

The Demographics of Special Events in Walla Walla

Part I: Results of a Survey at FEAST WALLA WALLA, on April 12, 2008

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(1) Basic Demographics

As reported in Table 1, we interviewed a total of 91 parties representing 299 people. The average party size of visitors from Walla Walla was 3.00. In contrast, the group size of out-of-town visitors was about 15% larger, i.e., 3.48 people.

For both visitor groups from Walla Walla and from out of town the majority of the forms were filled out by women (56.8% for Walla Walla, 51.9% for non-Walla Walla). It is unknown if these shares are representative for the visitors as a whole or simply the result of a selection bias (e.g., women are more likely to fill out the form).

Table 1
Basic Sample Demographics

Number of Parties	
- from Walla Walla	37
- from out of town	54
total	91
Number of People per Party	
- from Walla Walla	3.00
- from out of town	3.48
Number of Visitors	
- from Walla Walla	111
- from out of town	188
total	299
Gender (share of female)	
- from Walla Walla	56.8%
- from out of town	51.9%

Table 2
Age and Age Distribution

	<21	21-30	31-40	41-50	51-60	61-70	70+	average age ¹
local visitors	0.0%	16.2%	13.5%	32.4%	29.7%	5.4%	2.7%	45.3
from out of town	1.9%	7.7%	5.8%	34.6%	38.5%	9.6%	1.9%	48.7

¹ Computed using the mean value of each bracket; 18 for <21 and 75 for 70+.

Table 2 presents the age distribution of local visitors and those from out of town. The average visitor from both groups is in his/her mid to late 40s. Out-of-town visitors are on average slightly older than local visitors (48.7 vs. 45.3 years). In addition, the age distribution of local visitors is substantially more equal than those of out-of-town visitors. While more than 73% of the out-of-town visitors cluster within the 40-60 year age range, this is only 62% for locals.

The most apparent distinction between locals and out-of-town visitors, however, is their annual income. While local visitors report an average annual income of \$84,100, out-of-town visitors report incomes that average at \$129,000 per year. This is some 53% higher than the local figure and more than twice the State's mean and median income.

Table 3
Income Level and Distribution
in \$1000 per Year

	0-20	20-40	40-60	60-80	80-100	100-150	150-200	200+	average ¹
local visitors (n=33)	2.9%	17.6%	11.8%	26.5%	17.6%	14.7%	2.9%	5.9%	84.1
from out of town (n=48)	2.1%	0.0%	14.6%	18.8%	10.4%	22.9%	10.4%	20.8%	129.0

¹ Computed using the mean value of each bracket; \$250,000 for \$200+.

(2) Where do visitors come from?

As mentioned above, we interviewed 37 parties from Walla Walla and 54 from out of town. Figure 1 breaks up the visitor parties by 3-digit ZIP code.¹ Not surprisingly, the dominating ZIP code is 993xx, i.e., Walla Walla and the Tri-Cities.

¹ Since the ZIP code for 15 parties is unknown the sample size is only 76.

Figure 1

All FEAST 2008 Visitor Parties by 3-Digit ZIP-Code

n=76

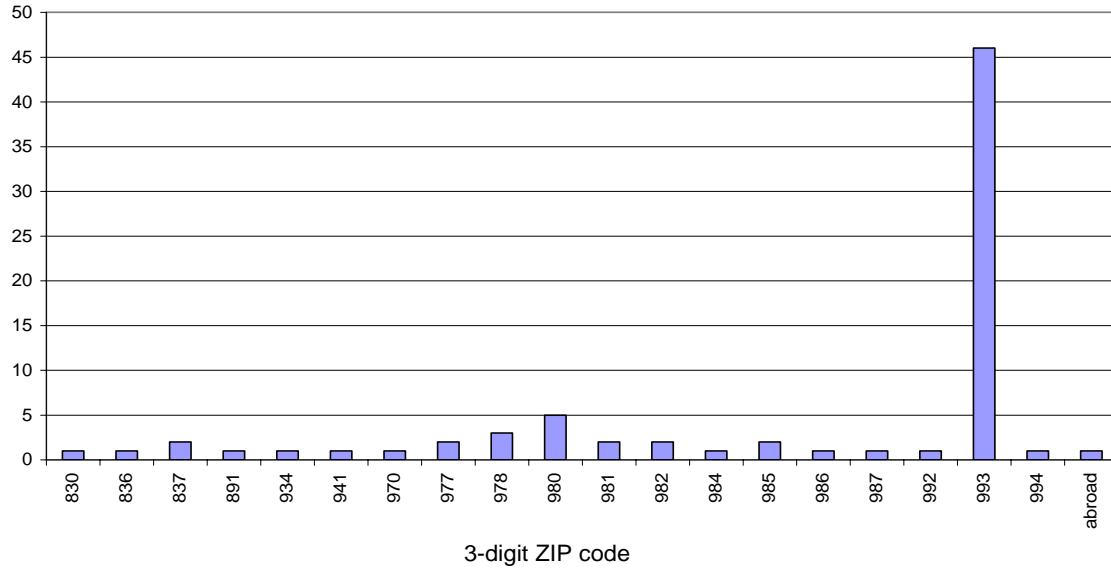
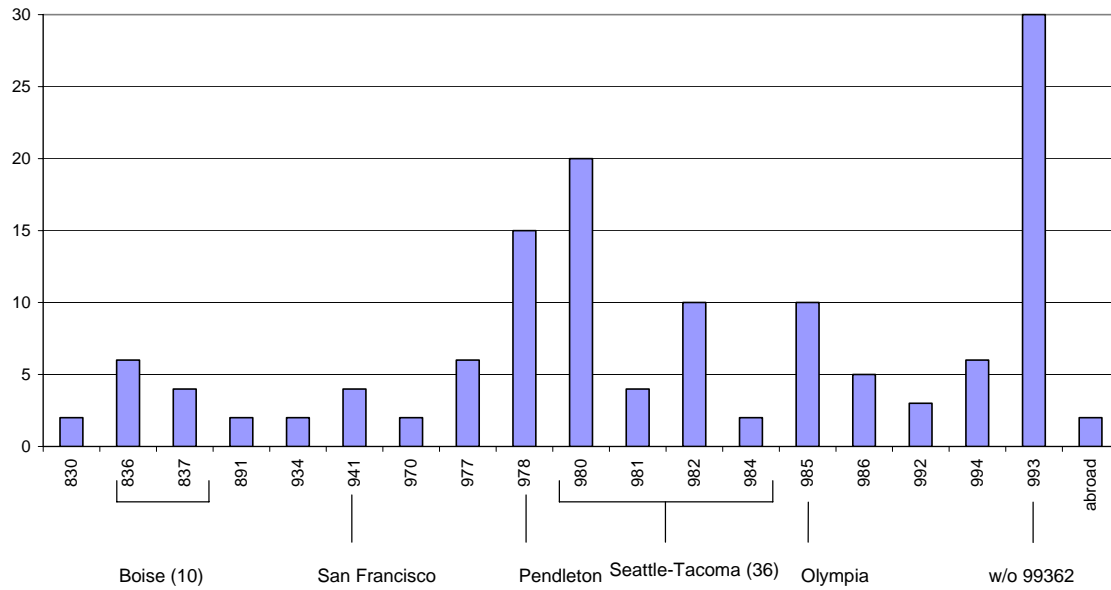


Figure 2 shows the ZIP code distribution for out-of-town visitors only and also accounts for the party size.

Figure 2

Non-Walla Walla FEAST 2008 Visitors by 3-Digit ZIP-Code

n=135



The 2008 FEAST event attracted visitors from six states (WA, OR, CA, NV, WY, ID). People came from as far as Las Vegas, San Francisco, and Paso Robles.

30 out-of-town visitors originate from the 993xx ZIP code area (almost entirely from the Tri-Cities) making it the single most important regional tourist source for Walla Walla's FEAST event. However, almost twice as many visitors came from the combined Seattle-Tacoma-Olympia (ZIP codes 980, 981, 982 and 984). In fact, more than a third of all out-of-town visitors came from the Seattle-Tacoma-Olympia area. Other important tourist sources are the Pendleton (978) and the Boise area (836, 837).

(3) How did people hear about the FEAST event?

Overall, most people learned about the FEAST event from a friend, a family member or through the print media (newspaper). However, the way that information finds its way to local and non-local visitors is very different. Local visitors mainly rely on the local newspaper; only 2.2% of all local visitors mentioned the internet as source of information. This is significantly different for out-of-town visitors. After word-of-mouth information and the print media, the internet is the third most important source of information.

Table 4
How did people hear about the FEAST event?

	friend, family	print media	TV/radio	internet	wine tasting, store	participant, volunteer	walked by
local visitors	25.3%	44.0%	2.2%	2.2%	5.5%	19.8%	1.1%
out of town	33.3%	22.8%	4.1%	21.6%	8.2%	0.0%	9.9%

(4) How did people get to the FEAST event?

32.7% of all local visitors walked to the FEAST event, while 67.3% used their cars. Surprisingly, not a single visitor mentioned *bicycle* as his/her means of transportation.

The overwhelming majority of out-of-town visitors arrived by car. 11.7% arrived by airplane; more than a third of those used a private plane.

Table 5
How did people arrive at the FEAST event?

	on foot	by car	airplane ¹
local visitors	32.7%	67.3%	0.0%
out of town	0.0%	86.8%	13.2%

¹ For combined travel such as airplane and car we only considered the long distance mode (e.g., airplane).

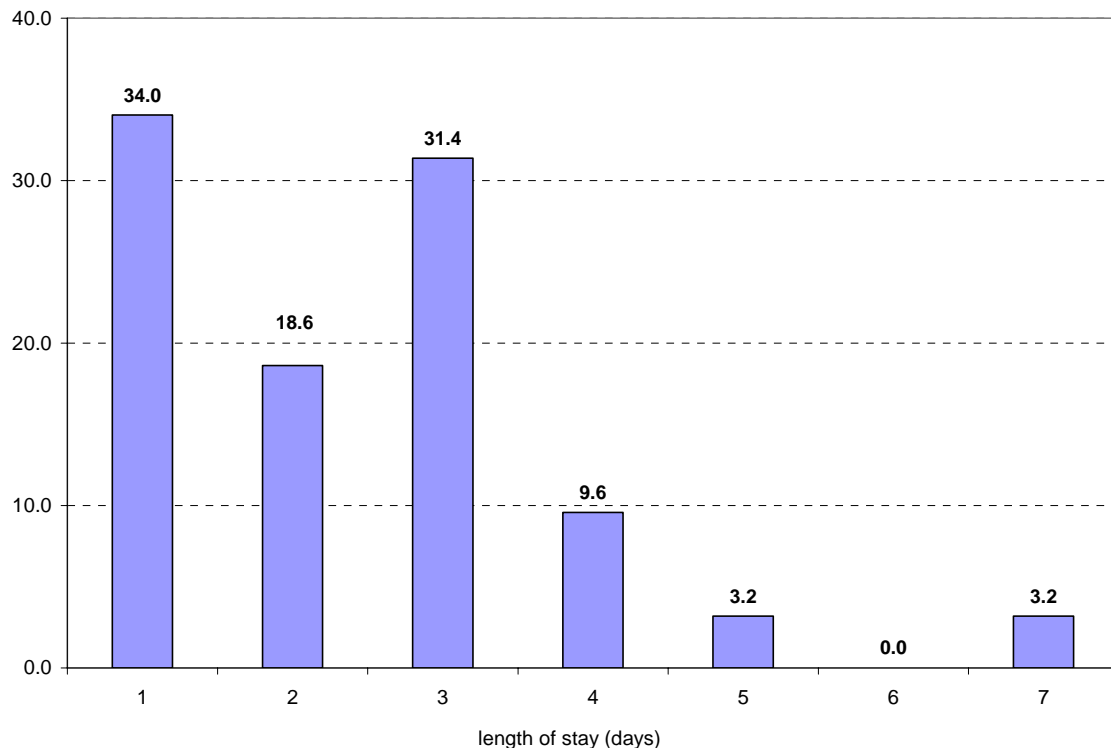
FEAST Visitors from outside of Walla Walla

(5) How long do out-of-town visitors stay?

FEAST visitors stay between 1 and 7 days in Walla Walla. The average visit lasts 2.46 days (unadjusted for party size). Adjusted for party size the average stay is 2.42 days indicating that the length of stay is independent of party size.

Figure 3 depicts the distribution of visit lengths. Accordingly, 84% of all visitors stay between 1 and 3 days in Walla Walla.

