: Wildlife viewing
- ☐ Outdoor Recreation: Foraging
- ☐ Outdoor Recreation: Hunting
- ☐ Outdoor Recreation: Camping
- ☐ Water Recreation: Fishing
- ☐ Water Recreation: Flatwater kayaking/canoeing
- ☐ Water Recreation: Stand-up paddle boarding
- ☐ Water Recreation: Motorized boating or sail boating
- ☐ Water Recreation: Windsurfing
- ☐ Water Recreation: Kiteboarding

- ☐ Winter Recreation: Downhill skiing and snowboarding
- ☐ Winter Recreation: Cross-country skiing
- ☐ Winter Recreation: Snowshoeing
- ☐ Winter Recreation: Snowmobiling
- ☐ Around Town: Winery or wine tasting room
- ☐ Around Town: Dining at a restaurant or bar
- ☐ Around Town: Shopping at a retail store
- ☐ Around Town: Local guide or outfitter
- ☐ Around Town: Outdoor gear store or bike shop
- ☐ Around Town: Brewery
- ☐ Around Town: Cidery
- ☐ Around Town: Distillery
- ☐ Around Town: Sightseeing
- ☐ Around Town: Attending conferences and/or business meetings
- ☐ Around Town: Spa or wellness
- ☐ Arts/Cultural: Attending a festival or event

- ☐ Arts/Cultural: Attending a live concert
- ☐ Arts/Cultural: Visiting a farm/orchard
- ☐ Arts/Cultural: Visiting a farmer's market
- ☐ Arts/Cultural: Visiting an art gallery/viewing public art
- ☐ Arts/Cultural: Visiting a museum or cultural center
- ☐ Arts/Cultural: Visiting cultural/historical/heritage sites
- ☐ Other (please specify):
- ☐ None of the above

22) Were any of these activities a new experience for you during your visit to Walla Walla Valley?

- ☐ Yes
- ☐ No

23) If yes, which activities were a new experience for you? (Select all that apply)

*Same list as question 21*



**24) What cultural attractions and/or events did you visit/attend while on this trip? (Select all that apply)**

- ☐ Signature Events/Performances: Walla Walla Chamber Music Festival
- ☐ Signature Events/Performances: Walla Walla Guitar Festival
- ☐ Signature Events/Performances: BrewFest
- ☐ Signature Events/Performances: Spring Kick-off Weekend
- ☐ Signature Events/Performances: Spring Release Weekend
- ☐ Signature Events/Performances: Balloon Stampede
- ☐ Signature Events/Performances: Walla Walla Movie Crush
- ☐ Signature Events/Performances: Celebrate Walla Walla Valley Wine
- ☐ Signature Events/Performances: Blood of Gods
- ☐ Signature Events/Performances: Shin-Dig at Yellowhawk
- ☐ Signature Events/Performances: Walla Walla Fair and Frontier Days
- ☐ Signature Events/Performances: Wheelin' Walla Walla
- ☐ Signature Events/Performances: Adam West Day
- ☐ Signature Events/Performances: The Grit
- ☐ Signature Events/Performances: Fall Release Weekend
- ☐ Signature Events/Performances: Holiday Barrel
- ☐ Signature Events/Performances: Wine Country Concerts
- ☐ Signature Events/Performances: Walla Walla Sweets Baseball Game
- ☐ Signature Events/Performances: Walla Walla Symphony Performance
- ☐ Signature Events/Performances: Gesa Power House Theater Performance
- ☐ Cultural/Art Attractions: Whitman College Outdoor Sculpture Walk
- ☐ Cultural/Art Attractions: Fort Walla Walla Museum
- ☐ Cultural/Art Attractions: Kirkman House Museum
- ☐ Cultural/Art Attractions: Whitman Mission National Historic Site
- ☐ Cultural/Art Attractions: Frenchtown Historic Site
- ☐ Cultural/Art Attractions: Tamástslíkt Cultural Institute
- ☐ Cultural/Art Attractions: Boldman House
- ☐ Cultural/Art Attractions: Bruce Manor
- ☐ Cultural/Art Attractions: Dayton Historic Depot
- ☐ Signature Events/Performances: Waitsburg Celebration Days
- ☐ Signature Events/Performances: Dayton All Wheels Weekend
- ☐ Signature Events/Performances: Dayton Days
- ☐ Signature Events/Performances: Milton-Freewater Weekend at the Blues
- ☐ Other (please specify):
- ☐ None of the above

