

Tourism Walla Walla 2009 Coverage Log December 30, 2009

Overview

Below is a list of coverage secured as a result of the Tourism Walla Walla PR team's efforts. Each article includes the date, publication, headline and description, along with a circulation figure and a link if available.

Total Circulation: 117,223,110
Total Impressions: 293,057,775

Secured Placements

Date	Publication	Headline	Description	Circulation	Link	Initiative
1.1.09	Boca Raton magazine	"Going, Going, Gone"	A story about a trip to the Northwest calls Walla Walla the jewel of the trip and describes the growing wine region	22,915	NA	Misc.
1.1.09	Northwest Plate	"Datebook Northwest"	Calendar listing includes winemakers cruise with Walla Walla winemakers	45,000	NA	Misc.
1.1.09	Travel Tips	"Tate of the Pacific Northwest: Aboard Cruise West's <i>Spirit of Discovery</i> "	Walla Walla is included in a feature story about the stops on the Spirit of Discovery cruise route	28,000	NA	Misc.
1.4.08	Wall Street Journal	"Winemaker's Dinners: Maurice Wine Dinner Seattle"	A brief article featuring Walla Walla's Maurice Cellars' wine dinner in Seattle	6,070,975	Link	Misc.
1.7.09	Seattle Post-Intelligencer	"The Grounded Gardener: Take a class and load up on ideas"	An article about upcoming gardening events includes the Northwest Flower and Garden show at Walla Walla's Orchidaceae	117,572	Link	Misc.
1.7.09	Tri-City Herald	"Sip, cook, relax on weekend getaway"	An article featuring Walla Walla's Gourmet Getaways package	39,725	Link	Misc.
1.17.09	Wall Street Journal	"Gorgeous Giants of the Northwest"	A story about Washington Zinfandels and Syrahs highlights Chateau Ste. Michelle and Dunham Cellars	6,070,975	Link	Misc.
1.21.09	The Modesto Bee	"Turning grapes into gold in Washington"	An article about the Walla Walla AVA describes various wineries	74,460	Link	Misc.
2.1.09	Gourmet	"A town so nice"	Story about Walla Walla features restaurants, lodging and wineries	983,836	NA	Misc.

2.1.09	Northwest Plate	"Datebook Northwest"	Calendar listing includes Celebration of Washington Wines at Ste. Michelle winery	45,000	NA	Misc.
2.2.09	San Jose Mercury News	"Gourmet magazine says wow to Walla Walla"	Article affirms <i>Gourmet's</i> positive review of Walla Walla	224,199	Link	Misc.
2.2.09	Western Daily Press	"Unsung heroes"	An international travel story about featuring Seattle highlights Walla Walla including lodging, vineyards, shops and galleries	NA	Link	Tourism Walla Walla coordinated writer's visit with Seattle CVB
2.6.09	Times Standard	"Gourmet Magazine says wow tot Walla Walla"	Article describing <i>Gourmet's</i> story about Walla Walla highlights restaurants and wines cellars	24,200	NA	Misc.
2.13.09	Seattle Post-Intelligencer	"Food Oscars: James Beard Award semifinalists named"	Listing of semi-finalists for "James Beard Best Chef Northwest Award" includes Chris Ainsworth of Saffron	117,572	Link	Misc.
2.23.09	The Oregonian	Washington wine country spring events	Walla Walla Gourmet Getaways package and Feast are included among other Spring wine events	283,321	Link	Relationship
2.24.09	The Oregonian	"Events: Taste Walla Walla Portland"	Brief event listing describes Walla Walla Wine Alliance Event at the Portland Art Museum	283,321	NA	Misc.
2.28.09	The News Register	"Sunset rates Mac one of the West's best"	Article cites Sunset article calling out Walla Walla's positioning as 'Best Food & Wine Haven'	9,088	NA	Misc.
3.1.09	Northwest Palate	"150 Days of Wine in the Willamette Valley"	Feast Walla Walla is included in Spring event calendar listing	10,000	NA	Misc.
3.1.09	Portland Monthly	"Recession-Friendly Spring Break, Kick back close to home"	Brief describes Walla Walla as a destination for oenophiles and describes the burgeoning restaurant scene	69,079	NA	Misc.
3.1.09	Sunset	"20 Best Small Towns"	Walla Walla is featured in the Food & Wine category of this destination round-up	1,352,239	Link	Misc.
3.3.09	Los Angeles Times	"Washington's wine industry is maturing"	The Walla Walla AVA and various Walla Walla wineries are mentioned in this article about Washington's growing wine industry	739,147	Link	Misc.

