



Wine First: Oregon Winery Products & Policy, Wine Tourist Perception & Tasting Room Surveys

Recent Research
By Byron Marlowe



Byron Marlowe, Who Am I?



Wine First: A Start Right In The Middle of Where Wine Hospitality and Tourism Meet In Oregon



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Wine Club Activities



Winemaker Dinners



Winery and Vineyard Tours



Marketing Activities at Oregon Wineries Also Include:

- Meetings and Business Activities With Winery Suppliers, Distributors, Wholesale Customers and Wine-Industry Members
- Winery Staff Activities
- Open House Promotions Of Wine Produced In Conjunction With The Winery
- Open House Promotions Of Wine Produced In Conjunction With The Winery
- Activities Conducted For The Primary Purpose of Promoting Wine Produced In Conjunction With The Winery
- Hosting Charitable Events Where No Rental Fee is Charged

Winery Questions are Fair and Real in Oregon: What Are Winery Special Events

- *“Outdoor concerts for which admission is charged, educational, cultural, health or lifestyle events, facility rentals, celebratory gatherings and other events at which the promotion of wine produced in conjunction with the winery is a secondary purpose of the event”*

25% Income Limitation of Incidental Sales (Special Events, Food Service, Souvenirs)

- Calculated as a ratio of incidental sales to on-site retail wine sales
- Incidental sales include: special events, food service and souvenirs - third-party income is excluded
- On-site retail sales include internet, phone & wine club sales in addition to sales in tasting room

Food Service and Kitchen Conclusions For Oregon Wineries

- Food service with wine allowed at marketing activities and special events
- Kitchen facilities on-site are permitted

Perception of Place: Oregon Wineries

- **Division of Questions: Transportation, General Wine Destination Information, Weather, Customer Service, Wine Quality**

My Questions To Oregon Wine Tourists...Your Results

- Perception of automobile transportation and convenience of directional signage and parking space availability... almost always
- Perception of winery information, the availability and data gathering about wine destinations...visitors center vs. online split
- Perception of climate, weather and wine and its effects on wine destination and wine tasting....present
- Perception of tasting room staff having customer service knowledge with offerings of local foods & friendliness.....often
- Perception of wine value and quality....great

Most Surprising Findings: Weather and Wine Tourism Report Findings

- Understanding how weather can change the perception of a wine destination and the wine tasting experience is increasingly important as weather patterns change. Climate change may not only impact coral reefs, glaciers and polar bears, but could also have a significant effect on the U.S. wine industry (Santisi, 2011).
- Tourists might expect certain climatic conditions when they travel to a place, they will experience the actual weather, which might deviate quite substantially from the average conditions. Hence, the first place tourists and tourism businesses are likely to be affected through cancellation is weather conditions (Becken, 2010).

