



# WINE VISITOR RESEARCH

March, 2018

# METHODOLOGY

The Fredericksburg CVB commissioned Core Research to determine the impact of winery visitors to the area. Two surveys were conducted:

- **Personal interviews:** Six professionals conducted interviews with 326 winery visitors at three retail locations:

Grape Creek	152
4.0 Cellars	128
Pedernales	46

- **Online:** Two invitations were sent in newsletters which produced 74 responses:

The Texas Hill Country Wineries included an invitation to the online survey in their November 8<sup>th</sup> newsletter.

On November 29<sup>th</sup>, the Fredericksburg CVB newsletter included a survey invitation.

The two surveys provide a consistent profile of wine visitors. Differences between the surveys provide direction for marketing strategies.

# ONLINE RECRUITING

Texas Hill Country  
Wineries Nov. 8 enewsletter



Fredericksburg CVB newsletter

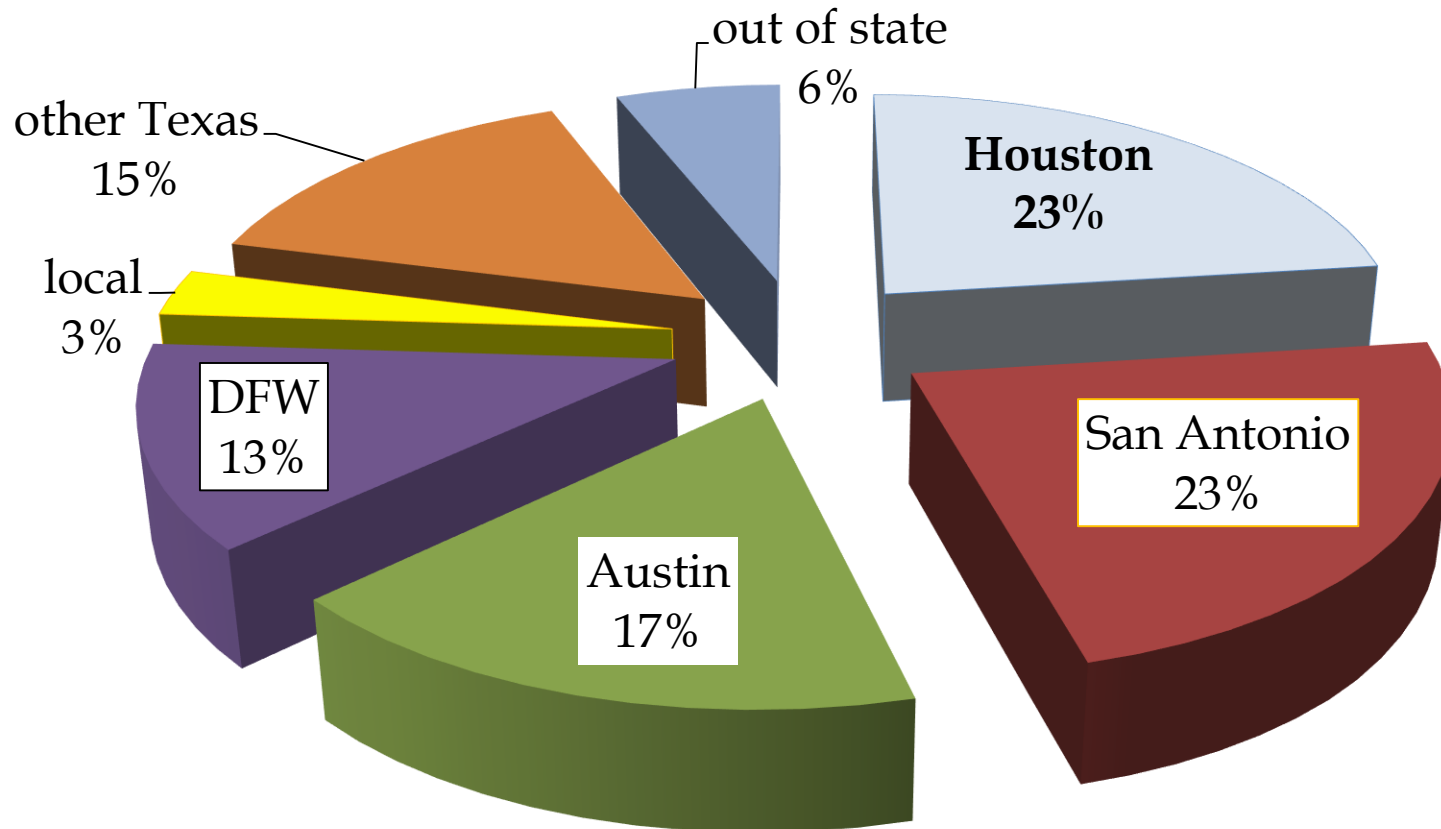


Have you visited wineries along Wine Road 290 east of Fredericksburg in the last year? Answer a few questions about your wine country experience for a chance to return for a two night stay in Fredericksburg. One prize will be awarded with a minimum value of \$500.