25) What natural areas, trails, golf courses/clubs, open spaces or parks did you visit while on this trip? (Select all that apply)

- ☐ Wine Valley Golf Club
- ☐ Veterans Memorial Golf Course
- ☐ Walla Walla Country Club
- ☐ Milton-Freewater Golf Course
- ☐ Oregon's Wildhorse Golf Course
- ☐ Touchet Valley Golf Course (Dayton)
- ☐ Dayton Park
- ☐ Preston Park
- ☐ Kiwanis Park
- ☐ Lions Park
- ☐ Wallula State Park
- ☐ Jolly Green Giant Viewpoint
- ☐ Marie-Dorian Park
- ☐ Bennington Lake/Rooks Park

- ☐ Lewis and Clark Trail State Park
- ☐ Harris Park
- ☐ Pioneer Park
- ☐ Howard-Tietan Park
- ☐ Fort Walla Walla Park
- ☐ Patit Creek Campsite-Silhouettes
- ☐ Walla Walla Valley BMX Track
- ☐ Bennington Lake Trail
- ☐ Whitetail Trail
- ☐ Mill Creek Recreation Trail
- ☐ Whitman Mission
- ☐ West Tiger Creek Trail
- ☐ Pikes Peek
- ☐ Bluewood Ski Area
- ☐ Bear Creek Trail
- ☐ Other (please specify):
- ☐ None of the above

26) What was your primary motivator for visiting Walla Walla Valley? (Open-ended)

27) On a scale of 1-5, where 1 is not at all important and 5 is very important, how important were the following factors in motivating your decision to visit Walla Walla Valley?

- 1 (Not at all important)
- 2 (Not important)
- 3 (Neutral)
- 4 (Important)
- 5 (Very important)
- ☐ Winery experience(s)
- ☐ Outdoor recreation activity
- ☐ Scenic beauty
- ☐ Quality of accommodation
- ☐ A place to relax and unwind
- ☐ Local arts (visual, musical, etc.)
- ☐ Signature/annual event

- ☐ Local cuisine/restaurants
- ☐ Opportunity to experience a farm or farm products
- ☐ Visiting friends and relatives
- ☐ Variety of family activities
- ☐ Doing business in the area
- ☐ Heritage and cultural/historical sites
- ☐ Retail shopping
- ☐ Accessible (easy to get to)
- ☐ Proximity to other locations
- ☐ Affordability
- ☐ Safe and welcoming environment

28) On a scale of 1–5, where 1 is least satisfied and 5 is most important, how satisfied were/are you with each of the following factors?

*Same list as question 27*

29) In general, did Walla Walla Valley meet your expectations?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

30) Why did Walla Walla Valley meet your expectations? (Open-ended)

31) Why did Walla Walla Valley not meet your expectations? (Open-ended)

32) What did you enjoy most about your visit to Walla Walla Valley? (Open-ended)

33) What are/were your favorite experiences or activities in the Walla Walla Valley area? (Open-ended)

34) What, if anything, would most encourage you to return to Walla Walla Valley, or visit more often? (Select all that apply)

- ☐ Improved transportation for better access throughout Walla Walla Valley

- ☐ New and different restaurants or shopping destinations
- ☐ Improved outdoor recreation infrastructure
- ☐ Improved infrastructure for biking and walking (bike lanes, trails, pathways)
- ☐ Opportunities to participate in new activities for the entire family
- ☐ Opportunities to view/experience new forms of local art (visual, musical, etc.)
- ☐ More affordable activities
- ☐ More affordable lodging
- ☐ Increased availability of lodging and/or RV parks/campgrounds
- ☐ More/new signature vents or festivals
- ☐ More of better information about visiting Walla Walla Valley
- ☐ Sites and activities which are less crowded
- ☐ Nothing can encourage me to visit Walla Walla Valley again
- ☐ Other (please specify):
- ☐ None of the above