Weather and Wine Tourism: Report Conclusions

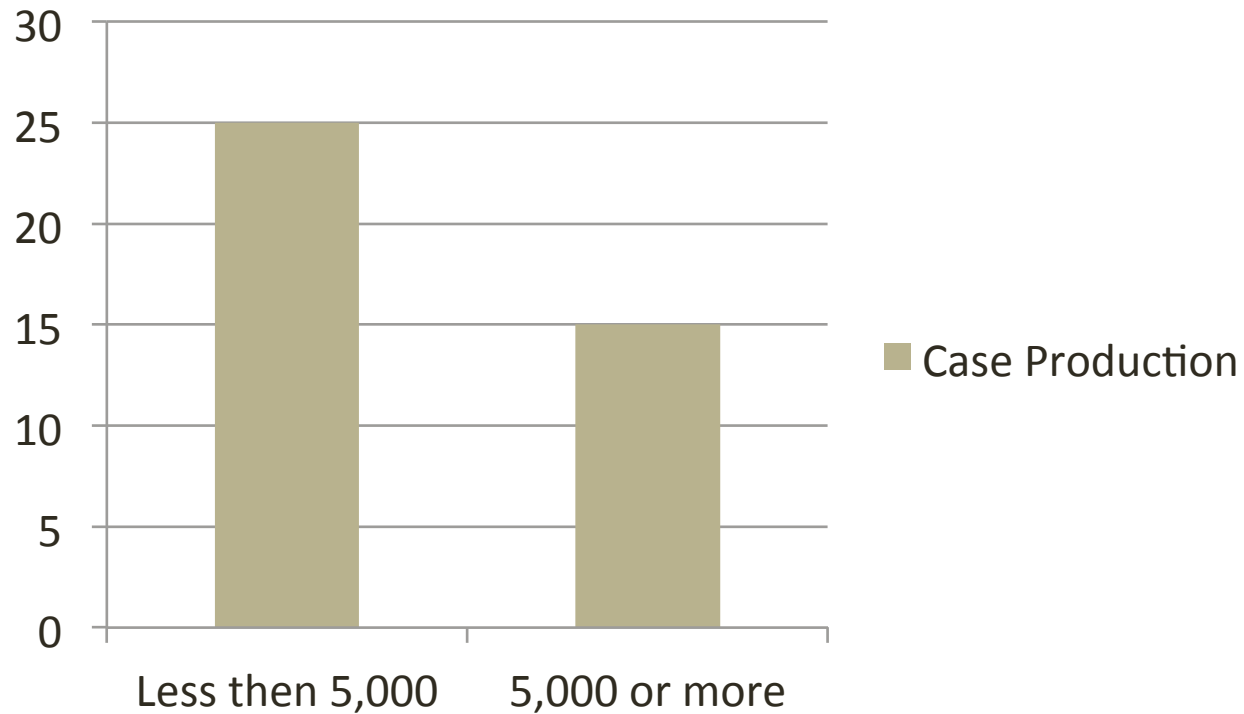
- Monitoring weather and climate change will improve the ability for both the wine destination and vineyard to meet the expectations of the wine tourist. A weather change is happening in wine regions and vineyards around the world. Destination management organizations and wineries need to be proactive about the perception that wine tourists have of their region or winery and market their business with weather in mind (Marlowe, 2013).

Oregon Vineyards: A Customer First Business

- The wine industry is one of the largest industries in Oregon's economy. Winery tourism has substantially increased over the past five years as well (Dean Runyan Associates, 2013).
- Overnight visitors to wine destinations has increased from 5% to 8% and the total number of wine-related trips from 1.4 million to 1.7 million in Oregon (Full Glass Research, 2011).