Figure 3
Length of visit in Walla Walla
adjusted by party size, n=188, in %

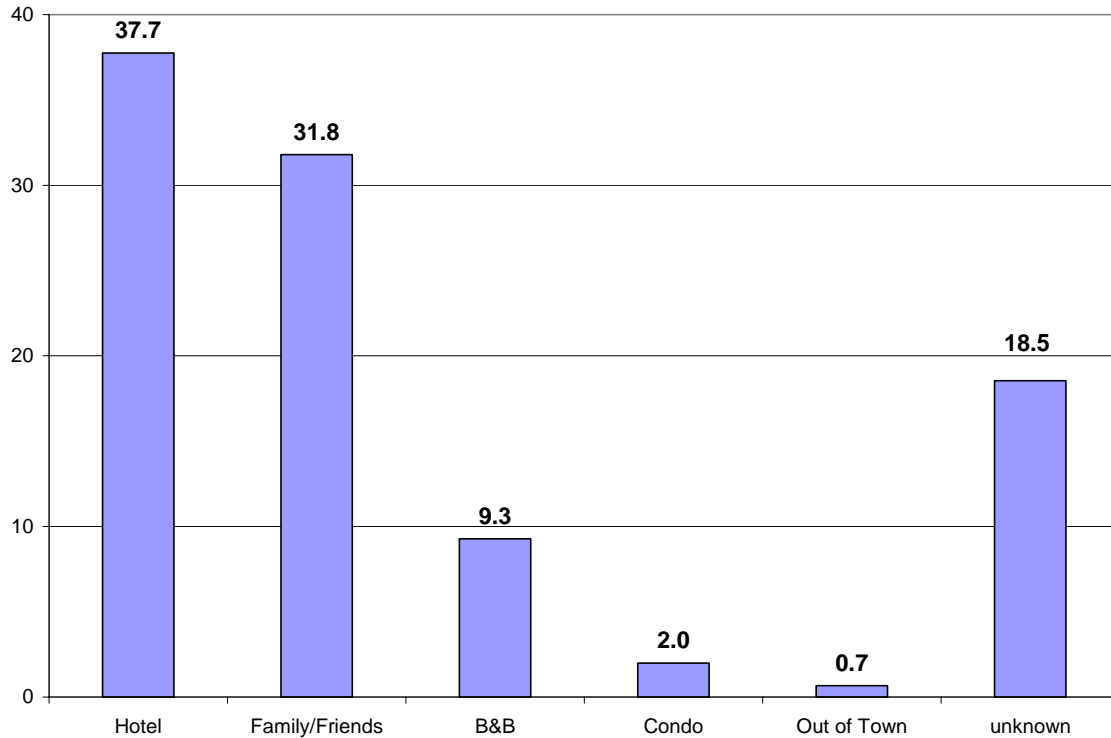


(6) Where do out-of-town visitors stay?

About 38% of all out-of-town FEAST visitors stayed in a hotel, another 9% checked into a Bed & Breakfast (Figure 4). About 32% stay with friends or family. 2% stay at their own house and less than 1% stay outside of Walla Walla (Pendleton). 14.9% of all out-of-town visitors did not answer the question. Inferring from the ZIP code only a third of them live within a one-hour drive (Kennewick). We assume that these people returned

home.

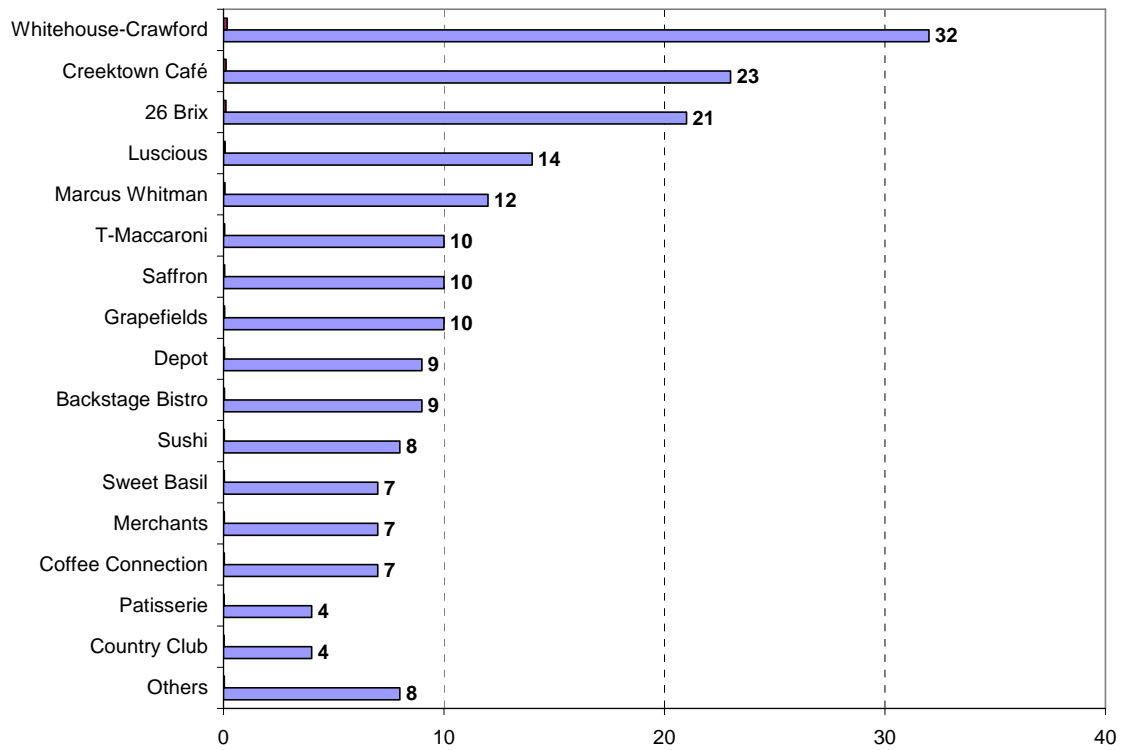
Figure 4
Where do out-of-town visitors stay?
answers weighted by party size, in %



(7) Where do out-of-town visitors eat?

In response to the question “What restaurant do you eat in?” we received a total of 195 entries (weighted by group size; multiple answers were possible) exhibiting a substantial degree of inequality. Assuming that each entry means one meal *Whitehouse-Crawford* benefited from the FEAST event by far the most (Figure 5). Second are *Creektown Café* and *26 Brix*. These three restaurants combined received almost 40% of all entries. In addition, there are 13 more eating places with more than 2 entries.

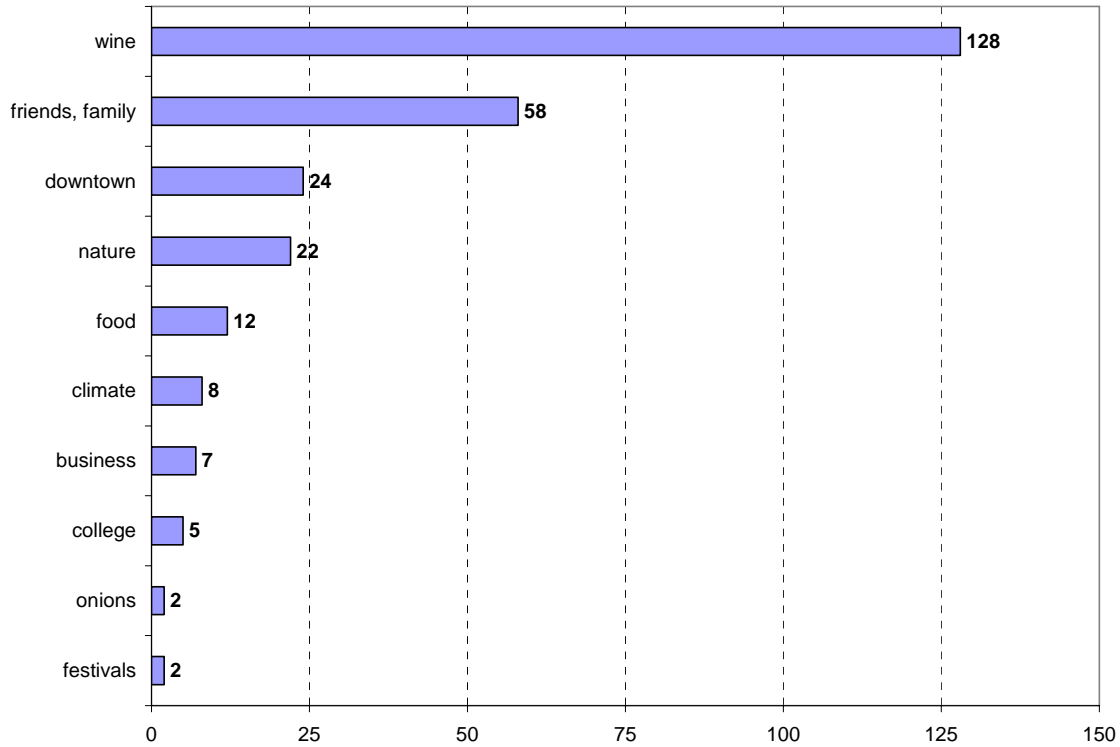
Figure 5
Where do Out-of-town Visitors Eat?
answers weighted by party size



(8) What attracts out-of-town visitors?

In response to the question of ‘what are Walla Walla’s major attractions’ we received 268 entries (multiple answers were possible; weighted by group size). As shown in Figure 6, almost half of them mentioned *wine* as the main reason for their Walla Walla visit (47.8%). *Wine* is followed by *friends and family* (58 entries = 21.6%), the *downtown* area (24 entries = 9.0%) and *nature* (22 entries = 8.2%). At least for the FEAST visitors, *onions* or the *festival* itself was not the main reason for coming to Walla Walla.

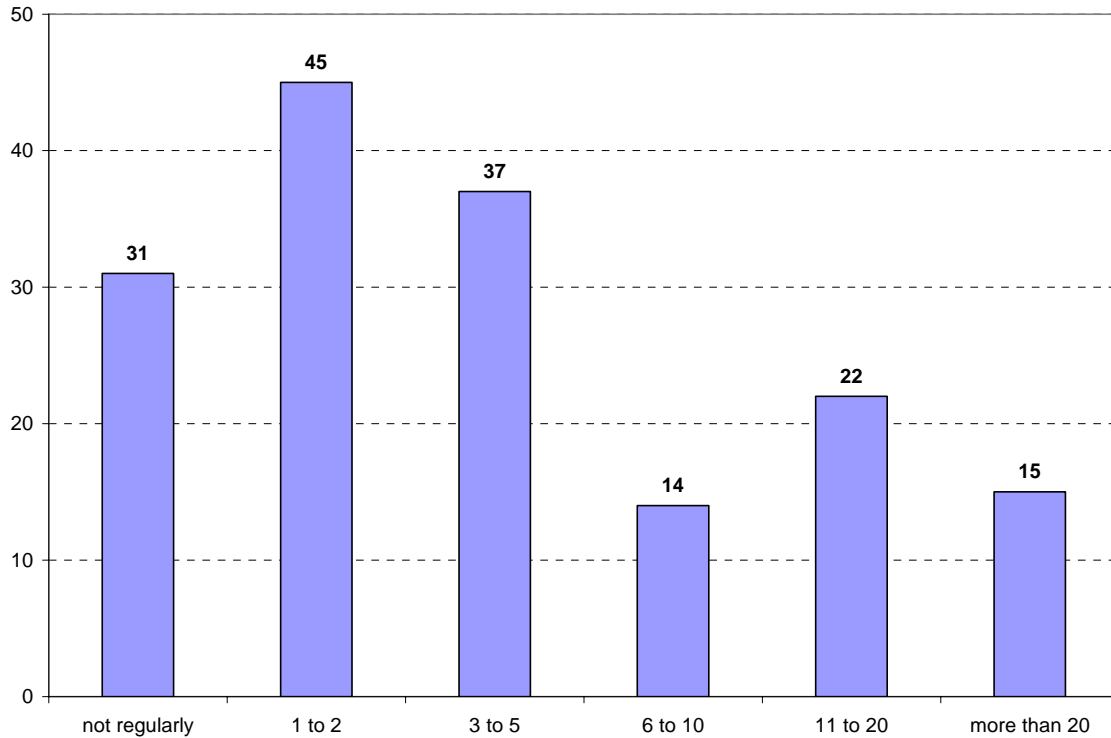
Figure 6
What attracts out-of-town visitors most?
answers weighted by party size



(9) How often do out-of-town visitors visit Walla Walla?

We received 164 answers to the question of ‘how often do you visit Walla Walla’ (weighted by group size). As reported in Figure 7, 31 people (18.9%) of the responding visitors do not visit Walla Walla regularly, i.e., more than 80% of all out-of-town FEAST visitors are frequent guests in Walla Walla. In fact, 82 entries, i.e., half of all out-of-town FEAST visitors are 1 to 5 times per year in Walla Walla. There are also 61 entries that report visits of more than 6 times per year.

