LEV	LEWC Visitor Survey									
Q3	Q32 When was your recent trip to Lake Erie Wine Country ?									
O	Within the last 3 months (1) Within the last 6 months (2) Within the last 12 months (3) Over a year ago (4)									
Q2	5 Was your recent trip to Lake Erie Wine Country en route to another destination?									
	Yes (1) No (2)									
An	swer If Was your recent trip to LEWC en route to another destinat Yes Is Selected									
Q2	6 If your trip was en route to another destination, where was the next stop on your trip?									
O	My next destination after LEWC was (1)									
Q2	8 What was the primary purpose of your trip?									
0	Leisure (1)									
0	Business (2)									
An	swer If What was the primary purpose of your trip? Leisure Is Selected									
Q2	9 What type of leisure travel?									
	Visit winery or wineries (1) Special occasion (e.g., wedding, birthday) (2) Vacation (3) Club or association outing (4)									
O	Wine Country special event (5)									
O	Entertain visiting friends and family (6)									

O Other (7) _____

Answer If What was the primary purpose of your trip? Business Is Selected

Q3	0 What type of business travel?
0 0 0 0	Industry conference (1) Field work (2) Client meeting (3) Company event (4) Research (5) Temporary work (6) Other (7)
	.2 How many times, previous to this trip, have you visited Lake Erie Wine Country in the last 24 onths?
0 0 0 0	0 (1) 1 (2) 2 (3) 3 (4) 4 (5) 5 (6) 6 or more (7)
Q9	.3 How many nights did you stay in or around Lake Erie Wine Country?
O O	None (1) 1 (2) 2 (3) 3 (4) 4 or more (5)

Q2	8 If you stayed overnight, where did you stay?
0	Bed & Breakfast or Inn (1)
0	Hotel or Motel (2)
0	With Family or Friends (3)
0	Seasonal or Second Home (4)
\mathbf{O}	Within Chautauqua Institution (5)
\mathbf{O}	Vacation Rental (6)
0	Campground or Cabin (7)
\mathbf{O}	Other (8)
000000	A During your most recent visit, how many in your travel party (include yourself)? More than 10 (1) 6 -10 (2) 5 (3) 4 (4) 3 (5) 2 (6) 1 (7)

Q33 What items did you purchase while visiting LEWC? Check all that apply
☐ Wine for yourself (1)
☐ Wine for gifts for others (2)
☐ LEWC souvenirs (e.g. tee-shirts, magnets) (3)
☐ Crafts, art (e.g., pottery, painting) (4)
☐ Other (5)
□ Other (6)

Q9.6 During your recent visit to Lake Erie Wine Country, how many times did you visit or participate in the following?

	0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 or More (6)
New York wineries (1)	0	0	0	0	0	0
Pennsylvania wineries (2)	0	0	0	0	0	O
Restaurants (3)	0	0	0	O	0	O
Farm stands (4)	0	0	0	0	0	O
Non-grape farm (e.g., animal, flower) (5)	•	•	•	0	•	•
Retail shops (e.g., gifts, antiques) (6)	0	0	•	•	0	•
Chautauqua Institution event (7)	•	•	•	•	•	•
Gallery, museum (e.g., pottery, historic site) (8)	•	•	•	0	•	•
Lake Erie recreation (e.g. boating, fishing) (9)	•	•	•	0	•	•
Sports activities (e.g., biking) (10)	•	•	•	•	•	•
Festival or special event (e.g., art, music) (11)	0	0	0	0	0	0
Public lands	0	•	•	0	•	O

(e.g., state park) (12)						
Other (13)	O	O .	O	O	O	O
Other (14)	O	O	O	O	O	O

O	Internet search (1)
\mathbf{O}	Travel guidebook (2)
\mathbf{O}	Magazine/Newspaper article (3)
\mathbf{O}	Social media site (e.g., Tripadvisor, Facebook, etc.) (4)
\mathbf{O}	Friends and family (5)
\mathbf{O}	Map or road atlas (6)
\mathbf{O}	Outdoor advertising (e.g. billboard, trail signage) (7)
\mathbf{O}	Travel or hospitality professional (e.g. travel agent, concierge) (8)
\mathbf{O}	Highway or Airport Information booth (9)
\mathbf{C}	Regional or Local Visitor Center (10)
\mathbf{O}	Promotion from LEWC business or Wine Trail (11)
O	Other (12)

Q9.7 For your recent trip, which of the following did you use to plan your visit? Check all that apply.