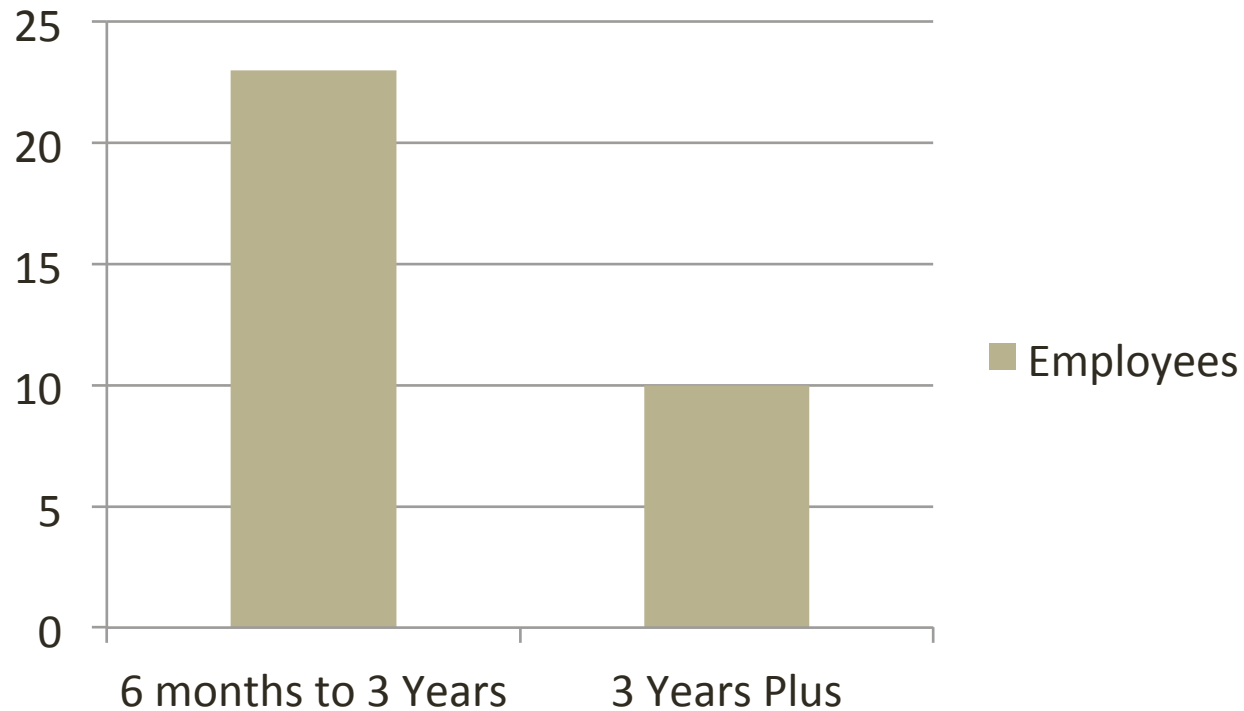
Sample Size: Oregon Vineyards

40 Oregon Vineyards with Tasting Rooms



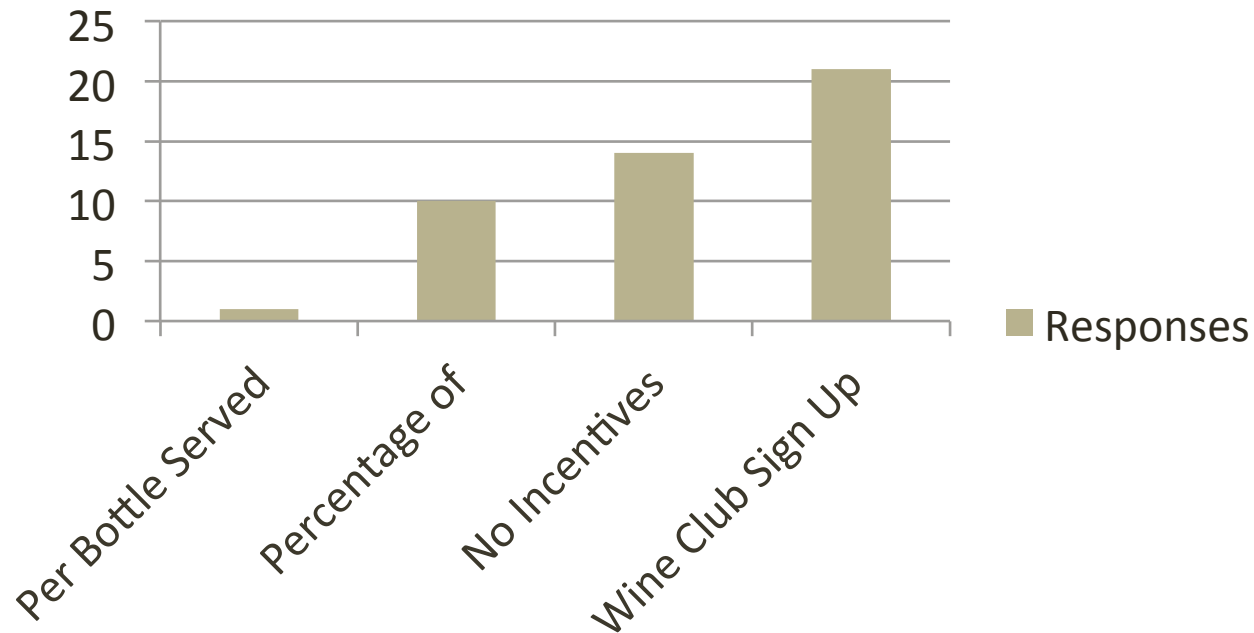
Tasting Room Employee Employment

33 Tasting Room Management Responses