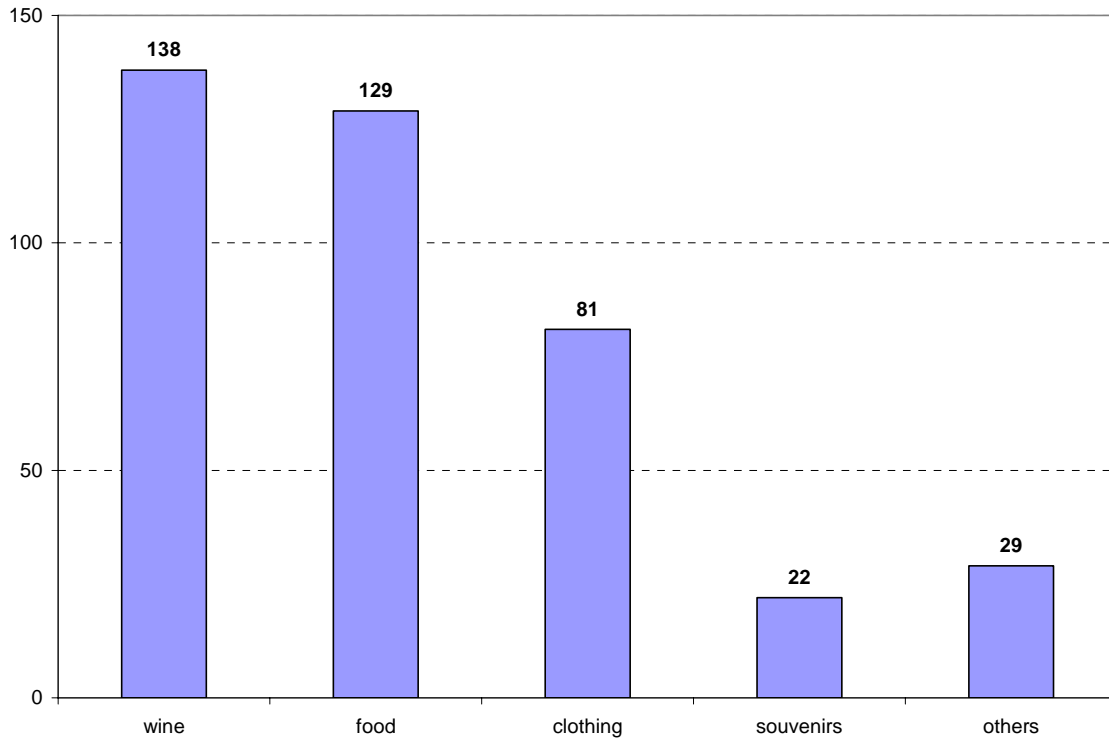
Figure 7
How often per year do you visit Walla Walla?
answers weighted by party size



(10) What do out-of-town visitors buy?

We received 399 entries in response to the question “what do you buy?” (multiple answers were possible). It is little surprising that wine and food combined comprise more than 2/3 of all purchases. However, more than 20% of all purchases are directed towards clothing.

Figure 8
What do FEAST visitors buy?
adjusted by party size, multiple answers possible, n=399



(11) How much do out-of-town visitors spend?

Overall, the average spending of a FEAST visitor from out of town is \$445.44 (unadjusted for party size) or \$433.15 (adjusted for party size), respectively (see Table 6).

Since the answers to the question “how much money do you spend in Walla Walla this visit?” depends on the length of stay we calculated average daily expenditures. As shown in Table 6, there is a wide range in daily spending, from \$25 to \$2000. The average daily expenditure is \$214.83 (unadjusted for party size).

However, average daily expenditure may depend on party size because some cost

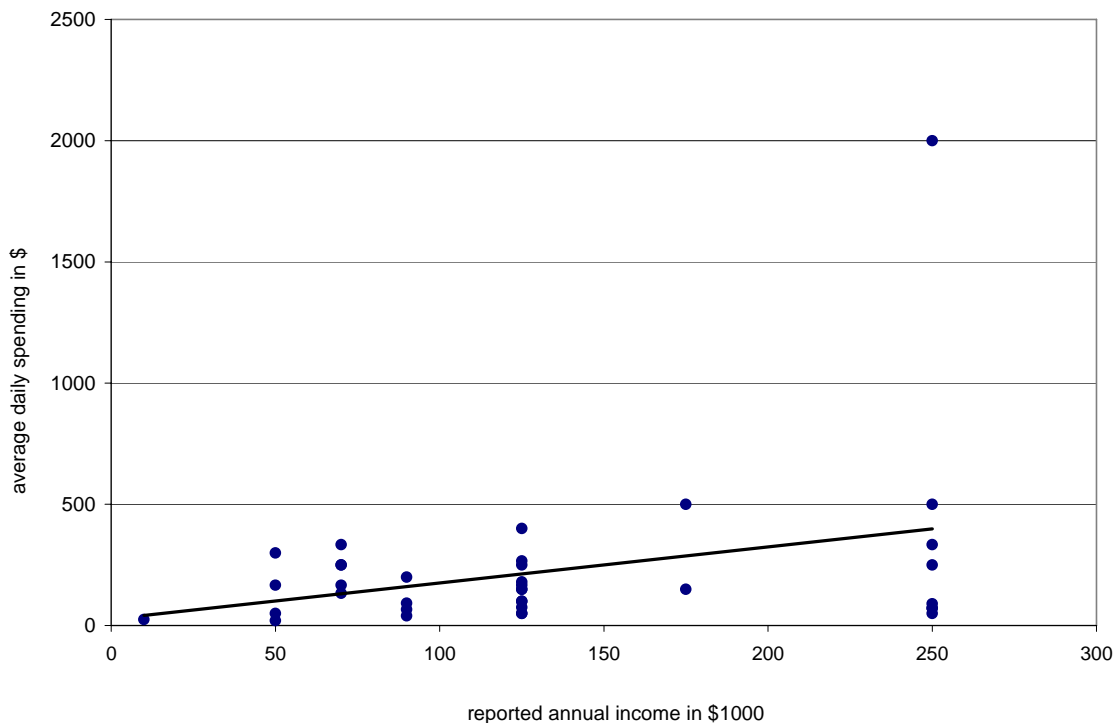
components are quasi-fixed and may be shared (e.g., hotel room, travel by car). We therefore also computed an average expenditure that is weighted by party size. Since the group-size-adjusted average of \$208.65 are scarcely different from the unadjusted average we did not find any evidence for ‘cost sharing’ of larger visitor groups

Table 6
How Much do Out-of-town Visitors Spent in Walla Walla?
 in \$

	min	max	average
average per visitor unadj. by party size	75	2,000	445.44
average per visitor adj. by party size	75	2,000	433.15
daily average per visitor unadj. by party size	25	2,000	214.83
daily average per visitor adj. by party size	25	2,000	208.65

Figure 9 depicts the relationship between reported income and average daily spending. At first glance, the upward sloping regression line indicates a positive connection.

Figure 9
Reported Income and Average Daily Spending



This appears to be supported by a regression analysis (Table 7). In column (1) we report the estimates of a regression of the natural logarithm of average daily spending on reported annual income. Since the equation is specified as log-linear all coefficients can be interpreted as roughly percentage marginal changes. Thus, the income coefficient of 0.004 suggests that an increase of income by one unit (\$1,000) has a 0.4% impact on average daily spending in Walla Walla. However, the income variable is significant only at the 10.4% level shedding some doubt on the relationship between income and daily spending. As shown in column (2), our results in (1) are mainly driven by one outlier (one person's average daily spending of \$2,000). When we remove this outlier, the income-spending relationship becomes utterly insignificant. In column (3) and (4) we added the length of the visit and the party size as additional explanatory variables. The underlying hypotheses are that long-term visitors spend less per day than short-term visitors and that daily spending per capita is smaller in larger groups. The estimates, however, do not find any support for these hypotheses. In fact, as reported in column (4), adjusted for income and length of stay group size has a positive effect on average daily spending per visitor (significant at the 1.1% level). From the estimates we infer that one additional member per party results in an increase in average spending by approximately 16%.

Table 7
Determinants of average daily spending

	dependent variable: ln(average daily spending)				
	(1)	(2)	(3)	(4)	(5)
	all income data	without income outlier	without income outlier	without income outlier	without income outlier
constant	4.43*** (14.15)	4.57*** (13.56)	4.66*** (11.12)	4.08*** (8.20)	4.31*** (9.07)
annual income	0.004 (1.67)	0.002 (0.88)	0.002 (0.88)	0.002 (1.01)	0.003 (1.45)
length of stay			-0.03 (-0.36)	-0.03 (-0.30)	-0.09 (-1.11)
party size				0.16** (2.74)	0.14** (2.51)
Visitors from Walla Walla area ¹					-0.49 (-1.20)
Seattle- Tacoma					-0.12 (-0.34)
Boise area					0.78* (2.03)
CA, NV ²					-0.41 (-1.05)
R2	0.09	0.04	0.04	0.14	0.26
n	36	35	35	35	35

heteroskedasticity-consistent t-statistics in parentheses. significance levels *** (1%), ** (2%), * (5%), + (10%); ¹ ZIP code 993 without Walla Walla plus ZIP code 978 (Pendleton area); ² Paso Robles, San Francisco, Las Vegas

We are also interested in whether visitors from certain regions spend more than others (controlling for party size, length of stay and income). The estimates, as reported in column (5), suggest that - with the exception of the Boise region – the regional origin of FEAST visitors does not matter. Adjusted for party size, income, and length of stay, visitors from Boise tend to spend 78% more than other visitors (significance level 5.0%).

Table 8
Correlation matrix of total visitor spending and its determinants

	spending (total)	income	length of stay	party size	Boise	California	local visitors ¹	Seattle
spending (total)	1.00							
income	-0.02	1.00						
length of stay	0.34	-0.06	1.00					
party size	0.44	-0.11	-0.01	1.00				
Boise	0.63	-0.15	0.23	0.18	1.00			
California	-0.06	0.27	0.23	-0.04	-0.06	1.00		
local visitors ¹	-0.18	0.11	-0.49	0.01	-0.14	-0.14	1.00	
Seattle	0.00	-0.11	0.30	0.04	-0.12	-0.12	-0.28	1.00

¹ ZIP code 993xx without Walla Walla plus ZIP code 978xx (Pendleton area)

Table 8 reports the correlation between total spending per capita and its various determinants. Naturally, total spending is positively correlated with the length of the visit ($r=0.34$). But we also see a positive correlation between spending and group size and Boise. In contrast to common beliefs, the correlation between visitors coming from Seattle and reported incomes is negative suggesting that the average income of visitors from the Seattle area is below the average of all FEAST visitors. The matrix reports the highest incomes for visitors from California (San Francisco, Paso Robles, Las Vegas) and the lowest income for visitors from Boise.

As expected, local visitors (from ZIP code 993xx (w/o 99362) and Zip code 978xx) exhibit a negative correlation with “length of stay” while all other visitors show positive coefficients. Visitors from Boise appear to visit in above-average party sizes ($r=0.18$).

In Table 9 we display the estimates of a model that specifies total spending as a function of regional variables only. We now do not adjust for length of stay and party size. Instead, these variables are now absorbed by the four regional variables.

We again confirm the positive effect for visitors from Boise. The Boise-coefficient of 1.8 suggests that the total spending of a Boise visitor is 180% larger compared to a non-Boise visitor. As we know from Table 7 and 8, this is due to higher per capita daily spending, longer visits and larger party sizes.

Table 9
Determinants of Total Spending

dependent variable : ln(total spending)	
constant	6.70*** (24.65)
Visitor from	
local area ¹	-0.83 (-1.53)
Seattle-Tacoma	0.29 (0.62)
Boise	1.80*** (5.75)
California & Las Vegas	-0.04 (-0.07)
 R2	 0.23
n	38

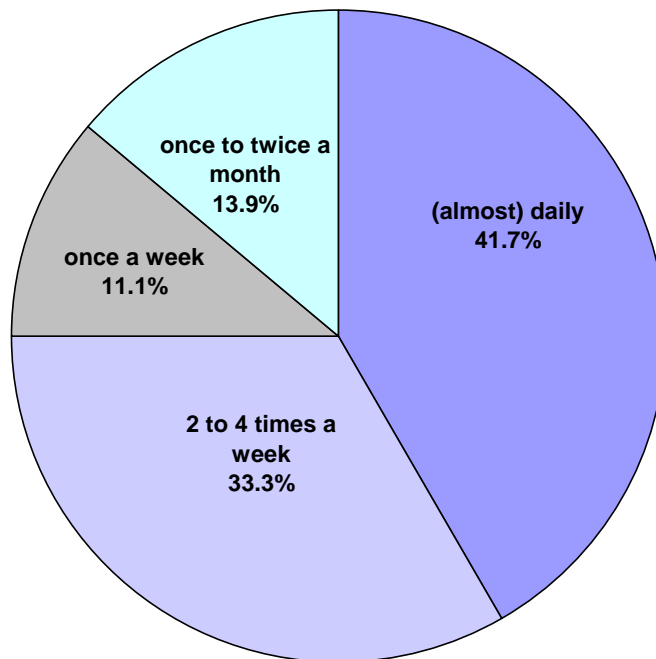
FEAST Visitors from Walla Walla

For all questions concerning visitors from Walla Walla, we did not weight the answers with the respective part size. Since we do not assume that the person filling out the questionnaire can speak on behalf of the entire party he or she is with we interpret the answers as personal statements and did not weight by party size.