Q5.1 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
My trip to LEWC made me more knowledgeable. (1)	•	•	O	•	0	•	•
I felt a sense of harmony. (2)	O	O	O	O	O	O	O
Activities of others were amusing to watch. (3)	O	0	•	O	•	0	O
I felt like I played a different character in LEWC. (4)	•	•	•	•	O	•	•

Q5.2 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I learned a lot. (1)	•	0	0	0	0	0	O
Being in LEWC was very pleasant. (2)	•	•	•	•	0	•	0
Watching others perform was captivating.	•	O	0	O	0	O	0
I felt like I was living in a different time or place. (4)	•	•	•	•	•	•	O

Q6.1 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
Visiting LEWC stimulated my curiousity to learn new things. (1)	•	•	•	O	0	•	•
The setting was pretty bland. (2)	•	•	•	•	•	•	o
I really enjoyed watching what others were doing. (3)	•	•	•	•	0	O	0
Being in LEWC let me imagine being someone else. (4)	•	•	•	•	•	•	•

Q6.2 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
My trip to Wine Country was a real learning experience. (1)	•	•	•	•	•	•	O
LEWC is very attractive.	•	•	•	•	•	•	•
Activites of others were fun to watch. (3)	•	•	•	•	•	•	•
completely escaped from reality. (4)	•	•	0	•	0	•	•

Q34 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
My most recent LEWC tourism experience was good. (1)	0	O	0	0	0	O	•
Overall, I liked the Lake Erie Wine Country destination.	•	•	0	•	0	•	•
I have wonderful memories about this visit to LEWC. (3)	•	•	0	0	0	•	0
I will remember many positive things about LEWC. (4)	•	•	0	•	•	•	•
I will have many stories to tell about this experience.	•	•	•	•	•	•	•

Q4.1 Please indicate if you agree or disagree with the following general statements.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I won't forget my experience visiting LEWC. (1)	•	•	•	•	0	•	0
I will recommend LEWC to others. (2)	•	•	•	•	•	•	O
I will encourage others to visti LEWC. (3)	•	•	•	•	•	•	0
I will purchase LEWC wines and other products.	•	•	0	0	•	•	0
My visit was a good value for the money I spent. (5)	•	•	•	•	•	•	0

Q2.1 Please indicate the likelihood of the following.

	Extremely Unlinkely (1)	Very Unlikely (2)	Unlikely (3)	Neither Unlikely nor Likelly (4)	Likely (5)	Very Likely (6)	Extremely Likely (7)
I am willing to visit Lake Erie Wine Country again. (1)	•	•	•	•	•	•	•
I will choose a different wine tourism destination. (2)	•	•	O	•	O	0	0
I will definitely come back to this destination.	0	0	O	O	0	O	O

Q7.1 The overall experience of visit	ng Lake Erie Wine Co	untry makes me feel
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- O Very Dissatisfied (2)
- O Dissatisfied (3)
- O Neither Dissatisfied nor Satisfied (4)
- O Satisfied (5)
- O Very Satisfied (6)
- Extremely Satisfied (7)

Q7.2 The overall experience of visiting Lake Erie Wine Country makes me feel
O Extremely Displeased (1)
O Very Displeased (2)
O Displeased (3)
O Neither Displeased nor Pleased (4)
O Pleased (5)
O Very Pleased (6)
O Extremely Pleased (7)

Q29 My visit to Lake Erie Wine Country was a good value for the money spent.

Q8.1 What is your gender?

- **O** Male (1)
- O Female (2)

Q8.2 What year were you born?