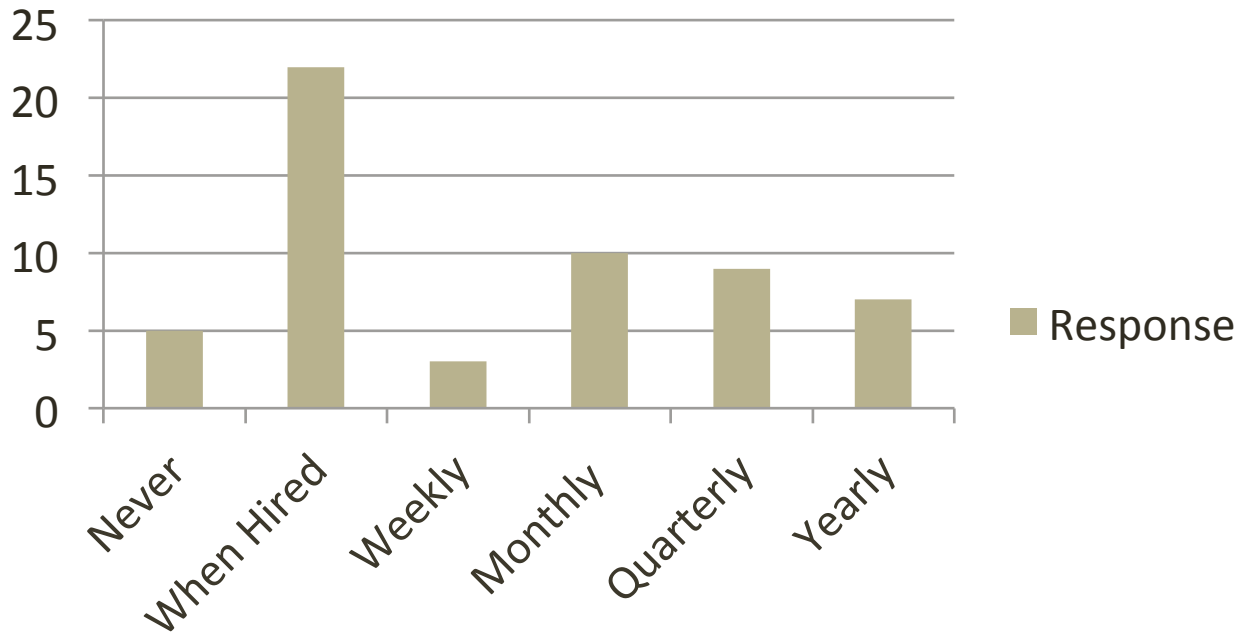
Customer Service Experience and Increased Sales: Incentives

39 Tasting Room Management Responses



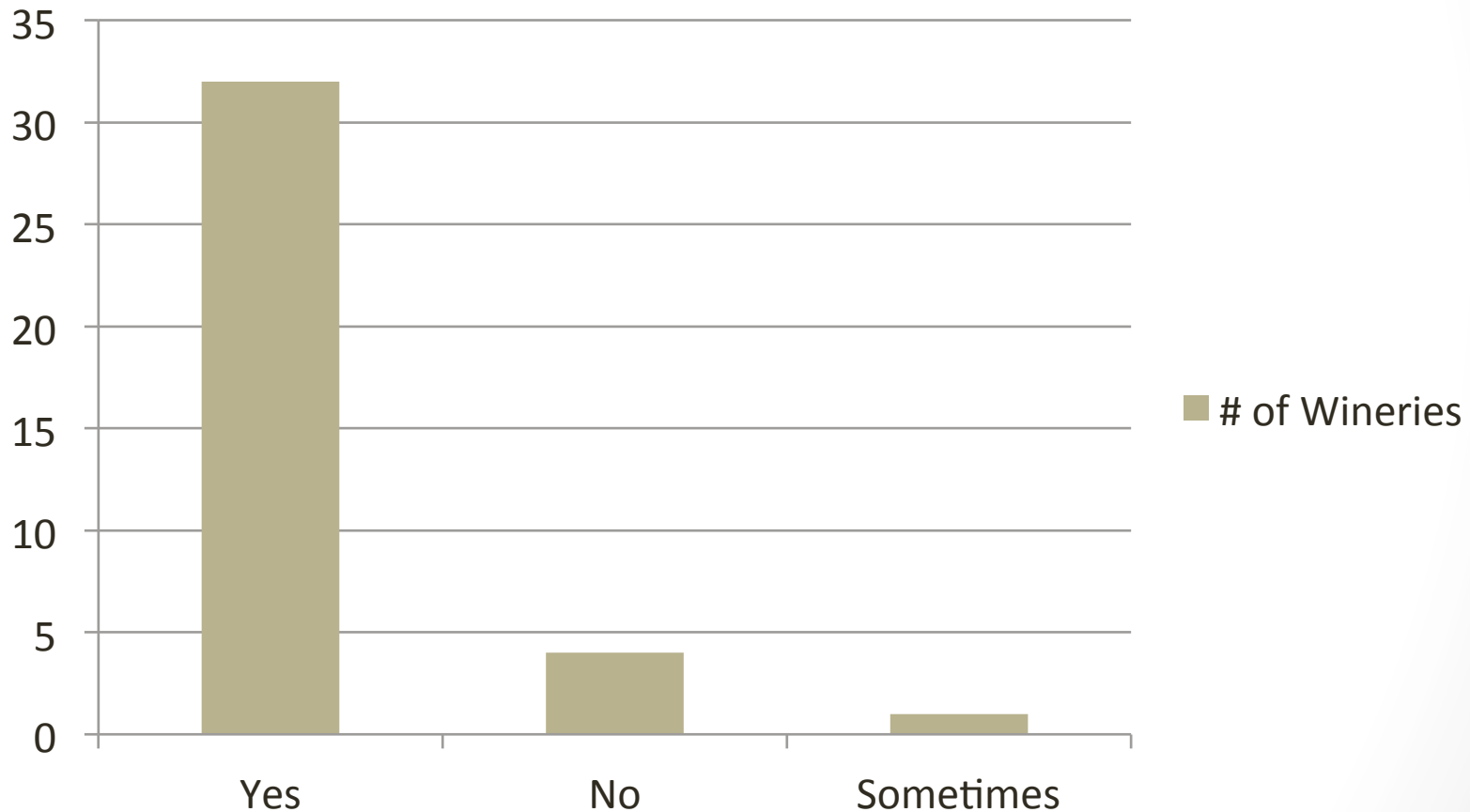
Industry Application Tasting Room Employee Training Practices: How Often

