

# Walla Walla

Surprise, surprise.

## MEMORANDUM

**DATE:** April 2, 2010

**TO:** Michael Davidson  
Tourism Walla Walla

**FROM:** Andrew Holt  
Tourism Walla Walla

**RE:** March 2010 Public Relations Activity Report

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### Media Coverage

Total Circulation: 2,557,107  
Total Impressions: 6,390,214

Date	Publication	Headline	Description	Circulation	Link	Initiative
3-3-10	Gadling Travel	The 25 greatest cities in the world for drinking wine	Feature mentions the downtown tasting rooms, quality eateries and the landscape, specifically citing Pepperbridge Vineyards, Brasserie 4, Saffron.	790,000	<a href="#">link</a>	Misc.
3-8-10	The News Tribune	Walla Walla inns, chefs team up for Gourmet Getaway	Article features the B&B's winter package with quotes from Michele Rennie along with contact information for the participating inns.	380,000	<a href="#">link</a>	Misc.
3-11-10	GolfWeek	GolfWeek's Annual Ratings List Out:	Walla Walla's Wine Valley Course is listed as the 3 <sup>rd</sup> Best Course to Play in Washington.	400,000	<a href="#">link</a>	Misc.

3-18-10	Food & Wine	Washington Wine Star	Feature details the author's 2-day visit to Walla Walla as a guest of screen actor Kyle MacLachlan and highlights local wine, food and landscape	1,000,000	<a href="#">link</a>	Misc.
3-24-10	Hermiston Herald	Fort Walla Walla Opens New Exhibit Hall	Article summarizes the new \$2.5 million structural addition to Fort Walla Walla that will be unveiled April 1 <sup>st</sup> and includes a photo.	5,107	<a href="#">link</a>	Misc.

**\*\* Circulation year-to-date: 9,079,289**

**\*\* Impressions year-to-date: 22,698,223**