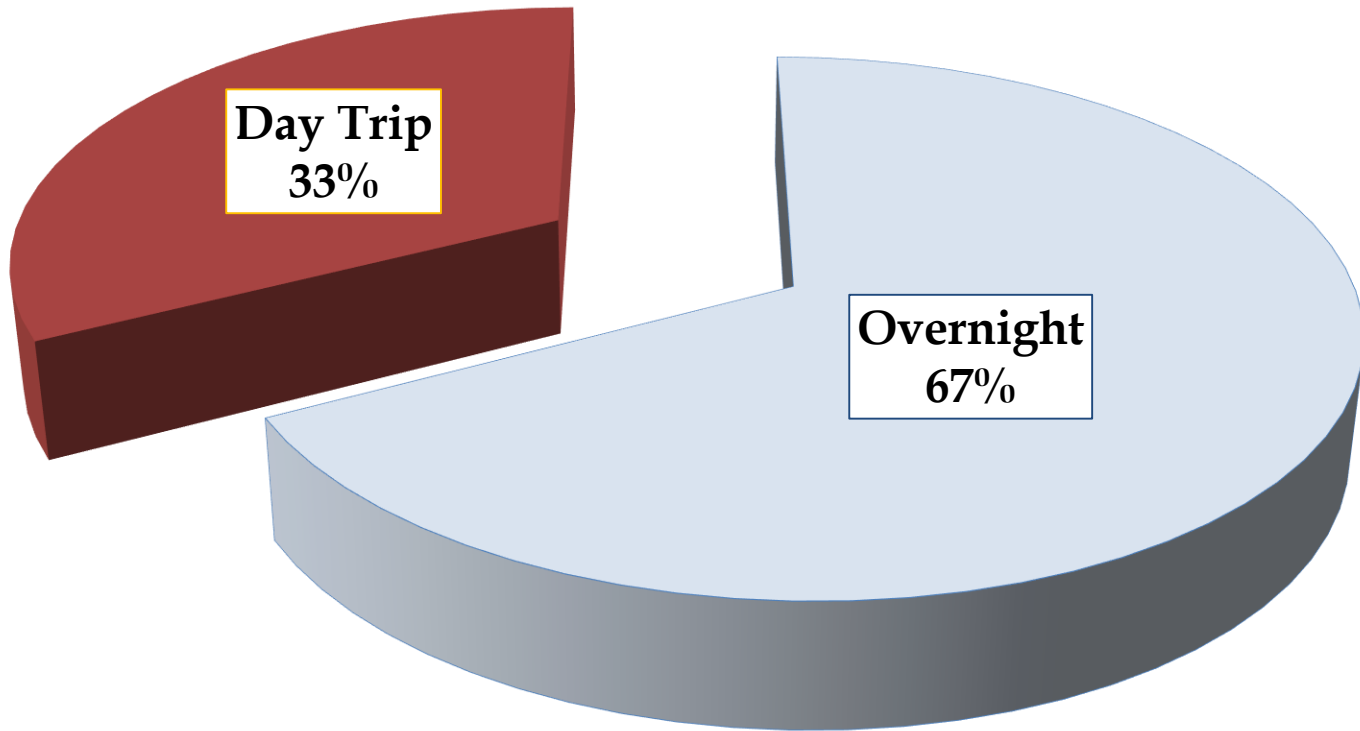
# VISITOR PROFILE

	Personal Interviews	Online survey
Total	326	74
Number in party		
1-2	47%	62%
3-5	33%	29%
6+	21%	9%
Age group		
Under 35	33%	11%
35-49	31%	13%
50+	37%	75%

