## **LEWC Business Survey**

Q1	What type of busines do you operate? Select all those that apply.
	Winery and vineyard (1)
	Winery, no vineyard (2)
	Juice grape farm (3)
	Specialty farm, non-grape (4)
	Farm stand (5)
	Retail store (e.g, gifts, clothes, souveniers) (6)
	Lodging (e.g., B&B, cabin, camping) (7)
	Specialty retail (e.g., arts, crafts) (8)
	Recreation provider (e.g., boat, bike rental, etc.) (9)
	Cultural attraction (e.g., museum, gallery) (10)
	Restaurant (11)
	Other (12)

Q2 Is your business open to the public?				
O	No (1)			
$\mathbf{O}$	Yes, seasonally (2)			
0	Yes, year round (3)			

## Q3 What year was your business established?

- O 2000-2011 (1)
- **O** 1999 (2)
- **O** 1998 (3)
- **O** 1997 (4)
- **O** 1996 (5)
- **O** 1995 (6)
- **O** 1994 (7)
- **O** 1993 (8)
- **O** 1992 (9)
- **O** 1991 (10)
- **O** 1990 (11)
- O 1989 (12)
- O 1988 (13)
- O 1987 (14)
- O 1986 (15)
- 2 2000 (20)
- O 1985 (16)
- O 1984 (17)
- O 1983 (18)
- **O** 1982 (19)
- **O** 1981 (20)
- O 1980 (21)
- O 1979 (22)
- O 1978 (23)
- **O** 1977 (24)
- **O** 1976 (25)
- **O** 1975 (26)
- **O** 1974 (27)
- **O** 1973 (28)
- O 1972 (29)
- **O** 1971 (30)
- **O** 1970 (31)
- **O** 1969 (32)
- **O** 1968 (33)
- **O** 1967 (34)
- **O** 1966 (35)
- O 1965 (36)
- O 1964 (37)
- O 1963 (38)
- **O** 1962 (39)
- **O** 1961 (40)

- **O** 1960 (41)
- **O** 1959 (42)
- **O** 1958 (43)
- **O** 1957 (44)
- **O** 1956 (45)
- **O** 1955 (46)
- O 1954 (47)
- **O** 1953 (48)
- **O** 1952 (49)
- **O** 1951 (50)
- **O** 1950 (51)
- O 1949 (52)
- **O** 1948 (53)
- O 1947 (54)
- **O** 1946 (55)
- **O** 1945 (56)
- **O** 1944 (57)
- **O** 1943 (58)
- **O** 1942 (59)
- O 1941 (60)
- O 1940 (61)
- **O** 1939 (62)
- **O** 1938 (63)
- **O** 1937 (64)
- **O** 1936 (65)
- **O** 1935 (66)
- **O** 1934 (67)
- **O** 1933 (68)
- **O** 1932 (69)
- **O** 1931 (70)
- **O** 1930 (71) **O** 1929 (72)
- **O** 1928 (73)
- **O** 1927 (74)
- **O** 1926 (75)
- **O** 1925 (76)
- **O** 1924 (77)
- **O** 1923 (78)
- **O** 1922 (79) O 1921 (80)
- **O** 1920 (81)
- **O** 1919 (82)

- O 1918 (83)
- O 1917 (84)
- **O** 1916 (85)
- O 1915 (86)
- O 1914 (87)
- O 1913 (88)
- O 1912 (89)
- **O** 1911 (90)
- O 1910 (91)
- **O** 1909 (92)
- O 1908 (93)
- **O** 1907 (94)
- **O** 1906 (95)
- **O** 1905 (96)
- **O** 1904 (97)
- **O** 1903 (98)
- O 1902 (106)
- O 1901 (107)

Q4 To the best of your knowledge, estimate what percentage of locations? Move the slide rule on the left.	your customers are from the following
New York State (1)	
Pennsylvania (2)	
Ohio (3)	
US states other than the above (4)	
Canada (5)	
Foreign countries other than Canada (6)	

Q5	Q5 Is your business family-owned?							
O	Yes (1)							
$\mathbf{O}$	No (2)							
$\mathbf{O}$	Prefer not to answer (3)							
Q6	Is your business your primary income source?							
0	Yes (1)							
$\mathbf{O}$	No (2)							
$\mathbf{O}$	Prefer not to answer (3)							

Q7 What is the highest level of education you have completed?	Q7
Less than High School (1)	
High School / GED (2)	9
Some College (3)	O
2-year College Degree (4)	O
4-year College Degree (5)	O
Masters Degree (6)	0
Doctoral Degree (7)	0
Prefer not to answer (8)	0

Q8 Please answer the following questions based on what you have actually been doing in your business not based on what you are planning or may do in the future.

	Does NOT reflect my business strategy.	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Fully reflects my business strategy (7)
You designed the business to include a learning experience for the customer. (1)	0	O	•	0	•	0	•
You organized your business to create a sense of harmony for customers.	•	0	•	•	•	•	•
Your business allows customers to feel as if they are in a different time or place. (3)	•	•	•	•	•	•	•
You try to create an entertaining experience for your customers.	O	0	O	0	O	•	•

Q9 Please answer the following questions based on what you have actually been doing in your business not based on what you are planning or may do in the future.