(12) How often do you go downtown?

We received 36 answers to this question. As shown in Figure 10, the overwhelming majority of local FEAST visitors visits downtown Walla Walla at least 2-4 times week. Only 5 visitors (13.9%) are in downtown less than once a week.

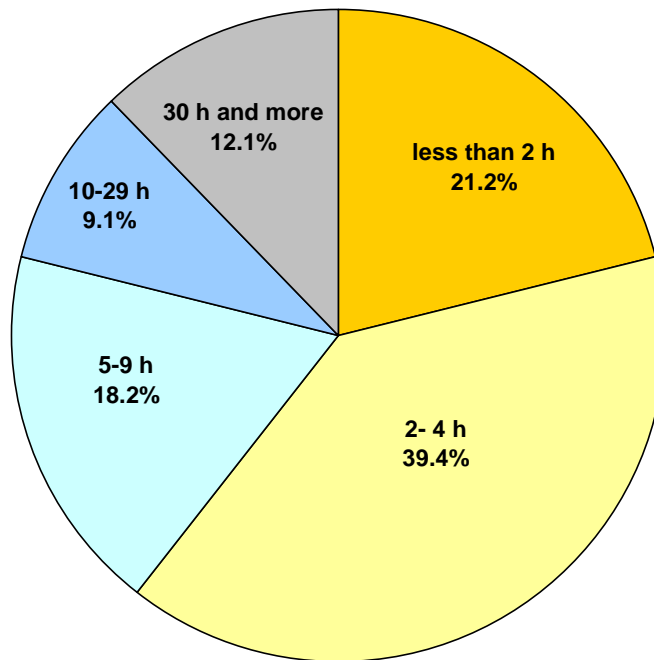
Figure 10
How often do you go downtown?



(13) How much time per week do you spend downtown?

Given the variance in downtown visits this question yielded a wide range of answers from 25 minutes to 50 hours. Figure 11 summarizes the answers and the distribution.

Figure 11
How much time per week to you spend downtown?

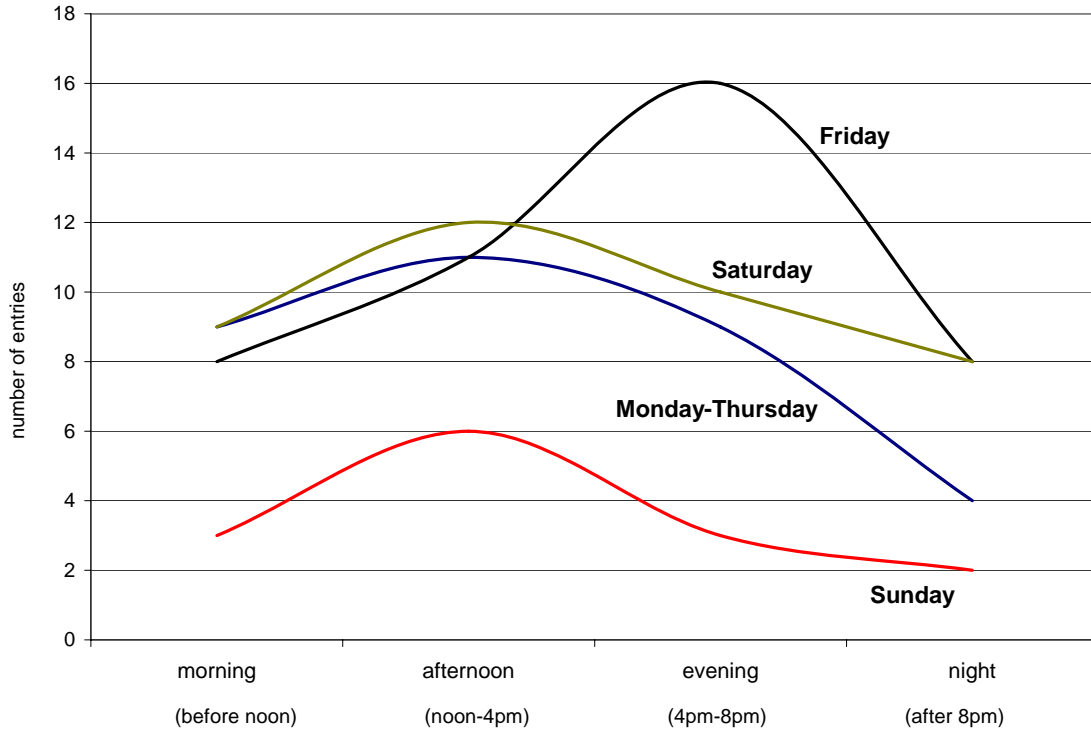


(14) When do you go downtown?

We are interested not only in the level of downtown visits but also in their distribution over time. As displayed in Figure 12, the number of downtown visits varies substantially with the day of the week and the time of the day.

First, the number of downtown visits on Sundays is approximately 50% lower than on weekdays. In contrast, the number of Saturday and especially Friday visits is much higher than on weekdays. In addition, Fridays exhibit a diurnal pattern that is significantly different from the rest of the week. In fact, it is the only day of the week with more evening than afternoon visits.

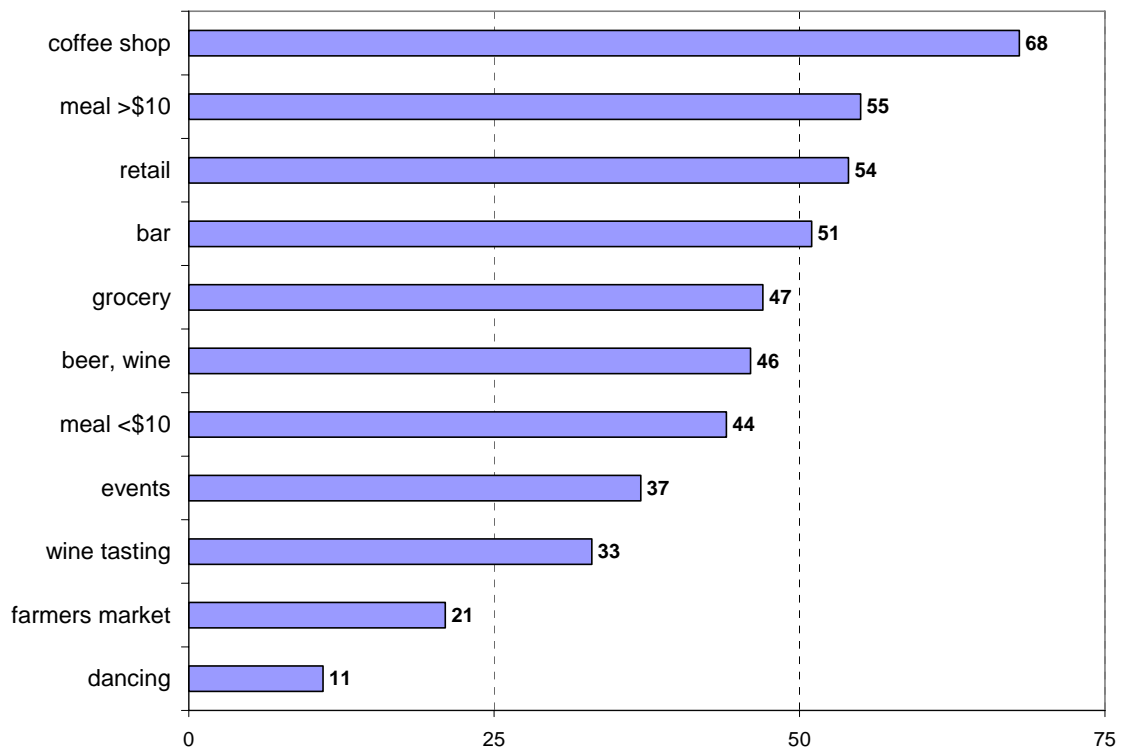
Figure 12
When do you go downtown?



(15) How often do you go downtown for a certain purpose?

This question was answered only by a fraction of the interviewees. Since it is *a priori* unclear how to assess missing entries we, therefore, do not compute an average visitation frequency by purpose. However, we are able to assign weighted frequency values to each purpose and can rank the purposes. In this manner, we assigned 5 points for *daily*, 4 points for *2-4 times per week*, 3 points for *once a week*, 2 points for *1-2 times per month* and 1 point for *once in 6 months*. We treated the entry *almost never* like a missing entry and disregarded it. As shown in Figure 13, drinking a coffee is the most common downtown activity followed by restaurant visits (>\$10) and retail shopping.

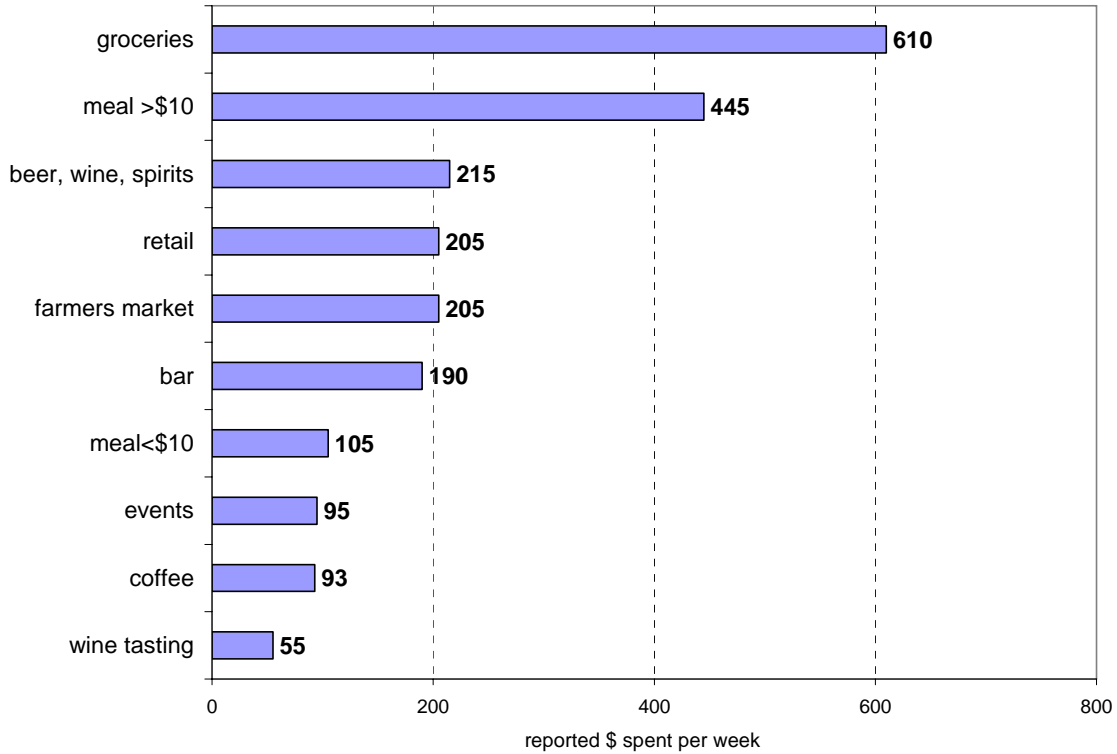
Figure 13
Downtown visits by purpose
weighted entries



(16) How much money do you spend for what purpose?

This question related to the preceding one and many answers are incomplete. We therefore added up all reported amounts and computed a ranking as displayed in Figure 14. Accordingly, groceries is the most dollar-intensive downtown activity followed by restaurant visits (>\$10). When weighted with dollar amounts, coffee shop visits, the most favorite downtown activity, drops to rank 9.

