

LEWC Workshop Follow Up

Q1 Did you attend one of the Lake Erie Wine Country Tourism Study Workshops in the Summer of 2012?

- Yes (1)
- No (2)

Q2 I did not attend because:

- Scheduling conflict (1)
- Was unaware of the workshops (2)
- Not interested in subject (3)
- Did not consider topic relevant to my business (4)
- Other (5) _____

Q18 I would be interested in additional educational seminars on this or related topics.

- Yes (1)
- No (2)

Q12 Please select the topics you are most interested in learning more about through other workshops.
(Select all that apply.)

- Marketing with social media (1)
- Marketing to travel trade (2)
- Marketing to wine trade (3)
- Marketing to restaurant/catering trade (4)
- Customer service training for staff (5)
- Partnerships with other local businesses (6)
- Benefits of joining Lake Erie Wine Country (7)
- Other (8) _____

Q4 Did the workshop or materials add to your understanding of what tourists value from their Wine Country visit?

- Definitely yes (1)
- Probably Yes (2)
- Probably No (3)
- Definitely No (4)

Q5 Did you share the workshop materials with your business partners or your employees?

- Yes (1)
- No (2)
- Plan to do so but have not done so yet (3)
- Do not plan to share. (4)

Q7 Did you implement at least one new strategy suggested by the workshop or workshop material?

- Yes (1)
- No (2)
- Plan to do so during this year. (3)
- Do not plan to do so. (4)

Q8 Did you collaborate with another business owner to provide an enhanced visitor experience?

- Yes (1)
- No (2)
- Plan to do so during this year. (3)
- Do not plan to do so. (4)

Q6 Did you perform an internal audit of your business offerings using the assessment tool? (Internal Audit Worksheet)

- Yes (1)
- No (2)
- Plan to do so but have not done so yet (3)
- Do not plan to use the internal audit tool (4)

Q9 Of the 4Es presented in the study, which, if any, did you newly incorporate or emphasize in your business to enhance visitor experiences as a result of the workshops and materials? (Select any and all of the 4Es or only None).

- Education (1)
- Esthetics (2)
- Entertainment (3)
- Escapist (4)
- None (5)

Q10 If none, what obstacles inhibited your using the experience economy strategies in your business.
Select the top two obstacles.

- Do not see benefits (1)
- Too much effort (2)
- Lack of time (3)
- Lack of money (4)
- Choosing among priorities (5)
- Staffing (6)
- Not sure how to implement (7)
- Other (8) _____

Q12 Please enter my business in the drawing for a two-hour, one-on-one consultation on marketing my business using the experience economy.

- Business Name (1) _____
- Email Address (2) _____
- Business Address (3) _____
- Not at this time but thank you (4)