35) What would have improved your visit to Walla Walla Valley? (Open-ended)

36) Which of the following would most likely prevent you from returning to Walla Walla Valley? (Select all that apply)

- ☐ Too many other places I want to visit
- ☐ Finances
- ☐ Time constraints
- ☐ Distance
- ☐ Weather
- ☐ Not interested in the experiences in Walla Walla Valley
- ☐ Crowding at popular locations
- ☐ Few or no public transportation options
- ☐ Few or no public transportation options (sidewalks, paths, bike lanes)
- ☐ Limited or lack of parking in the areas I want to visit
- ☐ Not receiving information about upcoming activities and events

☐ Other (please specify):

☐ None of the above

37) On a scale 1-5, how likely are you to visit Walla Walla again in the next two years?

1 (Not at all likely)

2 (Not likely)

3 (Neutral)

4 (Likely)

5 (Very likely)

38) How did you receive this survey?

- ☐ Through online outreach (notification via email)
- ☐ Through online outreach (notification via social media)
- ☐ Directly through Visit Walla Walla
- ☐ Through signs or advertising at a local business
- ☐ Directly from a friend or family member
- ☐ Directly from a professional colleague

☐ Other (please specify):

☐ None of the above

39) Do you live in the U.S?

☐ Yes

☐ No

40) What country to you live in?

*Dropdown list of all countries*

41) What is the zip code of your primary residence?

☐ Zip code:

42) What is your annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000 - \$59,999
- ☐ \$60,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 - \$249,999
- ☐ \$250,000 - \$500,000



- ☐ Greater than \$500,000
- ☐ Other (please specify):
- ☐ Prefer not to answer

43) Gender: How do you identify?

- ☐ Woman
- ☐ Man
- ☐ Non-binary
- ☐ Prefer to self-describe below:
- ☐ Prefer not to answer

44) What year were you born? (Four-digit year)

- ☐ Year:

45) How would you identify your ethnic or racial background?

- ☐ White/Caucasian
- ☐ Hispanic/Latinx
- ☐ Black/African American

- ☐ Asian/Pacific Islander
- ☐ American Indian or Alaska Native
- ☐ Two or more races
- ☐ Other (please specify):
- ☐ Prefer not to answer

46) Do you have any additional comments about the area or your experience in Walla Walla Valley that you'd like to share? (Open-ended)

47) Would you be interested in entering a drawing for a 2-night stay in Walla Walla, WA and a \$150 gift certificate at a fine dining restaurant for participating in the survey? Your survey responses will remain anonymous even if you enter the prize drawing.

- ☐ Yes
- ☐ No

48) Please enter your contact information below. A winner will be selected within two weeks of the survey closing. Visit Walla Walla will reach out if you are a winner.

- ☐ Name:
- ☐ Email Address:
- ☐ Phone Number:

Thank you for taking the time to share your perspective and insights!