Figure 14
Money spent downtown by activity
sum of reported \$ amounts

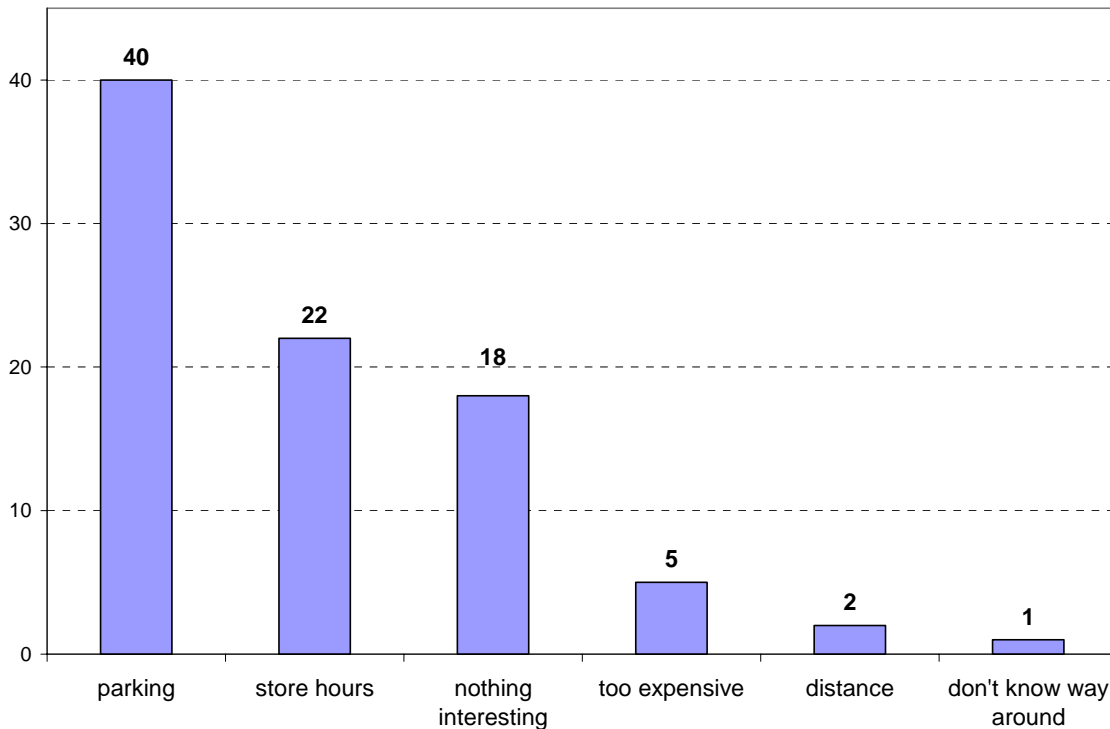


(17) What deters you from going downtown?

When we asked this question, people could rank their main three deterrents. We weighted the entries linearly and gave the main deterrent 3 points, the second important one 2 points and the third important one 1 point.

As shown in Table 10, issues related to parking are by far the most important deterrents from visiting downtown Walla Walla more often. This point received 40 weighted entries, i.e., as much as the second and third entry together. “Inconvenient store hours” and “nothing interesting in downtown” and mentioned as second and third most important deterrents. As for the latter, people explicitly mentioned the lack of bars and dance clubs.

Figure 15
Main deterrents from going downtown



(18) When you shop outside of downtown, where do you typically go?

This question was answered in an inconsistent way. Some people mentioned specific stores, some listed categories such as ‘supermarkets’, others mentioned regions such as ‘Tri-Cities.’ However, the most mentioned stores are Costco, Walmart and Safeways (Plaza).

(19) How much do you typically spend per week outside of downtown?

Of all 37 interviewees only 15 answered this question. The money amounts range from \$25 to \$700. The average amount spent is \$198.33

Part II: Results of a Survey at TOUR OF WALLA WALLA, on April 20, 2008

(1) Basic Demographics

As reported in Table 10, we interviewed a total of 149 parties, 84 from Walla Walla and 65 from out of town. We also asked each interviewee for his/her party size and computed an average of 7.62 for out-of-town visitors. However, since we covered the TOUR extensively it is likely that we interviewed different members of the same party. Multiplying the number of interviewees with their respective party size yields a total of 500 out-of-town visitors which substantially overestimates the actual numbers. Weighting by party size could, therefore, lead to biased results. In addition, as we know from the analysis of the FEAST survey, weighting by group size hardly changes the overall results. Thus, we refrained from any weighting scheme and only refer to the answers from the single interviewee.

The majority of interviewees from Walla Walla were women (51.3%), while most interviewed out-of-town visitors were men (56.9%). Even if these gender relations are not representative, the high fraction of interviewed male visitors certainly reflects the fact that most athletes at the TOUR were male.

Table 10
Basic sample demographics

Number of Parties	
- from Walla Walla	84
- from out of town	65
total	149
Gender (share of female)	
- from Walla Walla	51.3%
- from out of town	43.1%

Table 11
Age and age distribution

	<21	21-30	31-40	41-50	51-60	61-70	70+	average age ¹
local visitors	14.6%	26.8%	14.6%	15.9%	22.0%	6.1%	0.0%	37.6
from out of town	0.0%	33.9%	24.6%	26.2%	13.9%	1.5%	0.0%	37.5

¹ Computed using the mean value of each bracket; 18 for <21 and 75 for 70+.

Table 11 presents the age distribution of local visitors and those from out of town. The average visitor of both groups is 37 years old, i.e., almost 10 years younger than the average FEAST visitor. Similar to the FEAST data, the age distribution of local visitors is substantially more equal than those of out-of-town visitors.

As already seen at the FEAST event, the most striking distinction between locals and out-of-town visitors is their annual income. While local visitors report an average annual income of \$62,100, out-of-town visitors report incomes that average at \$98,200 per year. This is some 58% higher than the local figure. However, both groups report substantially lower incomes than FEAST visitors.

Table 12
Income level and distribution
in \$1000 per Year

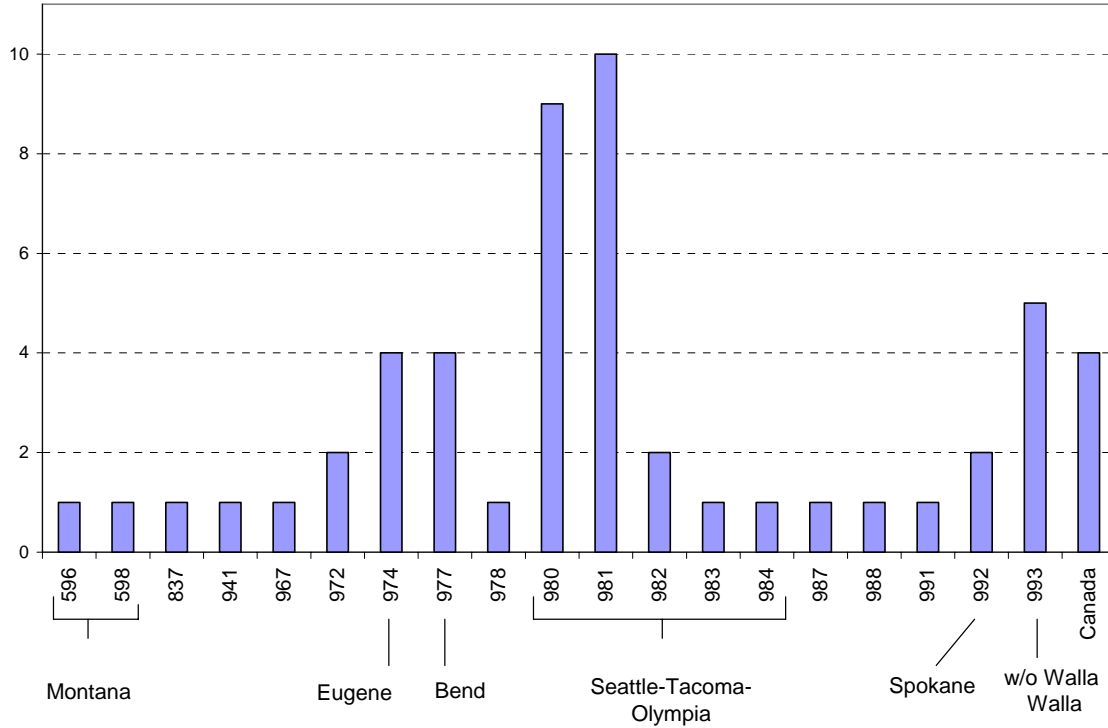
	0-20	20-40	40-60	60-80	80-100	100-150	150-200	200+	average ¹
local visitors (n=80)	32.5%	7.5%	11.3%	13.8%	15.0%	16.3%	2.5%	1.3%	62.1
from out of town (n=59)	8.5%	10.2%	10.2%	13.6%	20.3%	20.3%	8.5%	8.5%	98.2

¹ Computed using the mean value of each bracket; \$250,000 for \$200+.

(2) Where do visitors come from?

As mentioned above, we interviewed 65 out-of-town visitors, 53 of which provided us with the ZIP code of their home town. As shown in Figure 16, TOUR visitors came from 4 states (WA, OR, MN, ID) and two countries (US and CAN). Most (23=43.3%) of these visitors came from the larger Seattle metropolitan area (including Tacoma and Olympia). 6 visitors came from the 993xx ZIP code, excluding Walla Walla (99362). 4 visitors came from Canada.

Figure 16
Non-Walla Walla TOUR visitors by 3-digit ZIP code
n=52



(3) How did people hear about the TOUR event?

Answering the question “how did you hear about this event”, we received a considerable fraction of ambiguous answers. First, many people did not mention how they heard about the TOUR but rather mentioned their function (racing, volunteer etc.). Second, when mentioning they learned about the TOUR through their racing or bicycle club it remains unclear what media carried the information (print media, internet, word of mouth etc.). Therefore, the information provided in Table 13 needs to be interpreted with caution.

Overall, most people learned about the FEAST event from a friend or a family member. Similar to the FEAST event, Walla Walla residents receive a large part of their daily information through the local newspaper (31.0%); this is not true for out-of-town visitors.

27.6% of all out-of-town visitors are racing themselves and 20.7% learned about the TOUR through a racing association. Since multiple answers were not possible this adds up to more than 48%. Assuming that most responders who mentioned “internet” as their source of information mean the website of their racing association, the bicycle-club-related visitor fraction is likely to be higher than 50%. In addition, most people who heard about the event from friends or family members are either racing team members or

accompany a participating friend. Overall, we estimate the fraction of out-of-town visitors that is directly related to the race at close to 80%. The racing-related fraction of local visitors, on the other hand, is likely to be only between 15 and 20%.

Table 13
How did people hear about the TOUR event?

	friend, family	racing	racing club ¹	internet	print media	TV/radio	bike store	volunteer sponsor	walked by
local visitors	34.5%	10.3%	0.0%	1.7%	31.0%	1.7%	5.2%	13.8%	8.6%
out of town	31.0%	27.6%	20.7%	5.2%	5.2%	0.0%	0.0%	5.2%	5.2%

¹ incl. Tour of Walla Walla TOWW, Washington State Bicycle Association WSBA, Oregon Bicycle Racing Association OBRA, Spokane Bicycle Club.

(4) How did people get to the FEAST event?

33.7% of all local visitors walked to the TOUR, while 53.4% used their cars. 12.8% of all visitors from Walla Walla used their own bicycle. In contrast, almost all (96.9%) out-of-town visitors arrived by car.

Table 14
How did people arrive at the FEAST event?

	on foot	by bicycle	by car	by airplane
Walla Walla residents	33.7%	12.8%	53.4%	0.0%
out of town visitors	0.0%	1.5%	96.9%	1.5%

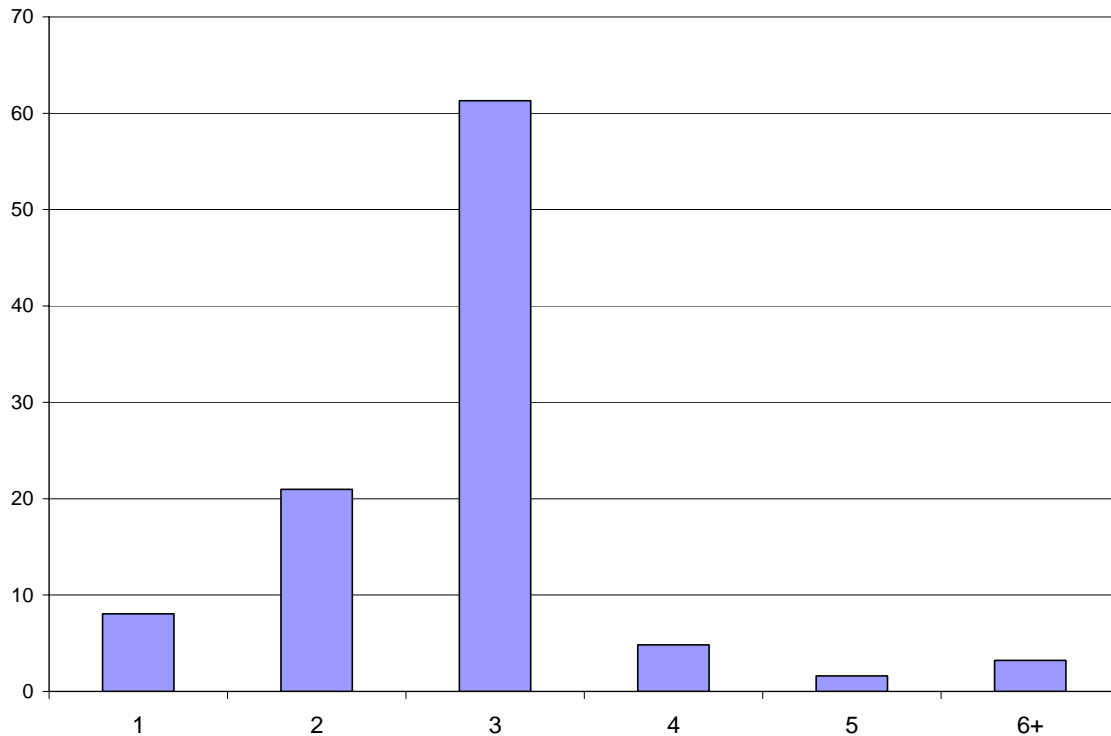
TOUR Visitors from Outside of Walla Walla

(5) How long do out-of-town visitors stay?

