

# Port of Walla Walla Gets Ad Grant From Seattle's Port

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Walla Walla's air travel tourism will get a \$6,000 boost from the Port of Seattle.

On Monday the agency announced Walla Walla as one of 13 recipients of nearly \$100,000 in grant funds in support of tourism across Washington.

Visit Walla Walla and the Port of Walla Walla will use the funds to extend the digital advertising campaigns that have promoted Walla Walla from Seattle to California. This time the focus will be on either the Denver, Sacramento or Phoenix markets with a goal to generate interest and increase travel to the Northwest.

All air travelers coming to Walla Walla use Sea-Tac as their connecting gateway. In fact, Seattle is the gateway to the state, said Port of Seattle Commission President John Creighton in the announcement.

"By helping local communities grow tourism, we can boost regional economic development by getting more visitors to spend more dollars in great destinations across our state," Creighton said in a prepared statement.

Individual grants were as much as \$10,000 in half a dozen cases, and almost as much in a seventh. The grants will be used for projects from websites and advertising to booths at tourism fairs, the announcement explained.

The contributions must be matched by the recipients and used for publicizing and attracting visitors to their destinations.

The Port of Walla Walla and Visit Walla Walla are in the second year of a partnership that has been dedicated to digital advertising efforts, largely in California.

Their efforts combined have budgeted around \$50,000 annually for the promotions. Whether that alone can be attributed for the growth in local air travel is certainly unclear. However, Walla Walla has had record passenger numbers and the subsequent addition of a third flight.