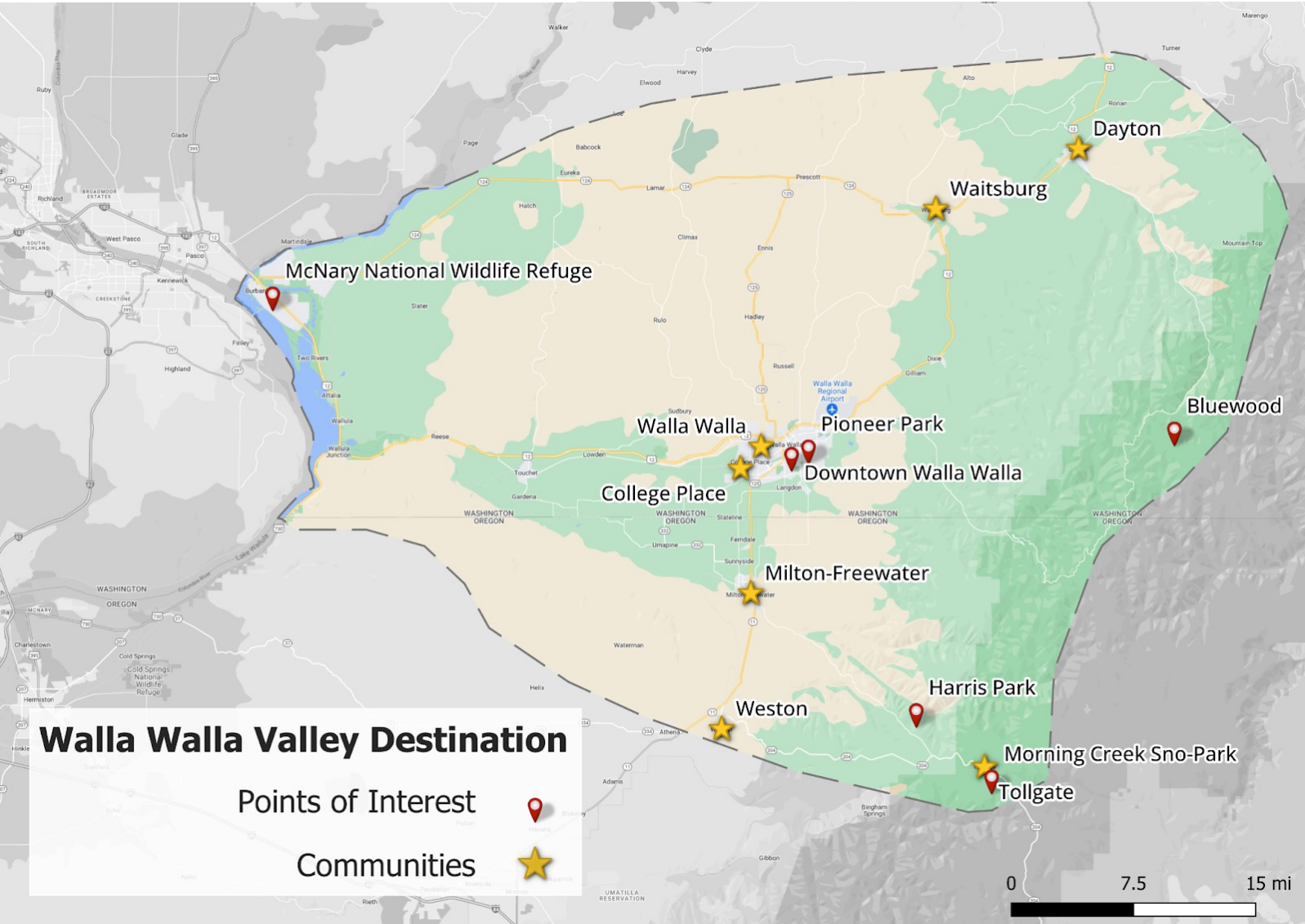
If you have questions about the survey you can contact:

Cara Jacobson, Director of Marketing

Visit Walla Walla

[cjacobson@wallawalla.org](mailto:cjacobson@wallawalla.org) | 509-525-8727

# APPENDIX A: SURVEY MAP OF STUDY AREA



# APPENDIX B: SURVEY RESULTS

The table lists all questions in the survey with the total respondents that answered, the total respondents that skipped, and the percent of respondents that completed the question.

Some questions contained logic, which allowed respondents to answer additional questions given their answer to the previous question. These questions are noted with an L after the question number.