3.3.09	The Oregonian	"Wine by the glass"	A Portland tasting of eight emerging Walla Walla wineries is listed in the events section	283,321	NA	Misc.
3.8.09	The News Tribune	"Government boost for tourism would yield money, jobs"	Article about increasing the budget for tourism in Washington state lists Washington landmarks including Walla Walla, Space Needle and Mt. Rainer	106,335	Link	Misc.
3.8.09	San Francisco Examiner	"Washington merlot defies malicious clichés"	Walla Walla is mentioned and Northstar winery is highlighted in an article about the area's merlot	166,614	Link	Misc.
3.9.09	KEPR CBS	"New Tasting Room in Walla Walla"	Story about Waterbrook's upgrade to a tasting room with extensive grounds that will appeal to families	NA	Link	Misc.
3.10.09	Seattle Post-Intelligencer	"On Wine: Easy flight is a great wine find"	Article about easy flights from Seattle to great wine destinations mentions Walla Walla	117,572	Link	Misc.
3.13.09	Seattle Times	"McNary National Wildlife Refuge is winter wonderland for waterfowl"	McNary Wildlife Refuge in Walla Walla County is known for its exceptional bird watching fall through summer	2,192,348	Link	Misc.
3.18.09	Tri-City Herald	"7 groups join Walla Walla alliance to promote tourism"	An article about Partnership Walla Walla, a new collaborative initiative to boost regional economy	39,725	Link	Misc.
3.19.09	Seattle Times	"Sample Walla Walla Bounty"	Travel Notes section features Feast Walla Walla	2,192,348	Link	Misc.
3.27.09	East Oregonian	"Walla Walla hosts historic home tour"	Breif about Walla Walla's Sweet Home Tour	8,726	NA	Misc.
4.1.09	Western Living	"Locks, Crops and Barrels"	Article about Cruise West's cruise through the Columbia Gorge features Walla Walla wine tasting and lodging at Basal Cellars	183,411	NA	Misc.
4.5.09	The Record	"Drinking it all in"	Article about West's cruise through the Columbia Gorge includes Walla Walla and mentions Nicholas Cole Cellars	156,817	NA	Misc.
4.6.09	The News Tribune	Event offers taste of Walla Walla's best food, wine	Article featuring Feast Walla Walla describes the event's vendors, artists and extensive outdoor venue	106,335	link	Misc.
4.8.09	Tri-City Herald	"Woehler on Wines: Waterbrook winery"	Story about Walla Walla's fourth oldest winery's, Waterbrooks, plans to expand into a large new tasting room	39,725	link	Misc.

4.11.09	Tri-City Herald	"A tour of history: See 6 privately-owned historic Walla Walla houses"	Story about Walla Walla's tour through turn of the century homes on April 19	39,725	link	Misc.
4.16.09	South Florida Sun-Sentinel	"Bob Hosmon's Wine Tasting Notes: Seven Hills to put Walla Walla, Wash., on winery map"	Article calls out Washington as an underappreciated wine region, featuring Seven Hills Winery and its long history in Walla Walla	1,071,368	link	Misc.
4.22.09	Spokesman-Review	"Culinary Calendar: Wine + Art"	Calendar listing includes Walla Walla Wine Alliance wine and art fundraiser on April 23	87,511	link	Misc.
4.29.09	Tri-City Herald	"Spring Release weekend is near"	Article about Spring Release activities and event details	39,725	link	Misc.
4.29.09	Tri-City Herald	"Farmers markets opening soon in an area near you"	Article lists Farmers Markets opening in the Tri-City area and includes details about Walla Walla Farmers Market	39,725	link	Misc.
4.30.09	Shropshire Star	"Appetites fired in pumpkin country"	Story about the culinary bounty of Washington state features Walla Walla Valley wineries, restaurants and destinations	NA	link	Tourism Walla Walla coordinated with Port of Seattle and Seattle CVB
4.30.09	U.S. News	"10 Great Places for Foodies to Retire"	A listing of foodie cities includes Walla Walla describing the Valley's wine and featuring Whitehouse Crawford	1,583,914	link	Misc.
5.1.09	OPB	"Walla Walla Spring Release Weekend Remains Bright Despite Slow Economy"	A brief about the success of Spring Release increasing Walla Walla area wine sales	257,622	link	Misc.
5.1.09	Seattle Magazine	"From the Ground Up"	Story about Walla Walla's emerging generation of vineyards highlights Cadaretta's new vineyard	43,812	NA	Misc.
5.1.09	Tri-City Herald	"Walla Walla's new Wine Valley: A course built 'the right way'"	Article about the development of the Wine Country Golf Course includes details about the course	39,725	link	Misc.