# WINE VISITOR RESIDENCE: personal interviews



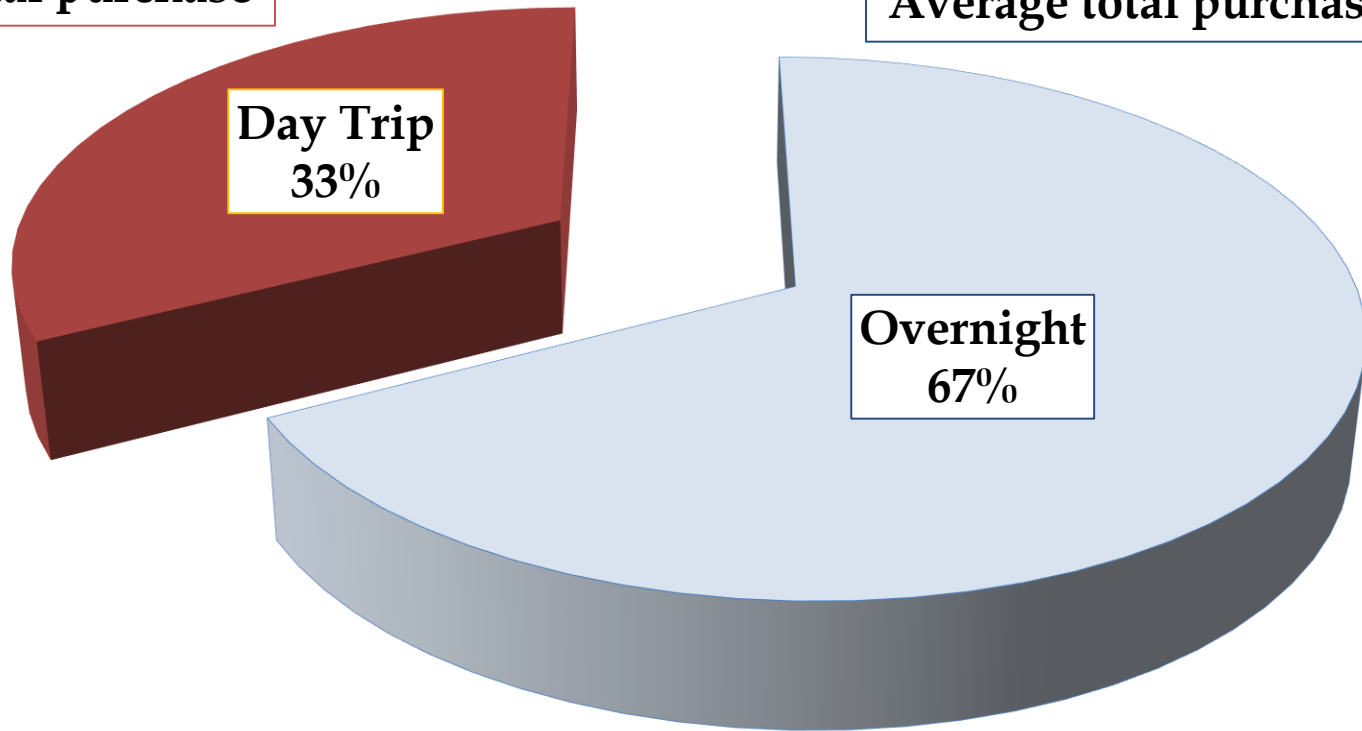
# WINE VISITOR LENGTH OF STAY



# WINE VISITOR LENGTH OF STAY & AVERAGE PURCHASE

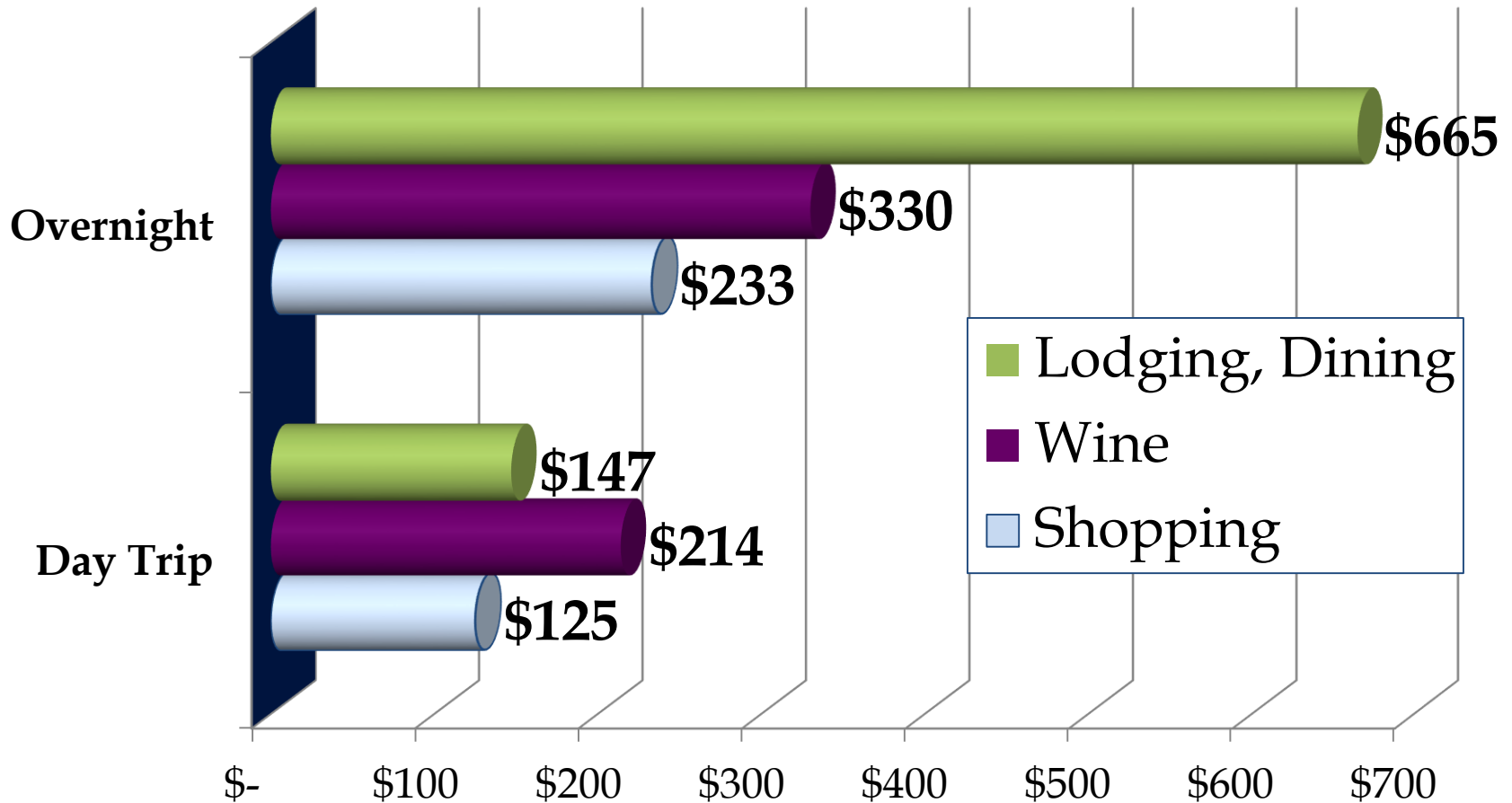
**\$ 486**  
Average total purchase

**\$1,228**  
Average total purchase



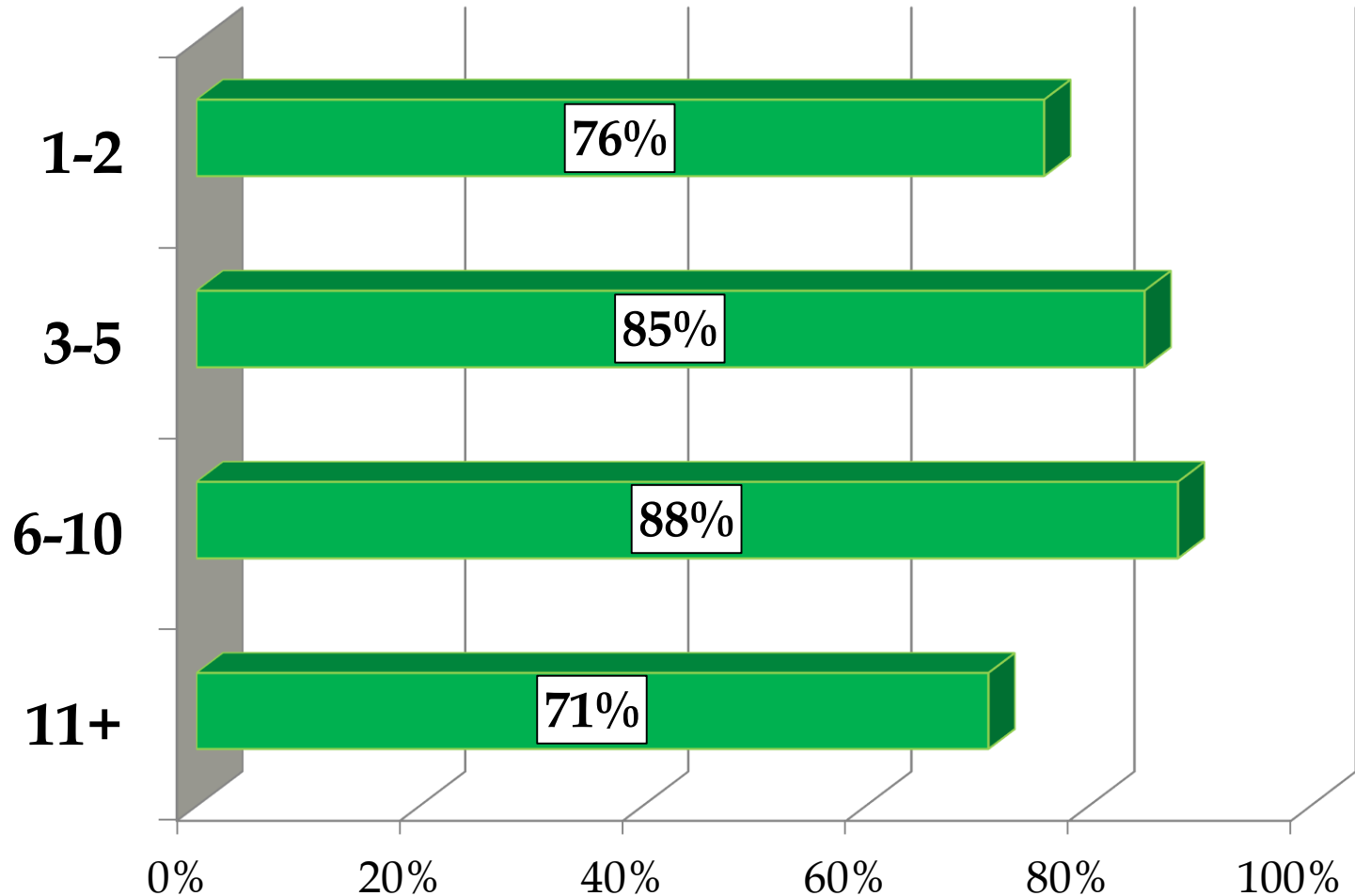
# PURCHASE PLANS

## Overnight vs. Day Trip



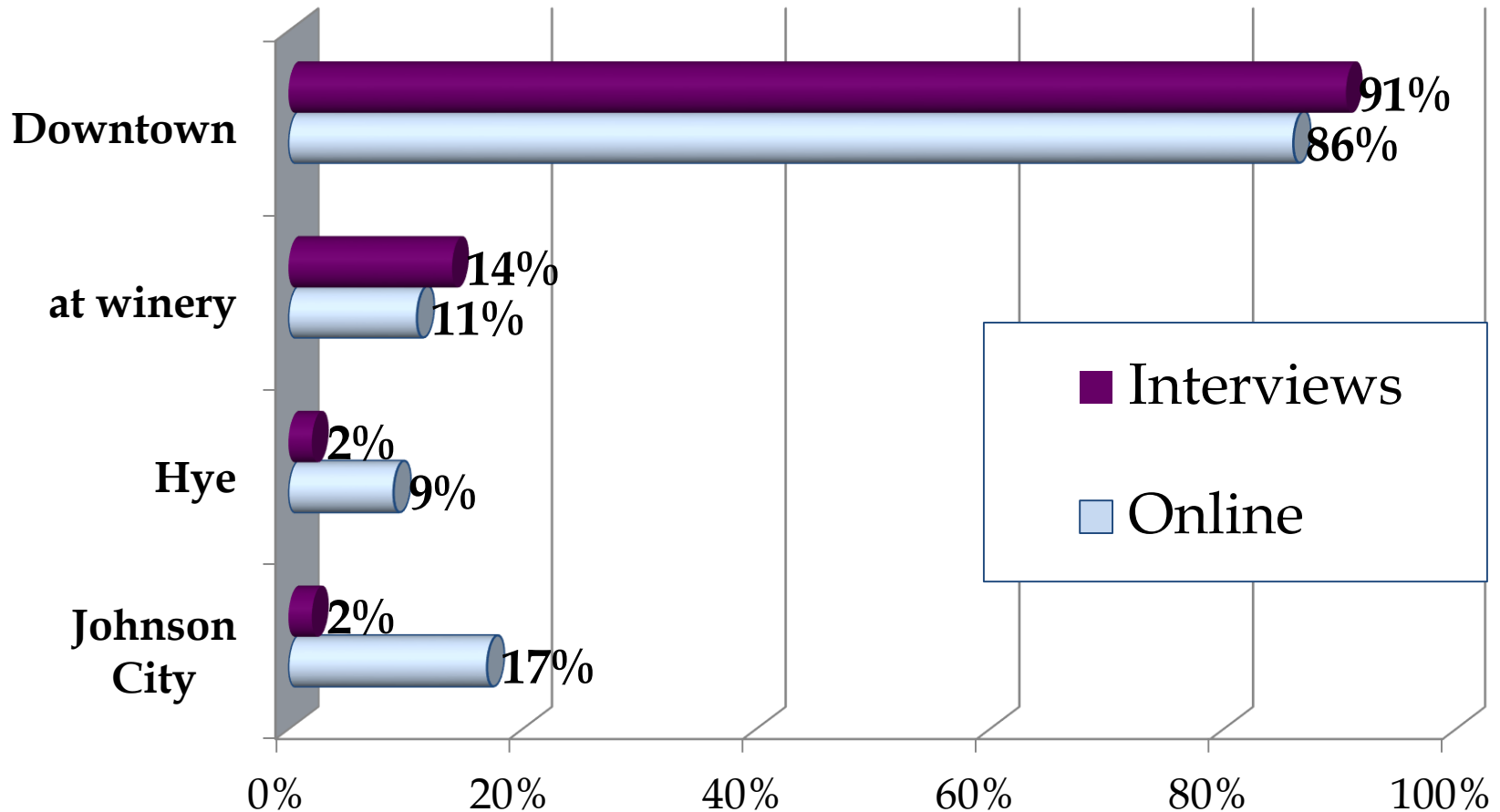


# PLAN TO VISIT DOWNTOWN BY GROUP SIZE (overall=80%)



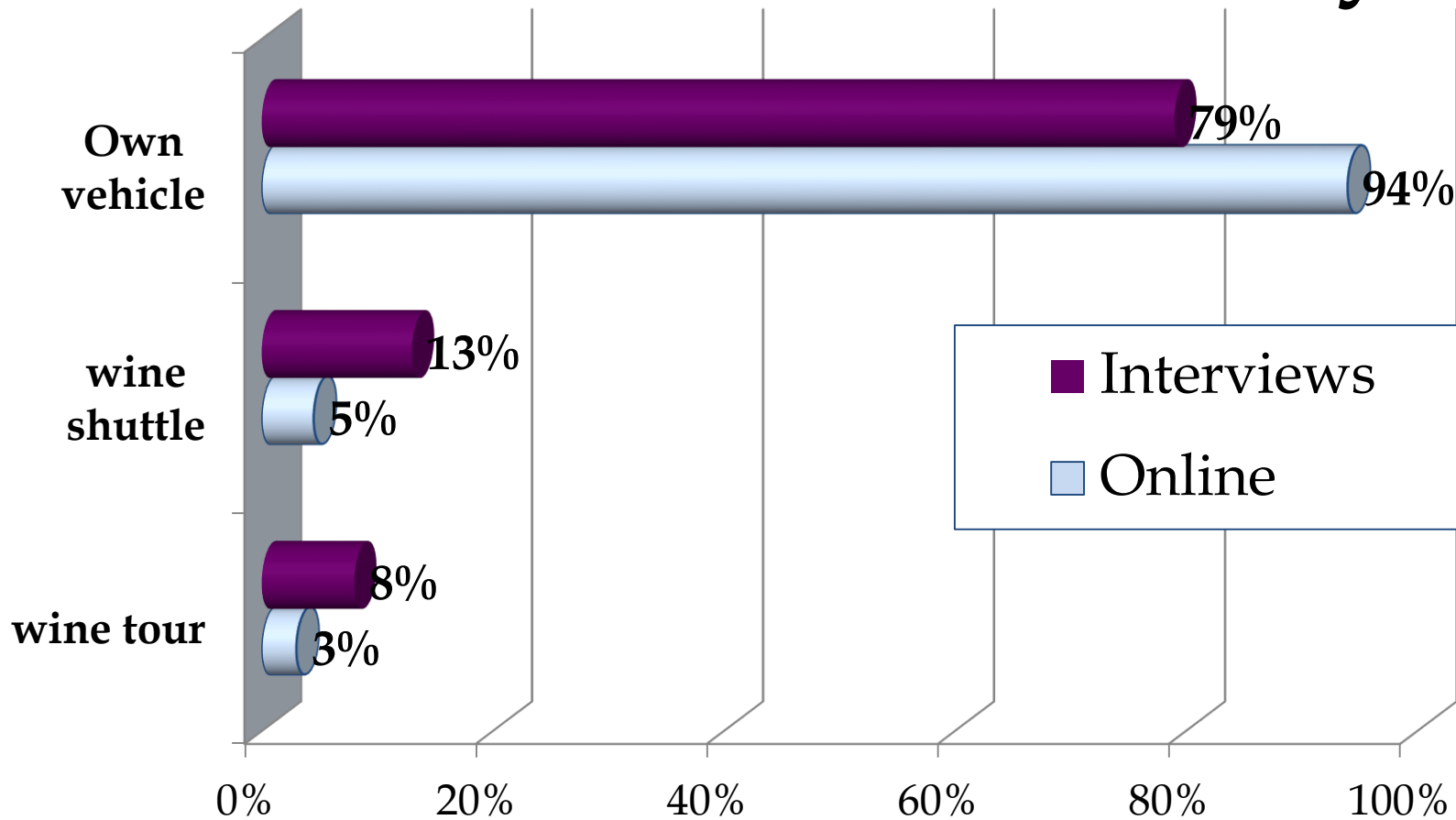
# WHERE DINING

## Interviews vs. Online survey

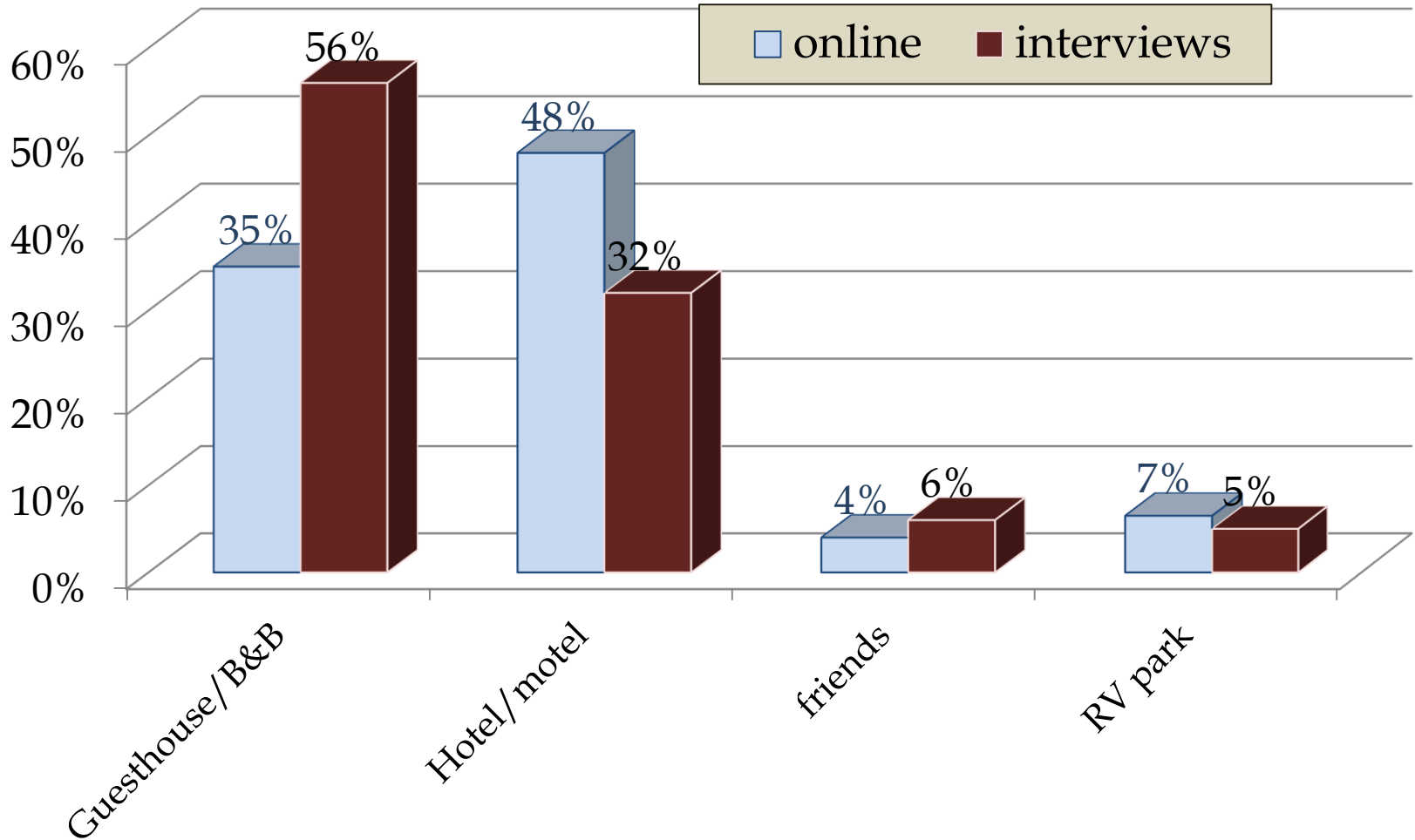


