

## Enhancing the Chautauqua-Lake Erie Wine Tourism Workshop Evaluation

This survey is to be completed by farmers and rural business operators after participating in an Enhancing Chautauqua-Lake Erie Wine Tourism Experience Workshop. It will be administered via Audience Response Systems (clickers) available through the Extension venue. Data will be compiled to verify the usefulness of the workshop. Click the letter corresponding to the response that best reflects your answer for the following questions.

**1. The 4Es framework showed how to enhance visitors' experiences of our region.**

FALSE                      PROBABLY FALSE                      PROBABLY TRUE                      TRUE

**2. The 4Es framework showed how to enhance visitors' experiences for my kind of business.**

FALSE                      PROBABLY FALSE                      PROBABLY TRUE                      TRUE

**3. Did the data presented about visitors' help you better understand what tourists' value from their visit?**

DEFINITELY NO                      PROBABLY NO                      PROBABLY YES                      DEFINITELY YES

**4. Do you plan to perform an internal audit of your business offerings using the workshop's assessment tool?**

DEFINITELY NO                      PROBABLY NO                      PROBABLY YES                      DEFINITELY YES

**5. A. Have you identified aspects of at least one of the 4Es to incorporate in your business?**

YES                      NO

**B. If YES, circle which of the 4Es it is most likely to represent?**

EDUCATIONAL                      ESCAPIST                      ENTERTAINMENT                      ESTHETIC

**6. Do you plan to implement at least one new strategy suggested in the workshop in your business?**

DEFINITELY NO                      PROBABLY NO                      PROBABLY YES                      DEFINITELY YES

**7. Are you willing to collaborate with another business owner to provide an enhanced visitor experience?**

NOT WILLING                      RELUCTANT                      SOMEWHAT WILLING                      MODERATELY WILLING                      VERY WILLING

**8. How willing are you to communicate with policy makers about the value of enhancing the visitor experience in the region?**

NOT WILLING                  RELUCTANT                  SOMEWHAT WILLING                  MODERATELY WILLING                  VERY WILLING

**9. Some people may perceive obstacles to using these strategies to enhance the visitor experience. Please indicate what might inhibit your using these strategies. Circle all that apply.**

- a. Do not see the benefits
- b. Not motivated
- c. Too much effort
- d. Lack of time
- e. Need extra money
- f. Too confusing
- g. Other:

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**10. What would make it easier for you and others to implement the experiential strategies suggested in this workshop?**

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