5.3.09	Seattle Times	"Golf Notebook The new Wine Valley GC is no easy task despite no trees"	Story about the Wine Valley Golf Course's natural elements and plans for a clubhouse and new homes surrounding the course	2,192,348	link	Misc.
5.4.09	KNDO/KNDU	"Walla Walla Museum Expects More Business"	Brief announcing the Fort Walla Walla Museum opening and the Balloon Stampede	37,116	link	Misc.
5.11.09	The News Tribune	"Benton City ready to capitalize on future tourism"	Article cites Walla Walla as model for leveraging wine industry tourism	106,335	link	Misc.
5.12.09	Bellingham Herald	"Otis Kenyon wines are big and beautiful"	Article about Otis Kenyon Winery and its new tasting room in downtown Walla Walla	70,248	link	Misc.
5.13.09	Tri-City Herald	"Woehler on Wine: K Vintners"	Walla Walla is mentioned in story about K Vinter's success	39,725	link	Misc.
5.19.09	The Oregonian	"Celebrate Oregon Wine: Walla Walla Valley"	Walla Walla was featured in special wine section featuring various vineyards and the Backstage Bistro	283,321	NA	Misc.
5.24.09	Seattle Times	"Washington merlots stand tall standing alone"	Walla Walla Vintners is featured in story about Washington's Merlot grapes	2,192,348	link	Misc.
5.29.09	Ventura Country Star	"Remoteness hurts some wine areas in downturn"	Story about tourism challenges in Walla Walla highlights both healthy and struggling local businesses. Michael is quoted	281,003	link	Misc.
6.1.09	Cascade Golfer	"Cascade Golfer Wine Trail"	An article about touring Washington's wine country golf courses features Walla Walla as the first stop on the trip, including the Wine Valley Golf Club and various restaurants and lodging	NA	NA	Misc.
6.1.09	Edible Portland	"July"	Summer event calendar includes the Sweet Onion Festival	25,000	NA	Misc.
6.1.09	Northwest Travel	"Regional Travel Guide/Calendar of Events"	Washington event listing includes the Hot Air Balloon Stampede	40,000	NA	Misc.
6.2.09	Tri-City Herald	"Walla Walla Farm Tours Planned"	The 'business beat' listings features Thundering Hoofs' dinner and farm tour	39,725	link	Misc.

6.5.09	Boston Herald	"Beautiful Vistas Just the Beginning of Pleasures at Wine Valley Golf Club"	An article featuring the Wine Valley Golf Club praises the course for its location and course design	1,047,870	link	Misc.
6.6.09	Wall Street Journal	"Vacationing in the Vineyards"	A round-up of wine destinations includes Walla Walla as a wine destination	5,035,397	link	Misc.
6.11.09	The Seattle Times	"Travel/Outdoors"	Fort Walla Walla Days and Western Art show is included in travel calendar	2,192,348	link	Misc.
6.12.09	Tri-City Herald	"Arts in brief "	Event listing includes Walla Walla Symphony's Mares 'n' Music	39,725	link	Misc.
6.14.09	The Oregonian	"The W's in Walla Walla Must Stand for Wine"	Feature story about visiting Walla Walla including wineries, restaurants, lodging and activities	283,321	NA	Pitch and visit
6.14.09	The Oregonian	"Waitsburg worth a stop for relaxed pace, dining"	Article about Waitsburg includes Whoopemup Hollow Café, Jimgermanbar and Moteillet Fromagerie	283,321	NA	Pitch and visit
6.21.09	The Oregonian	"Get Going: Sweet Onion Festival"	The Sweet Onion Festival is included in the events listing	283,321	NA	Relationship
6.21.09	The Oregonian	"Washington offers wine-sipping – with music"	Article features Walla Walla Valley wineries that offer seasonal music events	283,321	NA	Pitch
6.25.09	Seattle Weekly	"Blogwatch: Walla Walla, Beer After Bread, Fish Death"	Brief suggests Walla Walla as a road trip destination and directs readers to the Seattle Wine Blog for winery recommendations	78,783	link	Misc.
6.25.09	Yakima Herald	"Motorcycle wine tour to Walla Walla planned for Saturday"	An article about the Moteur de Vine event	34,493	link	Misc.
6.29.09	The News Tribune	"Walla Walla Symphony offers Rock and/or Roll Camp"	A story about the rock and roll camp hosted by The Walla Walla Symphony	106,335	link	Misc.