# METHOD OF TRANSPORTATION

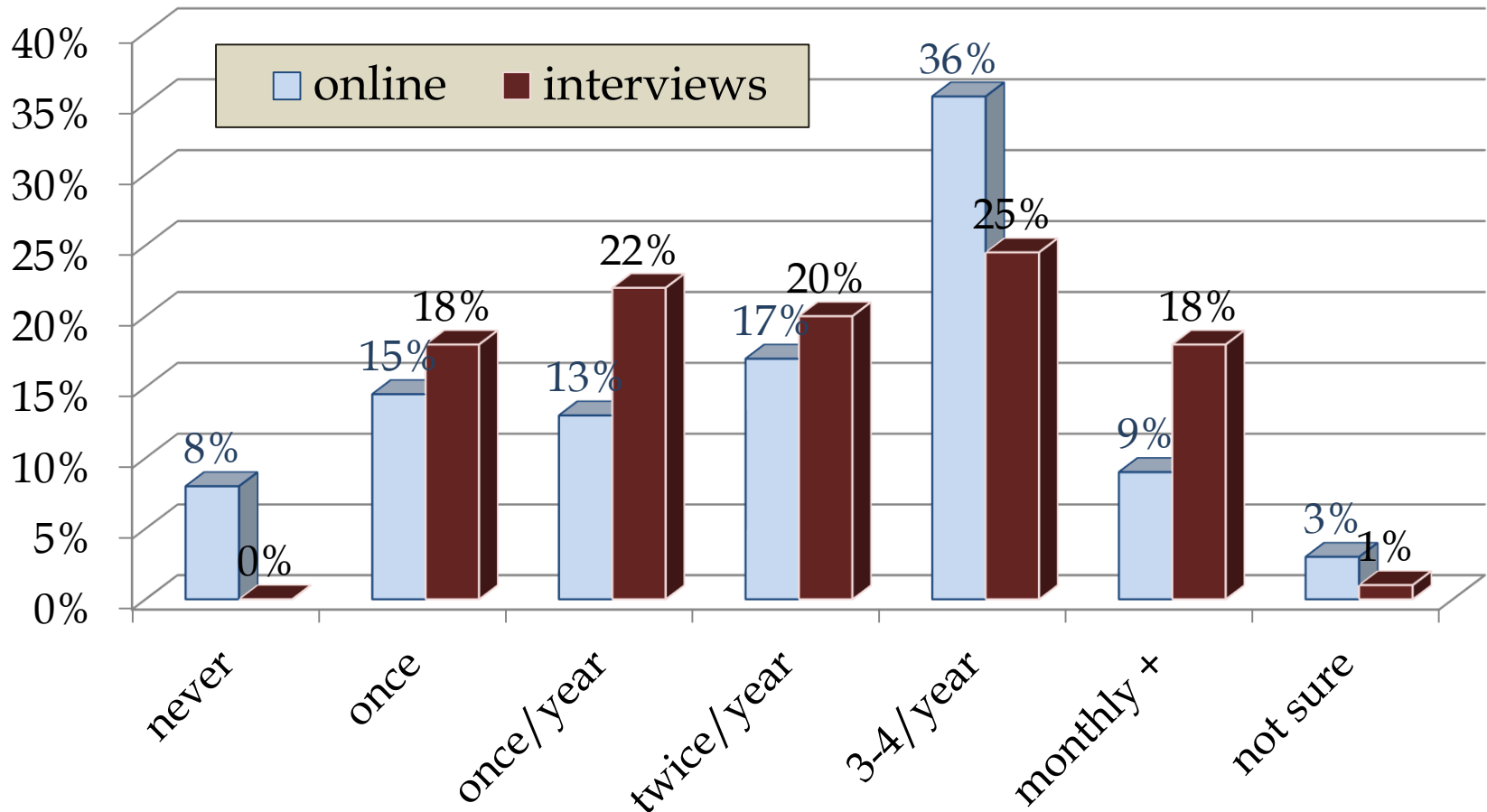
## Interviews vs. Online survey



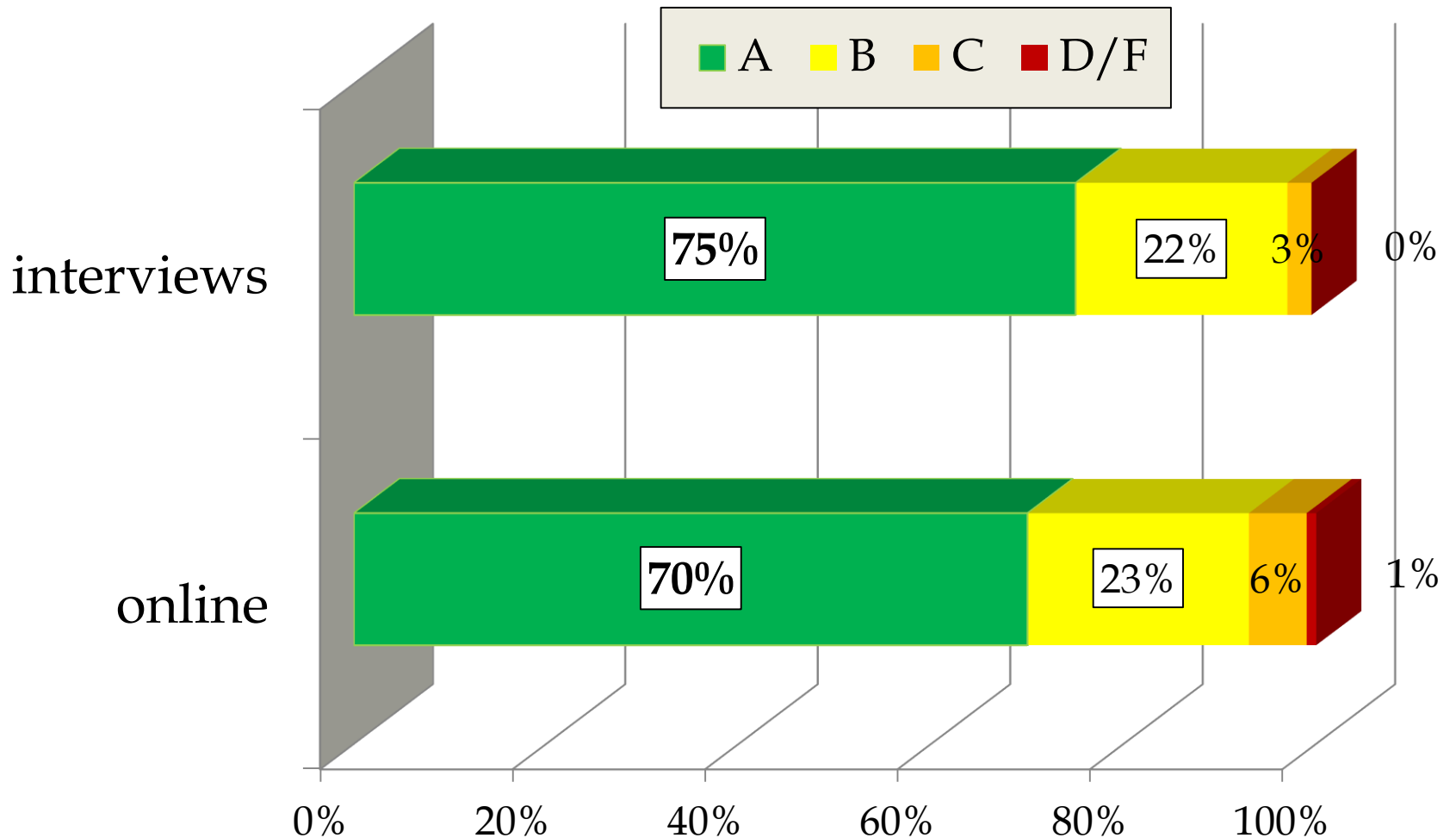
# LODGING PREFERENCES



# WINERY VISIT FREQUENCY



# OVERALL EVALUATION of Texas Wine Country Experience



# ACTION ITEMS: WINERIES

Overall, winery visitors are pleased with their experiences:

*“it’s wonderful as is” “it’s the new Napa.” “Maintain your great hospitality and lovely town.”*

However, some are concerned that as the area continues to grow it will be less appealing, while others suggest the opposite “Don’t Dallas my Fredericksburg!”