Almost all TOUR visitors stay between 1 and 5 days. There are also 2 outliers who stay for 10 and 30 days, respectively. Since these outliers stay with their family, we assume that the TOUR was not the main purpose of their trip to Walla Walla. The average visit lasts 3.25 days (including the outliers) and 2.61 days (without the outliers), respectively.

Figure 17 displays the distribution of visit lengths. Accordingly, more than 82% of all visitors stay between 2 and 3 days in Walla Walla. Of the 5 people that stayed for one day in Walla Walla only one mentions a hotel. We assume that the remaining 4 did not stay overnight.

Figure 17
Length of visit in Walla Walla
n=62, in %



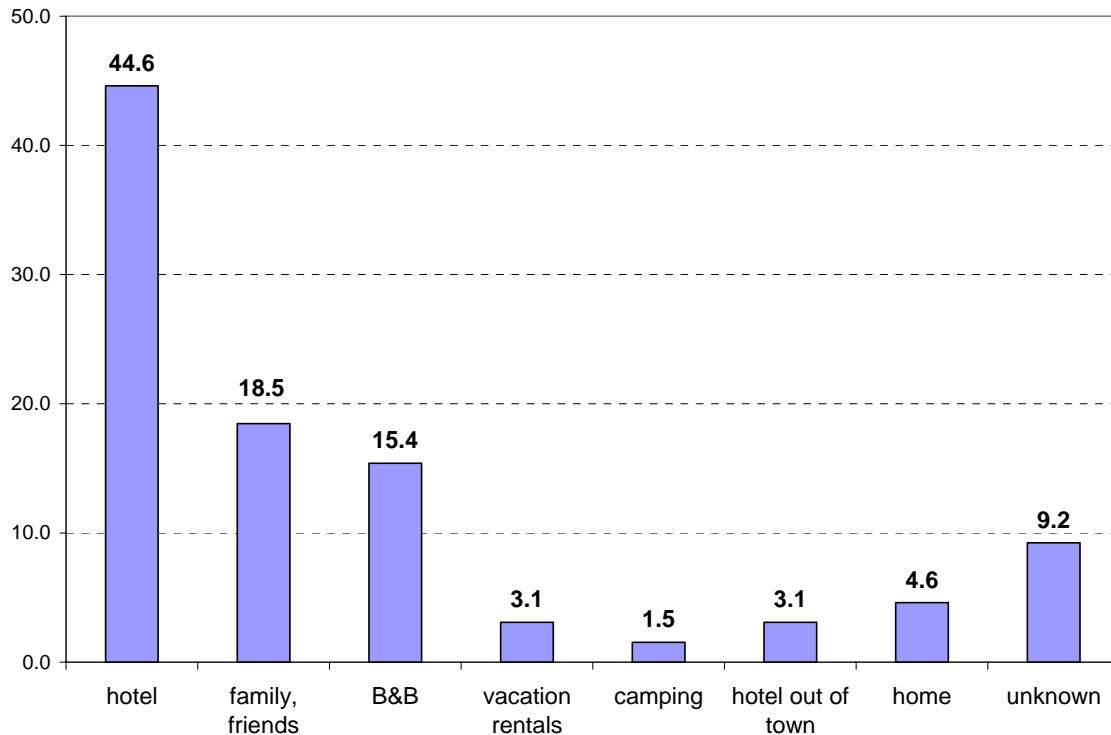
(6) Where do out-of-town visitors stay?

About 45% of all out-of-town TOUR visitors stayed in a hotel, another 15% checked into a Bed & Breakfast; 3% lived in vacation rentals and 1.5% stayed on a campground

(Figure 18). Thus, a total of 65% of the visitors buy their accommodation in Walla Walla.

In contrast, about 19% of out-of-town visitors stay with friends or family, 3% prefer hotels out of town and 5% drive back home. The accommodation of 9% of out-of-town TOUR visitors is unknown. However, since almost all of them come from the 993xx ZIP code area, we assume that they drove home too and, therefore, increase the “home fraction” to 14%.

Figure 18
Where do out-of-town visitors stay?
n=65, in %

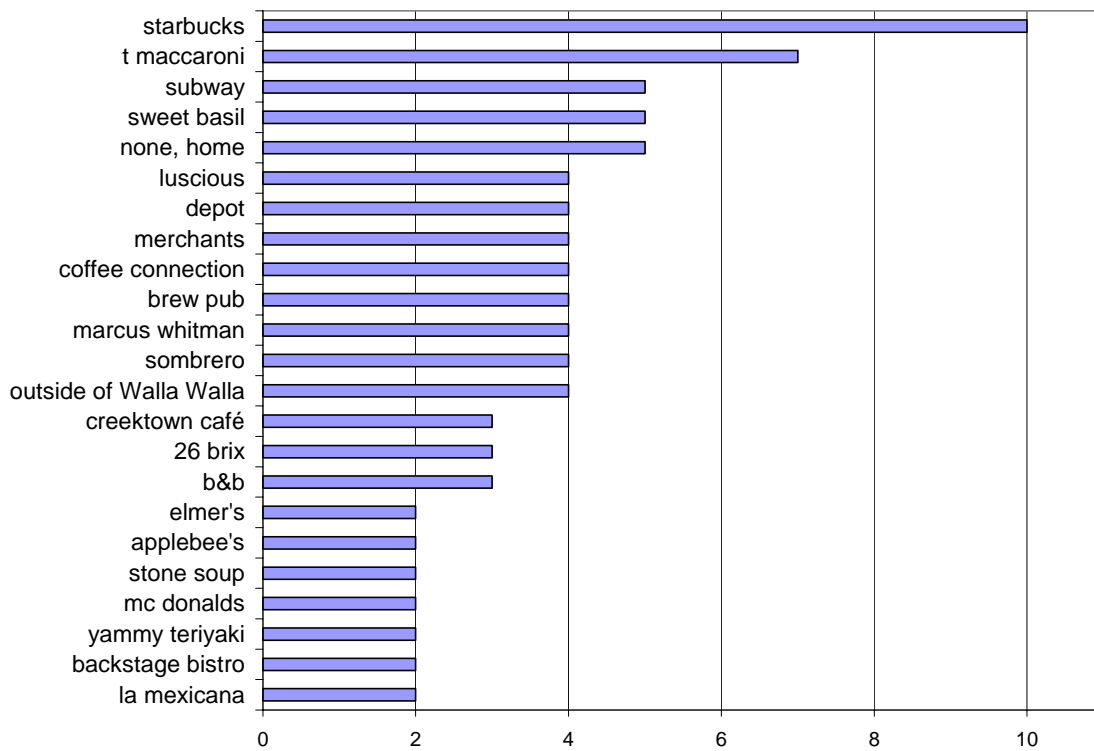


(7) Where do out-of-town TOUR visitors eat?

In response to the question “What restaurant do you eat in?” we received a total of 100 entries (multiple answers were possible). Compared to the answers we obtained from FEAST visitors, TOUR visitors prefer a much wider range of eating places. While about 40% of the FEAST entries are bundled at 3 restaurants, the top-three TOUR eating places have only a combined share of 22%. No restaurant has a share of more than 10% of all entries.

In addition to the distribution, the choice of eating places of TOUR and FEAST visitors is profoundly different. While FEAST visitors prefer “high-end restaurants” (with respect to price and quality), TOUR visitors favor lower-priced locations. *Whitehouse-Crawford*, the by far most popular restaurant among FEAST visitors, is mentioned only once among TOUR visitors. Instead, *Starbucks*, *T-Maccaroni*, *Subway* and *Sweet Basil* are the most popular eating places. Mexican eateries (*Sombrero*, *Mexicana*, *Ti Kalli*, *Taco Truck*), not mentioned at all by FEAST visitors, attain a combined share of 8%. 5 interviewees explicitly mentioned that they eat at home. The 4 “outside of Walla Walla” entries are all referring to eating places in Waitsburg.

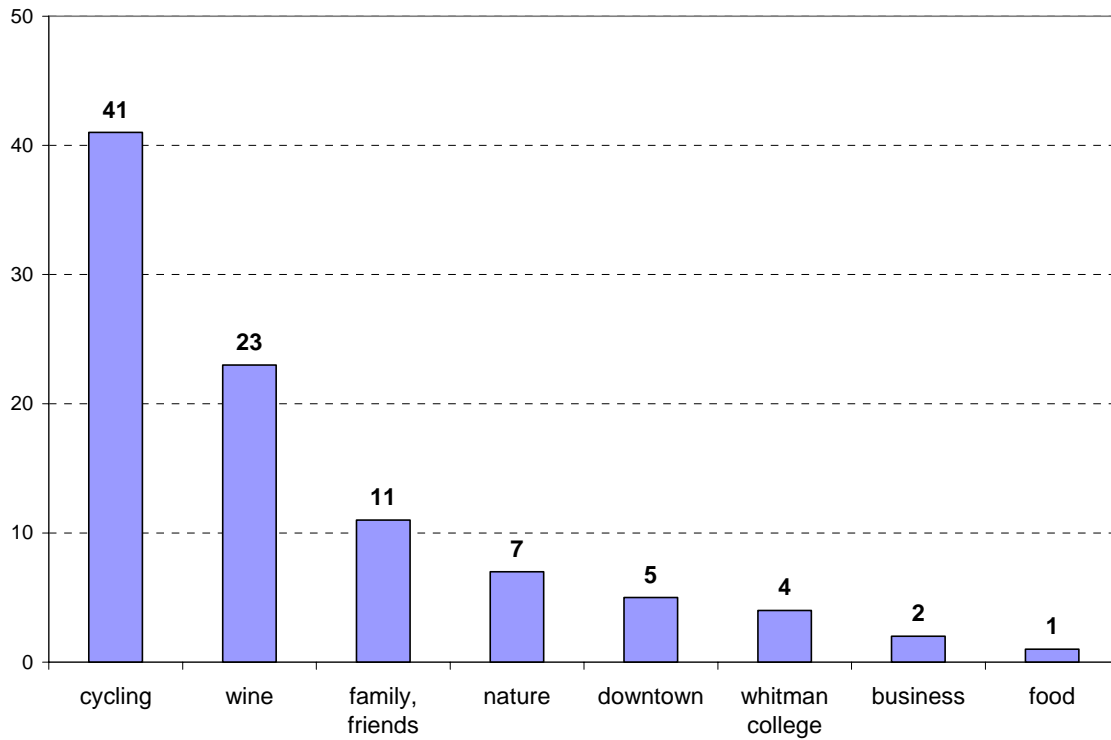
Figure 19
Where do out-of-town visitors eat?
 eating places with at least two entries



(9) What attracts out-of-town visitors?

In response to the question of ‘what are Walla Walla’s major attractions’ we received 94 entries (multiple answers were possible). Not surprisingly and as shown in Figure 20, almost half of them are attracted by the bicycle race (41 = 43.6%). However, interests in cycling and wine is not mutually exclusive. In fact, many people mentioned both attractions. In total, the attractions “wine” received 23 entries (24.5%).

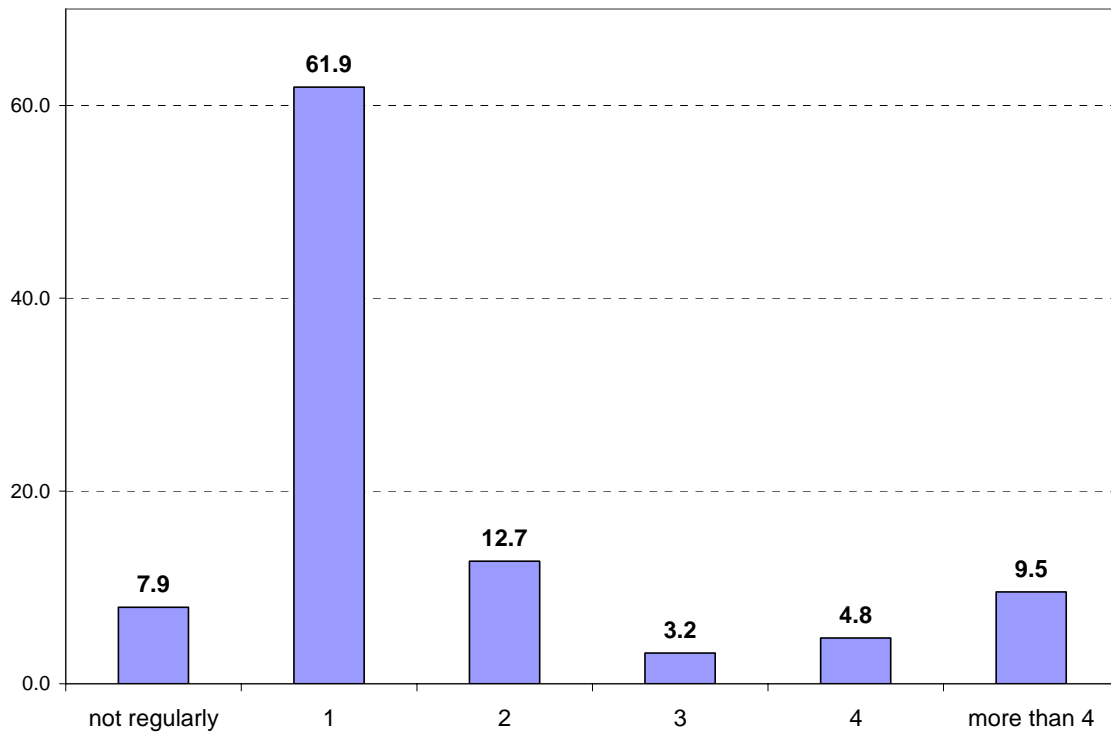
Figure 20
What attracts out-of-town visitors most?
multiple answers possible



(10) How often do out-of-town visitors visit Walla Walla?