7.1.09	AARP The Magazine	"More Great Cities for the Simple Life"	An story about small livable cities includes Walla Walla, highlighting the culinary scene and proximity to Seattle and Portland	24,349,637	link	Misc.
7.1.09	Northwest Palate	"Datebook: Northwest"	Event listing includes the Walla Walla Sweet Onion Festival	10,000	NA	Misc.
7.1.09	The Seattle Times	"Hard times for tourist towns means good deals for travelers"	Article about the effect of the economy on Tourism includes Walla Walla's restaurants and hotels	2,192,348	link	Misc.
7.3.09	Just Out	"Walla Walla Wonders: A Taste of the SE Washington city's intoxicating charms"	A story featuring various Walla Walla wineries highlights Areus Inn Spa, Sweet Basil Pizzeria and Whitehouse-Crawford	20,000	NA	Visit
7.9.09	Tri-City Herald	"Walla Walla to Celebrate it's most famous vegetable"	An article about the Walla Walla Sweet Onion Festival	39,725	link	Misc.
7.15.09	The Washington Post	"So Sweet, You Have to Say It Twice The Walla Walla Is One Big, Tasty Onion"	An article about the Sweet Onion Festival includes a description of the Walla Walla Valley and local restaurants' use of sweet onions	665,383	link	Misc.
7.25.09	Tri-City Herald	"Wine bloggers across N. America to converge on Walla Walla"	A story about Walla Walla hosting the North American Wine Bloggers' Conference in June 2010	39,725	link	Misc.
7.24.09	The Wall Street Journal	"Summer Winning and Dinning"	A listing of summer food and wine events includes Dunham Cellars new release dinner	6,070,975	link	Misc.
7.27.09	The Columbian	"Beautiful Sweet Bulbs"	An article about the Sweet Onion Festival, including a description of the Walla Walla Valley and local restaurants' use of sweet onions	78,090	link	Misc.
7.29.09	Budget Travel	"Washington State Hotels, From \$69 a Night"	Round-up of affordable hotels includes the Inn at Blackberry Creek and highlights the Walla Walla region	443,291	link	Misc.

8.1.09	Sunset	"Best Trips with Your Best Friend"	Walla Walla is featured in the top 10 destinations to bring a dog on summer vacation, including Dunham Cellars and the Marcus Whitman	1,330,745	NA	Misc.
8.5.09	Daily Press	"Wine Press: Walla Walla Washington – Worth the trip"	Article featuring the Walla Walla wine experience differentiates the region from Napa Valley and includes a list of the author's favorite wineries	71,622	link	Misc.
8.9.09	SF Gate	"Turn to Washington for great Cabernet values"	Washington state is highlighted as <i>the</i> destination for Cabernet lovers who are looking for a variety of quality, affordable cabs; various Walla Walla wineries are featured	2,524,745	link	Misc.
8.11.09	Inspired Imbiber	"Walla Walla Weekend"	A story about a weekend wine tasting in Walla Walla includes a description of Vintage Walla Walla and terroir tour conducted by Dr. Kevin R. Pogue of Whitman College	NA	link	Misc.
8.13.09	LA World Travel Examiner	"Eastern Washington's fruited plains"	Article about the Walla Walla Valley's abundant agriculture provides geological history of the area and includes wineries and restaurants	NA	link	Misc.
8.24.09	Star Tribune	"Wisconsin to Walla Walla"	Article features Corey Braunal of Dusted Valley Vintners	320,076	link	Misc.
9.1.09	Western Journey (AAA)	"No melancholy, only merlot in these blue hills"	A story featuring restaurants, various local activities, lodging and wineries	588,335	NA	Visit
9.1.09	The Oregon Wine Blog	"Only 3 cases? 1000 miles and some great wine."	A story about a wine trip around Eastern Washington highlights various Walla Walla wineries	NA	link	Visit
9.1.09	Northwest Palate	"Touring Walla Walla Wine Country"	A feature about the Walla Walla Valley reaches beyond wine to include tours of restaurants and lodging	45,000	NA	Misc.
9.1.09	Northwest Palate	"Appetite for Adventure: Chef Chris Ainsworth"	An article about Chris' rising as a prominent national chef highlights Saffron Mediterranean Kitchen	45,000	NA	Misc.