	Does NOT reflect my business strategy.	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Fully reflects my business strategy (7)
Your business experience is designed to stimulate customers' curiosity to learn something new. (1)	0	0	0	0	0	0	0
You design your business setting to be pleasing to the customer's senses. (2)	•	•	0	O	•	•	0
You strive to make your business experience a complete escape for customers. (3)	0	O	0	0	0	0	0
You offer activities fun for customers to watch.	•	O	0	•	•	O	•

Q10 Please answer the following questions based on what you have actually been doing in your business not based on what you are planning or may do in the future.

	Does NOT reflect my business strategy.	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Fully reflects my business strategy. (7)
You emphasize "learning opportunities" for your customers as a theme of your business. (1)	0	•	•	0	0	•	0
You focus on making your business really beautiful for the customer.  (2)	•	•	•	O	O	O	O
Your business experience allows customers to imagine themselves being someone else. (3)	•	•	•	O	•	•	•
Your customers enjoy watching others while at your business. (4)	•	•	•	•	•	•	0

Q11 Please answer the following questions based on what you have actually been doing in your business not based on what you are planning or may do in the future.

	Does NOT reflect my business strategy.	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Fully reflects my business strategy (7)
Many of your customers come back because they can learn something new. (1)	0	O	O	0	0	•	O
Making the environment attractive is a main theme of yours. (2)	0	0	0	0	0	0	0
You help your customers to completely forget their daily routine. (3)	O	0	O	O	O	0	0
You provide special events to entertain your customers.	•	•	•	•	•	•	•

Q12 Please indicate if you agree or disagree with the following statements about the entire LEWC experience today.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
LEWC offers ample wine- related educational opportunities for visitors. (1)	•	•	0	0	0	0	•
LEWC offers a beautiful countryside for visitors. (2)	0	0	•	0	•	0	0
Visitors to LEWC really feel as if they are in a different time and place. (3)	•	•	0	0	0	0	•
LEWC offers visitors many entertainment choices. (4)	O	O	•	O	•	0	O
Visitors come back to LEWC to learn more about the wine and area. (5)	•	O	•	•	•	•	•
The winescape, encompassing the cultural, environmental, social aspects, of LEWC is attractive to visitors. (6)	•	•	•	•	•	•	•

## Q13 Please indicate if you agree or disagree with the following statements about LEWC today.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
Customers completely forget their daily routine while visiting LEWC. (1)	0	0	0	0	0	0	O
LEWC has fun events to watch and enjoy. (2)	0	0	0	0	0	0	0
Visitors can easily enhance their knowledge while visting LEWC. (3)	0	0	0	0	0	0	0
visitors many sensory pleasures. (4)	0	•	0	0	0	O	O
visitors many exciting participatory activities. (5)	•	•	•	•	0	•	•
While at LEWC visitors can sit back and be entertained. (6)	O	O	O	0	O	•	0

Q14 Please indicate how important you think the following are to successful development of the Lake Erie Wine Country as a tourism destination.

	Not at all Important (1)	Very Unimportant (2)	Somewhat Unimportant (3)	Neither Important nor Unimportant (4)	Somewhat Important (5)	Very Important (6)	Extremely Important (7)
Preservation of the rural landscape of LEWC (1)	0	•	•	•	O	0	•
Cooperation and resource sharing between LEWC organizations (2)	•	•	•	•	•	•	•
Enhancement in the roadways, signage, infrastructure (3)	•	•	•	•	0	•	•
Greater commitment by local and state officials to LEWC issues (4)	•	•	•	•	•	•	•
Emphasis on cultural attractions and historical sites (5)	•	•	•	•	O	•	•
Better overall wine quality (6)	•	•	0	0	•	•	0
Improve the reputation of the wine quaity (7)	0	•	•	•	0	0	0
Enhancement of culinary	<b>O</b>	0	•	•	•	0	<b>O</b>

and food offerings in				
Wine Country (8)				

Q15 Please indicate how important you think the following are to successful development of the Lake Erie Wine Country as a tourism destination.

	Not at all Important (1)	Very Unimportant (2)	Somewhat Unimportant (3)	Neither Important nor Unimportant	Somewhat Important (5)	Very Important (6)	Extremely Important (7)
Greater understanding by residents about the benefits of wine tourism (1)	0	0	0	(4) ••	0	0	O
Offering authentic LEWC experiences (2)	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>	0
Enhanced lodging offerings (3)	<b>O</b>	<b>O</b>	<b>O</b>	0	O	<b>O</b>	0
Enhanced of recreational activities (4)	<b>O</b>	•	•	•	0	<b>O</b>	O
Greater cooperation with Chautauqua Institution (5)	<b>O</b>	•	•	•	0	<b>O</b>	O
Enhanced special events and festivals (6)	•	•	•	•	0	•	O
Service training for staff in LEWC businesses (7)	0	•	•	•	0	0	O
Greater marketing/advertising efforts (8)	<b>O</b>	•	•	•	0	<b>O</b>	O
Consistency of Trail elements between NY and PA (9)	•	•	•	•	0	•	O
Enhancement of recreational activities in LEWC (10)	<b>O</b>	•	•	•	0	<b>O</b>	O

Q16 What do you		eatest challenge	es for successf	ul tourism deve	lopment in the	Lake Erie
Wine Country regi	ion?					

Q17 Would you like to receive directly a copy of the preliminary research report when it available?
<ul><li>No, that's okay. (1)</li><li>Yes, please send it when available. (2)</li></ul>