We received 63 answers to the question of ‘how often do you visit Walla Walla’. As reported in Figure 21, approximately 8% of all out-of-town TOUR visitors do not visit Walla Walla regularly, 62% come only once a year. We thus hypothesize that at least 2/3 of the TOUR visits are closely tied to the once-a-year event and do not generate multiple visits.

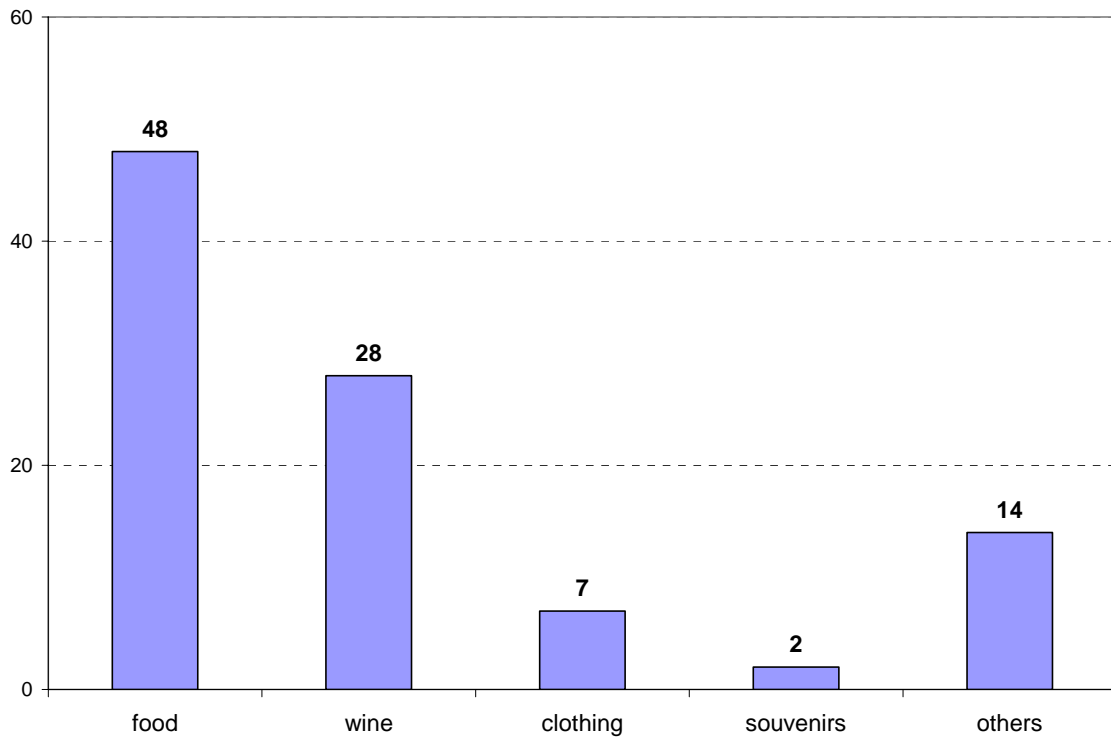
Figure 21
How often per year do you visit Walla Walla?
n=63, in %



(10) What do out-of-town visitors buy?

We received 99 entries in response to the question “what do you buy?” (multiple answers were possible). Although food accounts for about half of all entries, wine still accounts for 28%. Food and wine combined account for approximately 77% of all entries. In comparison, clothing, souvenirs and others are rather minor positions. (Note that “others” is comprised of a heterogeneous bundle of goods such as coffee (3), art (1), car (1), beer (1) and others (9)).

Figure 22
What do out-of-town TOUR visitors buy?
multiple answers possible, n=99



(11) How much do out-of-town visitors spend?

Overall, the average spending of a TOUR visitor from out of town is \$354.09 (unadjusted for party size) or \$388.23 (adjusted for party size), respectively (Table 15).

Since the answers to the question “how much money do you spend in Walla Walla this visit?” depends on the length of stay we calculated average daily expenditures. As shown in Table 15, there is a wide range in daily spending, from \$0 to \$2000. The average - unadjusted by party size - is equal to \$214.83.

However, average daily expenditure may depend on party size because many cost components are quasi fixed and may be shared (e.g., hotel room, travel by car). We therefore also computed an average expenditure that is weighted by part size. Similar to the FEAST analysis, the group-size-adjusted average of \$108.67 is not very different from the unadjusted average of \$126.11. However, in contrast to the FEAST event, we suspect to have covered several members of the same group leading to an overestimated number of visitors. We will, therefore, rely on the unadjusted figures.

First, it is apparent that minimum, maximum and average per capita spending of out-of-town TOUR visitors is about half of that of FEAST visitors. As we already saw, this pattern is well reflected in the respective restaurant choices.

Table 15
How much do out-of-town visitors spent in Walla Walla?
in \$

	min	max	average
average per visitor unadj. by party size	-	-	354.09
average per visitor adj. by party size	-	-	388.23
daily average per visitor unadj. by party size	0	667	126.11
daily average per visitor adj. by party size	0	667	108.67

Second, Figure 23 displays a positive relationship between reported income and average daily spending with a steeper slope, i.e., a greater income responsiveness than observed for the FEAST event. In addition and in contrast to the FEAST analysis, the income variable is statistically significant (and not driven by outliers).

Figure 23
Reported income and average daily spending

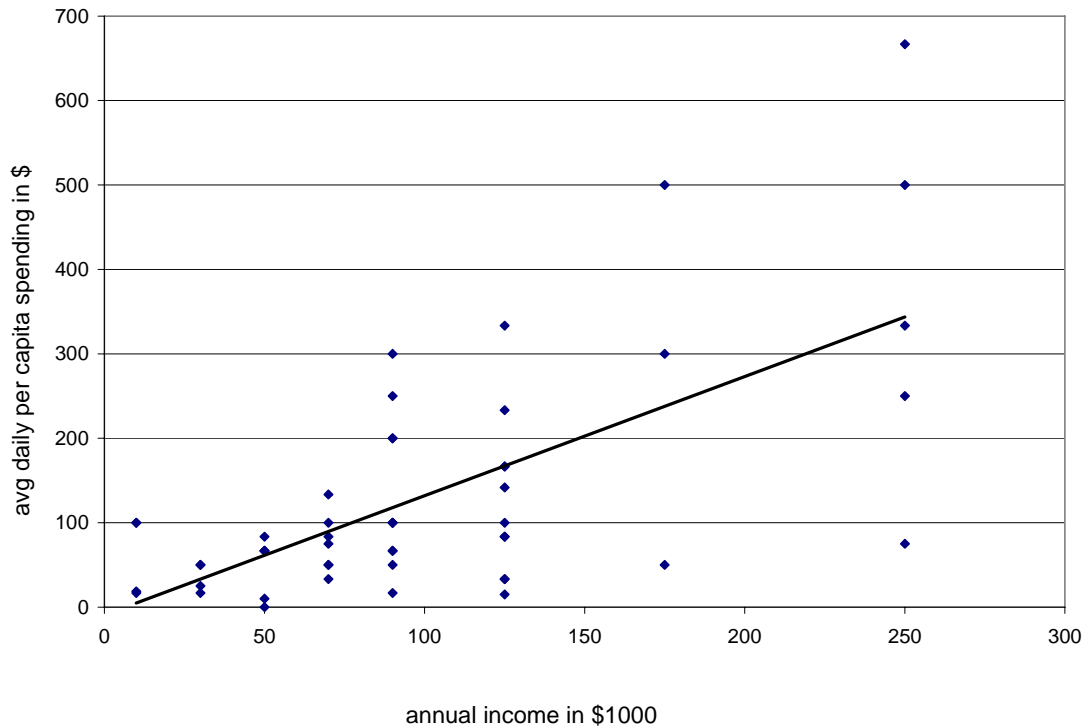


Table 16 shows the results a few log-linear regressions similar to those reported in Table 7. In column (1) we report the estimates of a log-linear regression of average daily per capita spending on reported annual income. The income coefficient of 0.009 suggests that an increase of income by one unit (\$1,000) has a 0.9% impact on average daily spending in Walla Walla. This coefficient is significant at the 0.1% level, i.e., exhibits a very high statistical significance. Even controlling for party size and length of the visit, as shown in column (2), does not alter the significance, thus further adding to the robustness of the estimates. In addition, the length of the stay significantly influences expenditure per day. With every additional day spending falls by about 4.6%. Group size does not exhibit any significant influence on daily expenditure.

In column (3) we report the same model while also accounting for regional origin of the visitors. However, none of the regional variable is significant at any reasonable level.

Finally, column (4) displays total expenditure as a function of regional provenance only. Thus, the dummy variables for Canada, Seattle and the Walla Walla area (incl. the Tri-Cities) capture length of stay and daily per capita spending implicitly. While the coefficients for the areas Seattle and Walla Walla are positive and negative, respectively, none of them is significant at the 10% level. However, visitors from Canada appear to spend significantly more (about 66% more) than other visitors (significant at the 6.3% level).

Table 7
Determinants of average daily spending

	dependent variable:			
		ln(average daily spending)		ln(average total spending)
	(1)	(2)	(3)	(4)
constant	3.56*** (17.70)	3.73*** (12.15)	3.73*** (11.27)	5.39*** (23.56)
annual income	0.009*** (4.99)	0.008*** (4.58)	0.010*** (6.02)	
length of stay		-0.046*** (-3.15)	-0.041*** (-3.97)	
party size		0.002 (0.19)	-0.010 (-0.51)	
Visitors from Walla Walla area ¹			-0.699 (-0.78)	-1.383 (-1.08)
Seattle-Tacoma			0.097 (0.34)	0.185 (0.56)
Canada			0.136 (0.40)	0.656+ (1.91)
R2	0.34	0.37	0.57	0.12
n	50	50	39	42

heteroskedasticity-consistent t-statistics in parentheses. significance levels *** (1%), ** (2%), * (5%), + (6.3%); ¹ ZIP code 993xx without 99362 (Walla Walla).

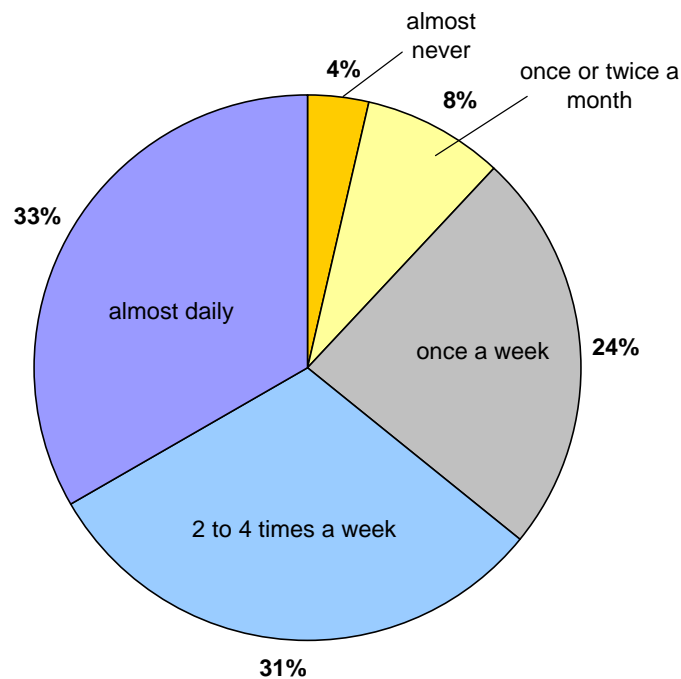
TOUR Visitors from Walla Walla

For all questions concerning visitors from Walla Walla, we did not weight the answers with the respective party size. Since we do not assume that the person filling out the questionnaire can speak on behalf of the entire party he or she is with we interpret the answers as personal statements.