Some suggestions for improvement include:

- **Manage visitors**

*“We don't go there to shop or dine, especially on weekends, as it's overrun with tourists. Would never do a 'wine tour' either. I suggest you find a way to not let the arrival of a 'wine tour' ruin the experience of others who have driven out to enjoy wine on their own!”*

- **Tour packages and amenities**

*“...it would be nice to have an affordable, lodging/winery tours package.”*

*“Compared to other wine regions, tasting fees are much higher than those of such areas as Sonoma, Amador, Lodi or even parts of Napa. Given the product and the need to always grow the Hill Country visitation and purchase of the product, I feel tasting fees should be in the \$5.00 to \$10.00 range at most, possibly no more than \$8.00. “*

*“More locations to pick up the wine passport. Some wineries in the past would include the actual glasses with the tasting. That was not the case this year.”*

# ACTION ITEMS: DESTINATION

Overall, visitors to the Texas Hill Country wineries give us high marks. When we asked for recommendations, these were the primary themes:

- **Hours open:** Winery visitors will appreciate morning brunches to start their day off before going to the wineries, as well as more retail available at the end of the day.
  - "Shops need to stay open later and not close early. 6pm early for weekend especially Friday. Get away weekend very year; Sunday morning nothing open until noon."*
  - "Places staying open later. By 7pm shops close, dinner hard to get, bar closed at 9pm"*
  - "Shopping sucks because everything closes at 5 or 6. Great place for weekend getaway, but can't do both in one day."*
- **Planning for increased traffic issues** is crucial.
  - "The only inconvenience is all the 18 wheelers going through town that are intimidating and loud. Main Street shouldn't be a truck route."*
  - "I love everything about Fredericksburg. One thing that could be improved is parking downtown..."*
- **Lodging availability and pricing** – one in four visitors said that they either had difficulty finding accommodations or that the prices were too high:
  - "If it was a little bit cheaper we would spend every weekend out here..."*
  - "We would stay more times if there were more places to stay. Because it gets so crowded on weekends."*