9.1.09	Seattle Magazine	“Shannon’s Wine Picks” “Fish Friendly Wines”	Wine picks features Walla Walla Valley wineries highlighting Abeja and Pepperbridge Article about environmentally sustainable wineries cites more than half of Walla Walla wineries as certified Salmon-safe	66,847	NA	Misc.
9.18.09	The Olympian	“Beautiful new Walla Walla course has its designs on hosting tournaments”	A story about the accessibility and good design of the Wine Valley Golf Club	126,072	link	Misc.
9.29.09	KUOW	“Walla Walla Winemakers Feeling Stress of Down Economy”	An article about the expenses of wine production and how the economy has affected Walla Walla winemakers	20,600	link	Misc.
9.29.09	Tri-City Herald	“Walla Walla preparing for Fiesta Italiana”	An article about Fiesta Italiana includes descriptions of food and activities	39,725	link	Misc.
10.1.09	Mix	“Tasting Walla Walla’s New Wave”	A story about emerging Walla Walla wineries features Walla Walla Wine Incubators	40,000	NA	Relationship
10.1.09	Mother Earth News	“Walla Walla, Washington: Galleries, Grapes and Good Food”	A brief story about Walla Walla describes the thriving art scene and a variety of restaurants	268,596	link	Misc.
10.1.09	Northwest Travel	“Regional Travel Guide/Calendar of Events”	Events listing includes Walla Walla’s Fall Harvest Festival	40,000	NA	Misc.
10.5.09	KGW, News Channel 8	“Draft horses’ power drives organic farm”	An article about Welcome Table Farm in Walla Walla includes the Walla Walla Farmers’ market	369,792	link	Misc.
10.5.09	Seattle Times	“Draft horses’ power drives organic farm”	An article about Welcome Table Farm in Walla Walla includes the Walla Walla Farmers’ market	1,993,608	link	Misc.
10.6.09	D Magazine	“What I am Drinking Now: Walla Walla”	Walla Walla is featured as the emerging Northwest destination for those who love “boutique, family owned wineries”	65,773	link	Misc.

10.6.09	KPLU Public Broadcasting	"Winemakers Fighting Down Economy With New Business Plans"	A story about the effect of the recession on the Northwest wine industry features Walla Walla winemakers who are adapting	3,300	link	Misc.
10.6.09	Seattle Times	"A few nice spots where tourists can be tasters"	A 'tasting tour' of Washington features Monteillet Fromagerie among other food producers	1,993,608	link	Misc.
10.9.09	Tri-City Herald	"Halloween fun: Check out our list of spooktacular hauntings"	The Walla Walla corn maze is included in a round up of Halloween activities	39,725	link	Misc.
10.12.09	About.com	"Travel to Walla Walla Wine"	Article about touring Walla Walla wineries describes each winery hub, from downtown to the airport	32,365,744	link	Misc.
10.20.09	Brewpublic	"Walla Walla is Beer Country"	An article that provides a rich history of beer production in Walla Walla	5,756	link	Visit
10.27.09	Brewpublic	"When in Walla Walla – Part 1"	A story about Walla Walla beer features the Walla Walla Brewery, Crab Creek Brewery mentions Walla Walla festival traditions	5,756	link	Visit
11.1.09	Northwest Palate	"Brasserie Four" "Datebook"	A brief article featuring Brasserie Four describes menu and décor Calendar listing includes Walla Walla Wine Makers Fete and Walla Walla Barrel Tasting Weekend	45,000	NA	Misc.
11.2.09	Tasting Table Everywhere	"Walla Wallop"	An article about Walla Walla as a wine destination features Syrah	60,041	link	Visit
11.10.09	Brewpublic	"When in Walla Walla – Part 2"	The second part of a story about beer in the Walla Walla Valley describes the beer scene in Dayton features Skye Book & Brew	5,756	link	Visit
11.25.09	Spokesman-Review	"Culinary Calendar"	A calendar listing of holiday culinary events includes Holiday Barrel Tasting and Wine Makers' Fete	87,511	link	Misc
11.25.09	Tri-City Herald	"Food in brief: Walla Walla wineries offer holiday tastings"	A culinary events listing features the Walla Walla Barrel Tasting Weekend	39,725	link	Misc.

11.27.09	Tri-City Herald	"Walla Walla winery, inn link up to expand in spite of tough times"	Article about the new partnership between Walla Faces winery and the Fat Duck Inn	39,725	link	Misc.
12.12.09	The Oregonian	"Off the Beaten Path in Eastern Oregon"	Story about Milton-Freewater recommends Saffron Mediterranean Kitchen and West of the Blues Barbeque	283,321	link	Misc.