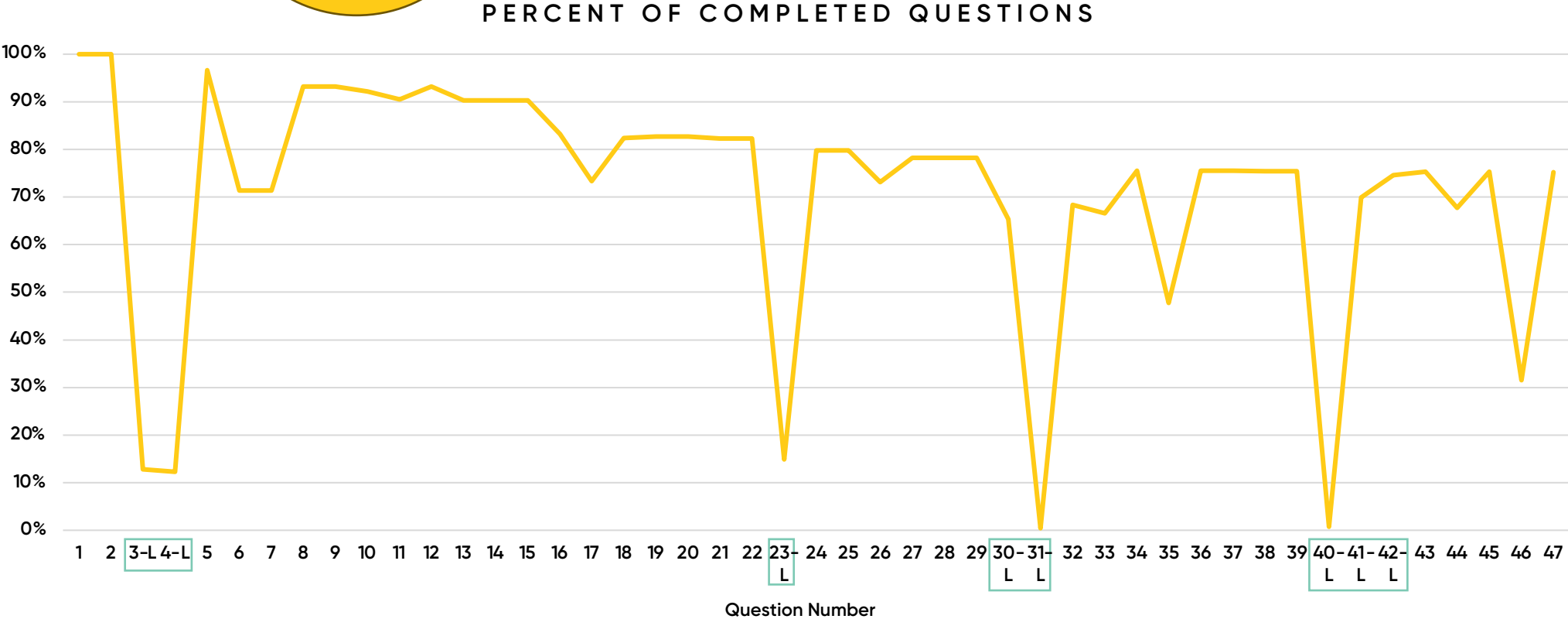
See the next slide for the trend in completion of the questions.