37 Tasting Room Management Responses



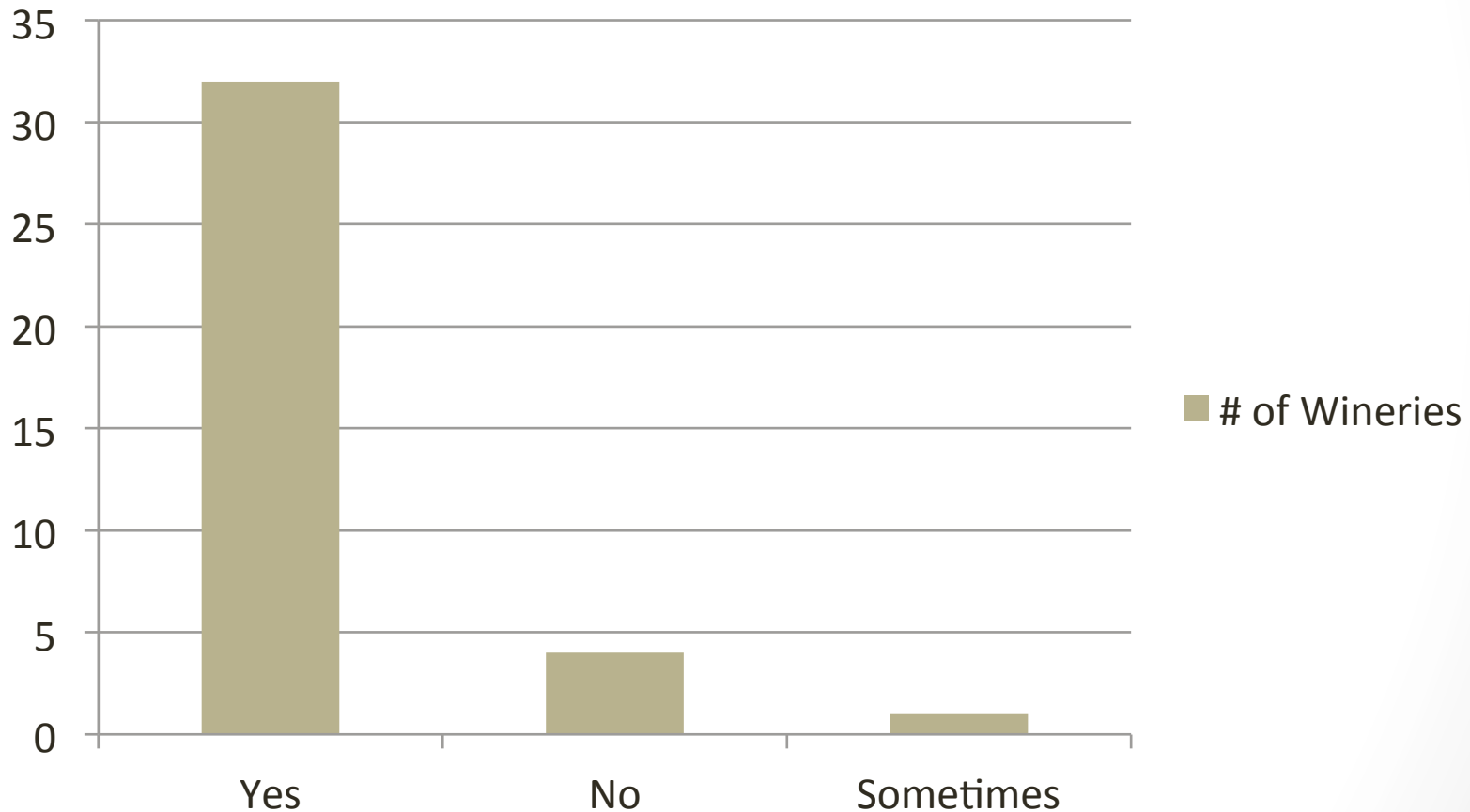
Tasting Room Management: Training Offered To Employees?