- **O** 1921 (1)
- **O** 1922 (2)
- **O** 1923 (3)
- **O** 1924 (4)
- **O** 1925 (5)
- **O** 1926 (6)
- **O** 1927 (7)
- **O** 1928 (8)
- **O** 1929 (9)
- **O** 1930 (10)
- O 1931 (11)
- O 1932 (12)
- J 1332 (12)
- O 1933 (13)
- O 1934 (14)
- O 1935 (15)
- **O** 1936 (16)
- O 1937 (17)
- O 1938 (18)
- O 1939 (19)
- **O** 1940 (20)
- **O** 1941 (21)
- O 1942 (22)
- O 1943 (23)
- **O** 1944 (24)
- **O** 1945 (25)
- **O** 1946 (26)
- **O** 1947 (27)
- **O** 1948 (28)
- **O** 1949 (29)
- **O** 1950 (30)
- **O** 1951 (31)
- O 1952 (32)
- **O** 1953 (33)
- **O** 1954 (34)
- **O** 1955 (35)
- O 1956 (36)
- O 1957 (37)
- O 1958 (38)
- **O** 1959 (39)
- **O** 1960 (40)

- O 1961 (41)
- **O** 1962 (42)
- **O** 1963 (43)
- **O** 1964 (44)
- **O** 1965 (45)
- **O** 1966 (46)
- O 1967 (47)
- **O** 1968 (48)
- **O** 1969 (49)
- **O** 1970 (50)
- **O** 1971 (51)
- **O** 1972 (52)
- **O** 1973 (53)
- O 1974 (54)
- **O** 1975 (55)
- **O** 1976 (56)
- **O** 1977 (57)
- **O** 1978 (58)
- **O** 1979 (59)
- **O** 1980 (60)
- **O** 1981 (61)
- **O** 1982 (62)
- **O** 1983 (63)
- **O** 1984 (64)
- **O** 1985 (65)
- **O** 1986 (66)
- **O** 1987 (67)
- **O** 1988 (68)
- **O** 1989 (69)
- **O** 1990 (70)
- **O** 1991 (71) **O** 1992 (72)
- **O** 1993 (73)
- **O** 1994 (74)
- **O** 1995 (75)
- **O** 1996 (76)
- **O** 1997 (77)
- **O** 1998 (78)
- **O** 1999 (79) **2** 2000 (80)
- **2** 2001 (81)
- **2** 2002 (82)

O	2003 (83)
O	2004 (84)
O	2005 (85)
O	2006 (86)
Q3:	1 What is the postal/zip code for your residence?
Q8.	3 What is your current status?
•	Single, no children (1)
O	Single, with children under 18 (2)
O	Single, with children over 18 (3)
O	Married, no children (4)
O	Married, with children under 18 (5)
O	Married, with children over 18 (6)
O	Living with Partner, no children (7)
O	Living with Partner, with children under 18 (8)
O	Living with Partner, with children over 18 (9)
	• • • • • • • • • • • • • • • • • • • •

Q8.4 What is your combined annual household income?

- O Less than 30,000 (1)
- **3**0,000 45,999 (2)
- **Q** 45,000 59,999 (3)
- O 60,000 74,499 (4)
- **O** 75, 000 89,999 (5)
- **9** 90,000 114,999 (6)
- O 115,000 129,999 (7)
- **O** 130,000 149,999 (8)
- O 150,000 164,999 (9)
- O More than \$165,000 (10)

Q8.6 What is the highest level of education you have completed?
O Less than High School (1)
O High School / GED (2)
O Some College (3)
O 2-year College Degree (4)
• 4-year College Degree (5)
O Masters Degree (6)
O Doctoral Degree (7)
O Professional Degree (JD, MD) (8)
Q31 Please share any additional comments about your Lake Erie Wine Country experience.

Q33 Thank you for completing the survey. If you would like to enter the drawing for Lake Erie Wine Country business gift certificates and a \$100 American Express gift card, please answer below.
No, not today (1)Yes, I want to enter (2)