Question	Answered	Skipped	% Completed
1What was the purpose of this trip or your most recent visit?	916	0	100%
2Was Walla Walla Valley the primary or only destination for this trip?	916	0	100%
3-L What was your primary destination, if not Walla Walla Valley?	117	799	13%
4-L Where else did you or will you travel on this trip or most recent visit?	113	803	12%
5Which of the following best describes your visit to Walla Walla Valley:	885	31	97%
6Which of the following forms of accommodation are you using or did you use during your current or most recent visit? (Select all that apply)	654	262	71%
7How much does or did your accommodations cost per night?	654	262	71%
8How many times have you visited Walla Walla Valley in the past two years, including your most recent visit?	854	62	93%
9How many total people were in your group that traveled to Walla Walla Valley during your visit?	854	62	93%
10How many people in each age range were in your group that traveled to Walla Walla Valley during your visit?	844	72	92%
11How many members of your travel party would you consider:	829	87	91%
12What season(s) did you visit Walla Walla Valley during the last two years? (Select all that apply)	854	62	93%
13When did you plan the following for your current or most recent visit to Walla Walla Valley? (Select all that apply)	827	89	90%
14Before visiting Walla Walla Valley, which tools did you use to help you plan? (Select all that apply)	827	89	90%
15How did you travel to Walla Walla Valley during your trip? (Select all that apply)	827	89	90%
16How much do you estimate your party spends/spent on average per day during your visit to the Walla Walla Valley area?	762	154	83%
17Approximately how much money did you spend in Walla Walla Valley during your entire trip?	672	244	73%
18What is your perception of value for the costs incurred during your visit to Walla Walla Valley? Accommodations:	755	161	82%
19What is your perception of value for the costs incurred during your visit to Walla Walla Valley? Activities:	758	158	83%
20What is your perception of value for the costs incurred during your visit to Walla Walla Valley? Dining:	758	158	83%
21Which of the following activities have you participated in while visiting Walla Walla Valley? (Select all that apply)	754	162	82%
22Were any of these activities a new experience for you during your visit to Walla Walla Valley?	754	162	82%
23-L If yes, which activity was a new experience for you? (Select all that apply)	136	780	15%
24What cultural attractions and/or events did you visit/attend while on this trip? (Select all that apply)	731	185	80%
25What natural areas, trails, golf courses/clubs, open spaces or parks did you visit while on this trip? (Select all that apply)	731	185	80%
26What was your primary motivator for visiting Walla Walla Valley? On a Scale of 1-5, where 1 is not at all important and 5 is very important, how important were the following factors in motivating your decision to visit Walla Walla Valley?	670	246	73%
27visit Walla Walla Valley?	717	199	78%
28On a Scale of 1-5, where 1 is least satisfied and 5 is most satisfied, how satisfied were/are you with the each of the following factors?	717	199	78%
29In general, did Walla Walla Valley meet your expectations?	717	199	78%
30-L Why did Walla Walla Valley meet your expectations?	598	318	65%
31-L Why did Walla Walla Valley not meet your expectations?	4	912	0%
32What did you enjoy most about your visit to Walla Walla Valley?	626	290	68%
33What are/were your favorite experiences or activities in the Walla Walla Valley area?	610	306	67%
34What, if anything, would most encourage you to return to Walla Walla Valley, or visit more often? (Select all that apply)	692	224	76%
35What would have improved your visit to Walla Walla Valley?	437	479	48%
36Which of the following would most likely prevent you from returning to Walla Walla Valley in the future? (Select all that apply)	692	224	76%
37On a scale of 1-5, how likely are you to visit Walla Walla Valley again in the next two years?	692	224	76%
38How did you receive this survey?	691	225	75%
39Do you live in the U.S?	691	225	75%
40-L What country do you live in?	7	909	1%
41-L What is the zipcode of your primary residence?	640	276	70%
42-L What is your annual household income?	683	233	75%
43Gender: How do you identify?	690	226	75%
44What year were you born? (Four-digit year)	620	296	68%
45How would you identify your ethnic or racial background?	690	226	75%
46Do you have any additional comments about the area or your experience in Walla Walla Valley that you'd like to share?	289	627	32%
47Would you be interested in entering a drawing for a 2-night stay in Walla Walla, WA and a \$150 gift certificate at a fine dining restaurant for participating in the survey? Your survey responses will remain anonymous even if you enter the prize drawing.	689	227	75%

# APPENDIX B: SURVEY RESULTS

79%

After removing the questions containing logic, the average percent of questions completed by respondents was 79%.







# THANKS

For questions or more information about this study please contact:

EONorthwest | Alicia Milligan  
[milligan@econw.com](mailto:milligan@econw.com) | 503-380-3184

EONorthwest | Mark Buckley  
[buckley@econw.com](mailto:buckley@econw.com)

Crosscurrent Collective | Kristin Dahl  
[info@crosscurrentcollective.com](mailto:info@crosscurrentcollective.com) | 503-784-1072