37 Total Responses



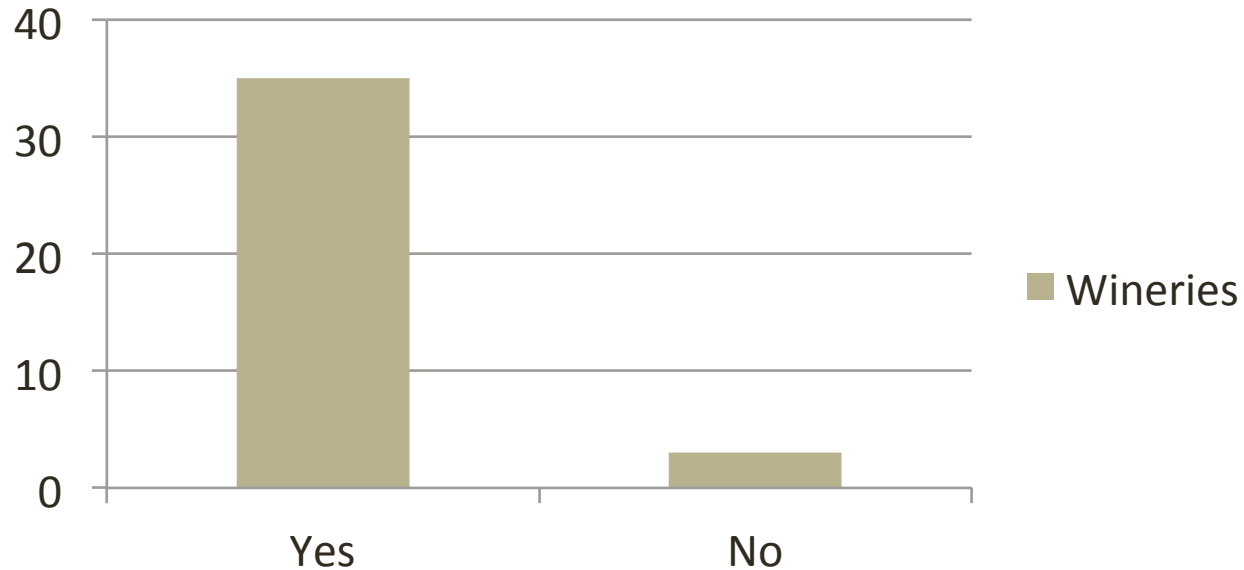
Tasting Room Management: Training Offered To Employees?

37 Total Responses



Is The Tasting Room Still The Best Place To Collect Customer Information? Yes or No

38 Tasting Room Management Responses



Increasing Wine Tourism = Wine Business Growth

- Wine tourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source.
- Variables of a wine tourist include gender, income, age, belonging to a wine club, wine consumption habits, and their involvement in activities related to winery visits.

Embracing New Ideas:

- Approximately 50% of visitors to wineries are day trippers. If these one day visitors could be converted to overnight visitors, the economic impact of their visit would more than double for the wine destination and longer stays would distribute the direct economic impact of wine tourism to a greater number of stakeholders (Marlowe, 2013).

Conclusions - How About???



Conclusions - Outside Catering Ideas

Wineries & Vintners Need...

- Winemaker Dinner Experiences
- Gourmet Boxed Meals
- Wine Club Promotions
- Special Event Catering
- Hospitality Staff Training
- Food & Wine Pairing Classes
- Weekend Tasting Room Food

Questions???

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