(12) How often do you go downtown?

We received 84 answers to this question. As shown in Figure 24, the overwhelming majority of local TOUR visitors visit downtown Walla Walla at least 2-4 times week. Only 12% of all local visitors are in downtown less than once a week. This squares with the results of our FEAST analyses.

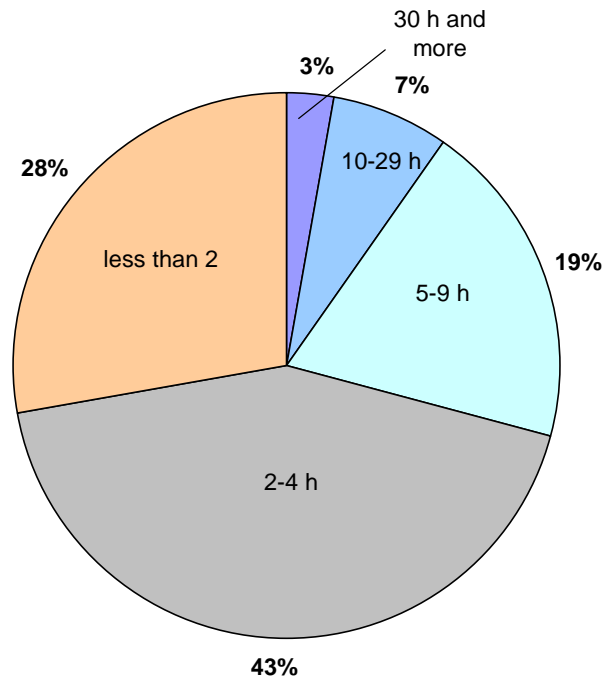
Figure 24
How often do you go downtown?
n=84



(13) How much time per week do you spend downtown?

Given the variance in downtown visits this question yielded answers ranging from 0 to 40 hours. Figure 25 summarizes the answers and their distribution. About 10% of all local TOUR visitors spend 10 or more hours per week in downtown Walla Walla (20% for FEAST visitors). 28% are less than 2 hours per week in downtown (22% for FEAST visitors). Compared to FEAST visitors, TOUR visitors spend significantly less time in downtown Walla Walla.

Figure 25
How much time per week to you spend downtown?
n=72



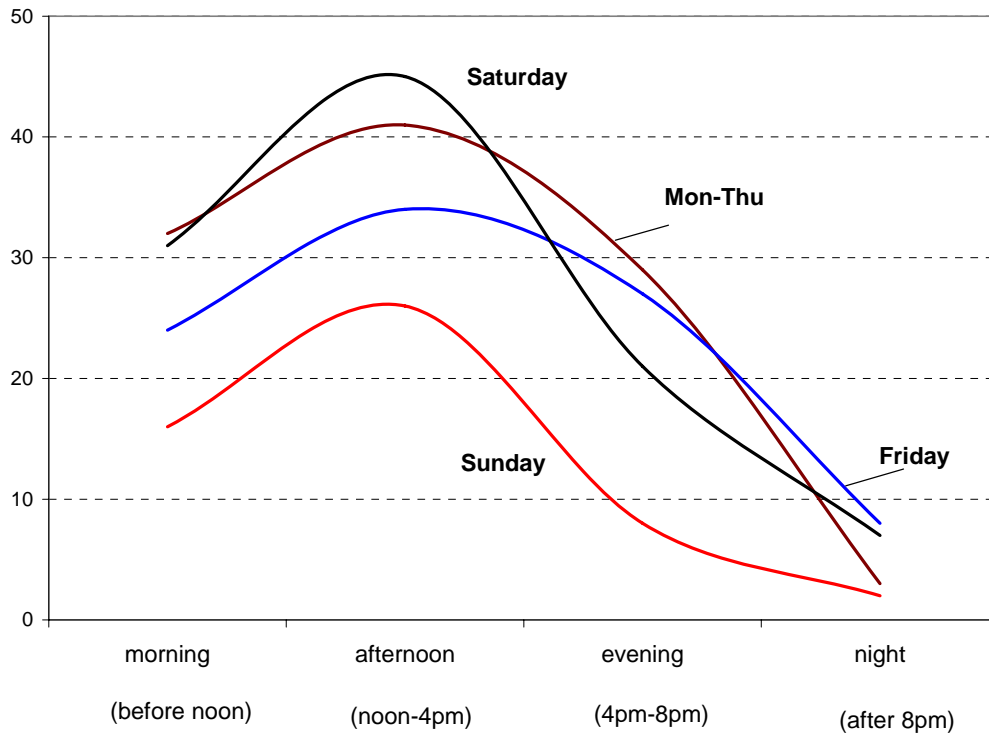
(14) When do you go downtown?

Similar to Figure 10, Figure 26 shows the number of downtown visits as the sum of entries of all interviewees (n=84, multiple answers possible).

First, like reported by FEAST visitors, the number of downtown visits on Sundays is approximately 50% lower than on weekdays. However, in contrast to our FEAST analysis, the number of Friday and Saturday visits is not higher than on weekdays.

Similar to the FEAST analysis, although less pronounced, Friday’s diurnal pattern exhibits the smallest decrease in visits from afternoon to evening and night. Fridays also have the highest number of night visits.

Figure 26
When do you go downtown?
 n=84, reported entries, multiple entries possible

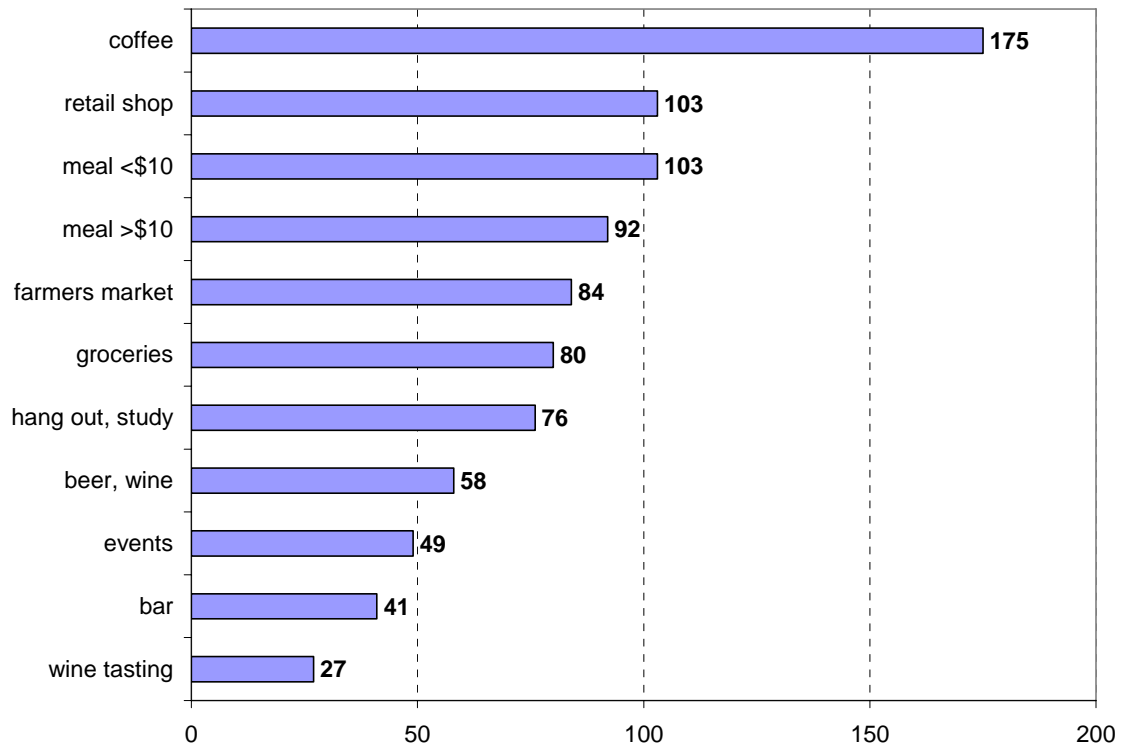


(15) How often do you go downtown for a certain purpose?

This question was answered only by a fraction of the people. Since it is *a priori* unclear how to assess missing entries we, therefore, do not compute an average visitation frequency by purpose. However, we assigned weighted frequency values to each purpose and ranked the purposes. In this manner, we assigned 5 points for *daily*, 4 points for *2-4 times per week*, 3 points for *once a week*, 2 points for *1-2 times per month* and 1 point for

once in 6 months. We treated the entry *almost never* like a missing entry and disregarded it. As shown in Figure 27, for local TOUR visitors drinking a coffee is by far the most common downtown activity followed by retail shopping, low-price restaurant visits (<\$10) and high-price restaurant visits (>\$10). In general, this pattern squares with the reported pattern of FEAST visitors. However, presumably due to lower age and income, local TOUR visitors prefer low-price activities (e.g., restaurant <\$10 is more popular than restaurant >\$10, downtown grocery shopping is less popular and assumingly replaced by *Wal-Mart* visits).

Figure 27
Downtown visits by purpose
 weighted entries



(16) How much money do you spend for what purpose?

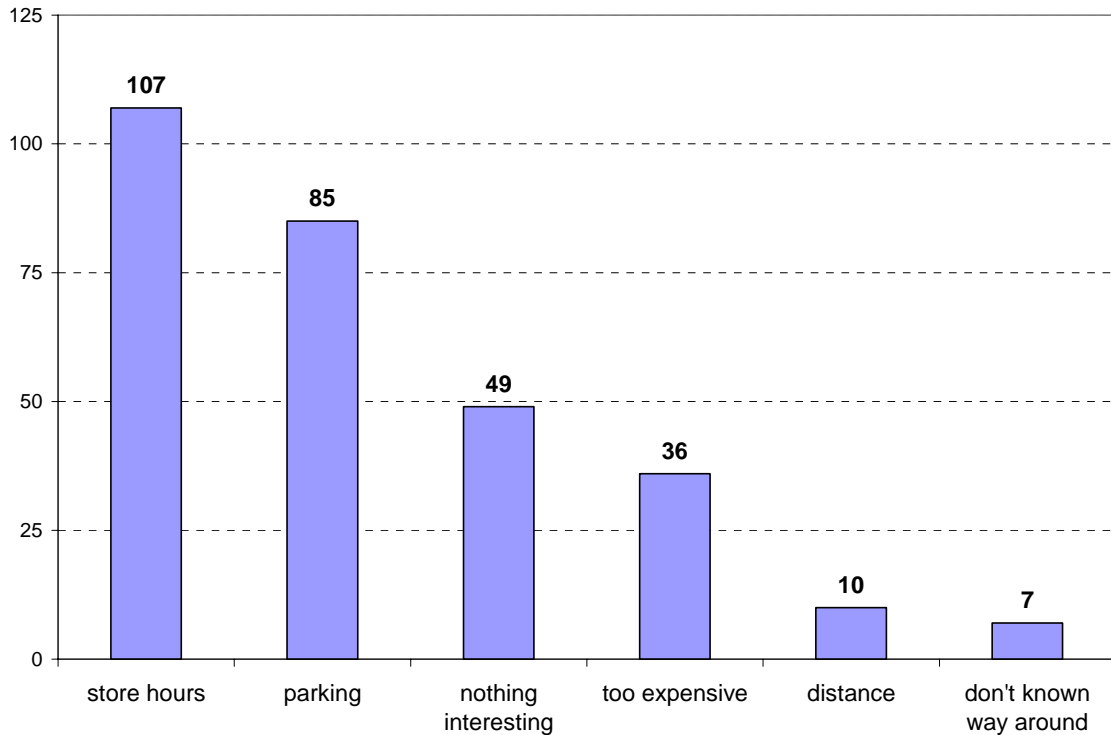
The overwhelming majority of interviewees did not respond to this question. We, therefore, refrain from analyzing the spending pattern of local TOUR visitors and refer to the FEAST analysis.

(17) What deters you from going downtown?

When we asked this question, people could rank their main three deterrents. We weighted the entries linearly and gave the main deterrent 3 points, the second important one 2 points and the third important one 1 point.

Figure 28 displays these cumulative points. Accordingly, ‘store hours’ (too short or/and inconsistent) is the main deterrent followed by parking. In reverse order, these two points are also the main deterrents for local FEAST visitors.

Figure 28
Main deterrents from going downtown



(18) When you shop outside of downtown, where do you typically go?

Form the perspective of local TOUR visitors, *Wal-Mart* and *Super One* are by far the most popular shopping destinations outside of downtown Walla Walla. However, similar to the FEAST interviews, this question was answered in an inconsistent way. Of the 79 responding visitors 15 listed only the general category 'supermarkets.' Thus, it is likely that the popularity of particular supermarkets (e.g., *Safeway*, *Albertson*, *Super One*) is substantially underestimated.

Figure 29
Shopping outside of downtown
number of entries

