



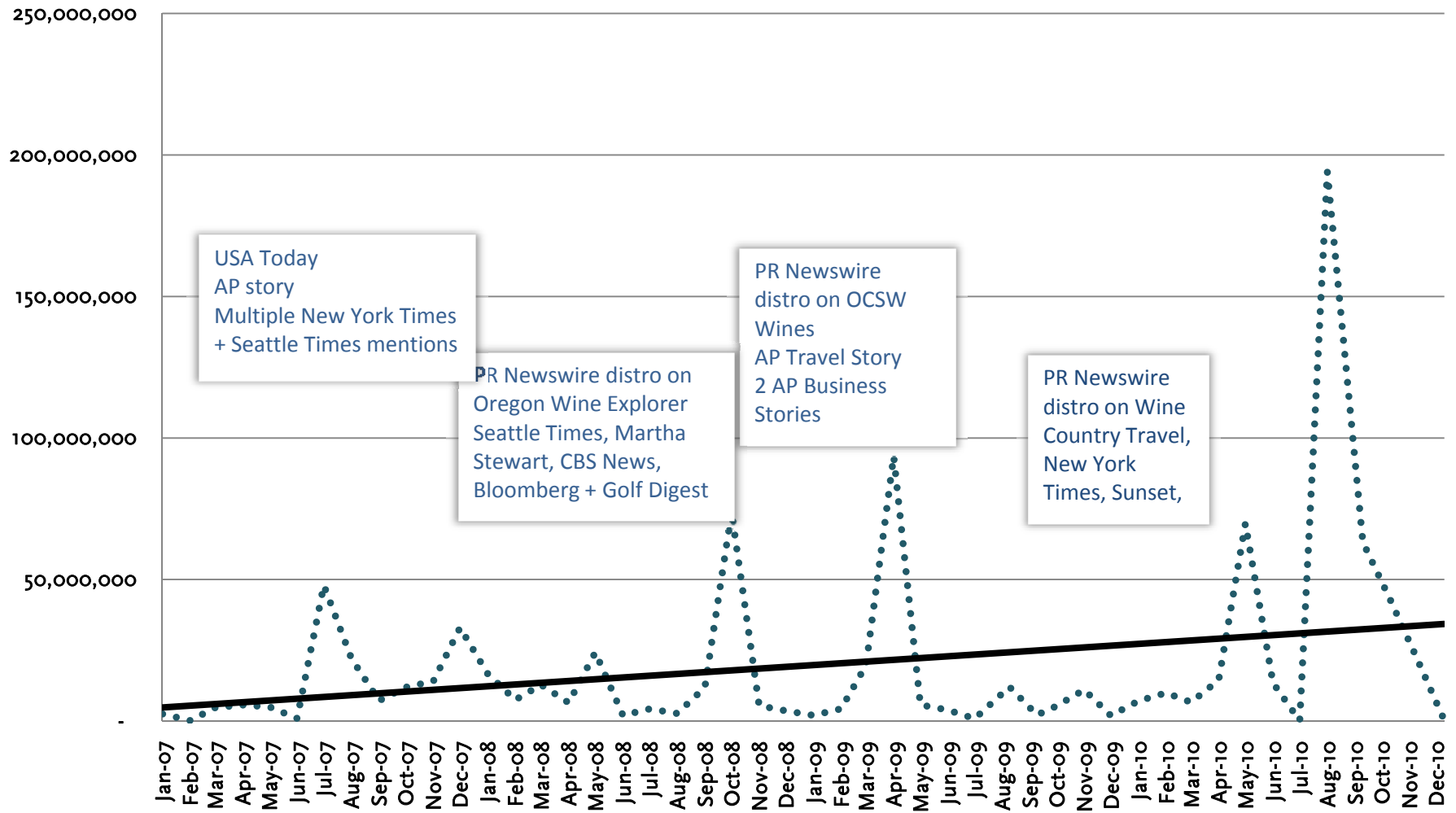
Oregon Wine Board Performance Metrics

December 30, 2010

Metrics are available on

<http://industry.oregonwine.org/oregon-wine-board/marketing-tourism/performance-metrics/>

U.S. Media Relations: 1/1/07 – 12/31/10



Foreign Media Relations: 1/1/06 – 12/31/10

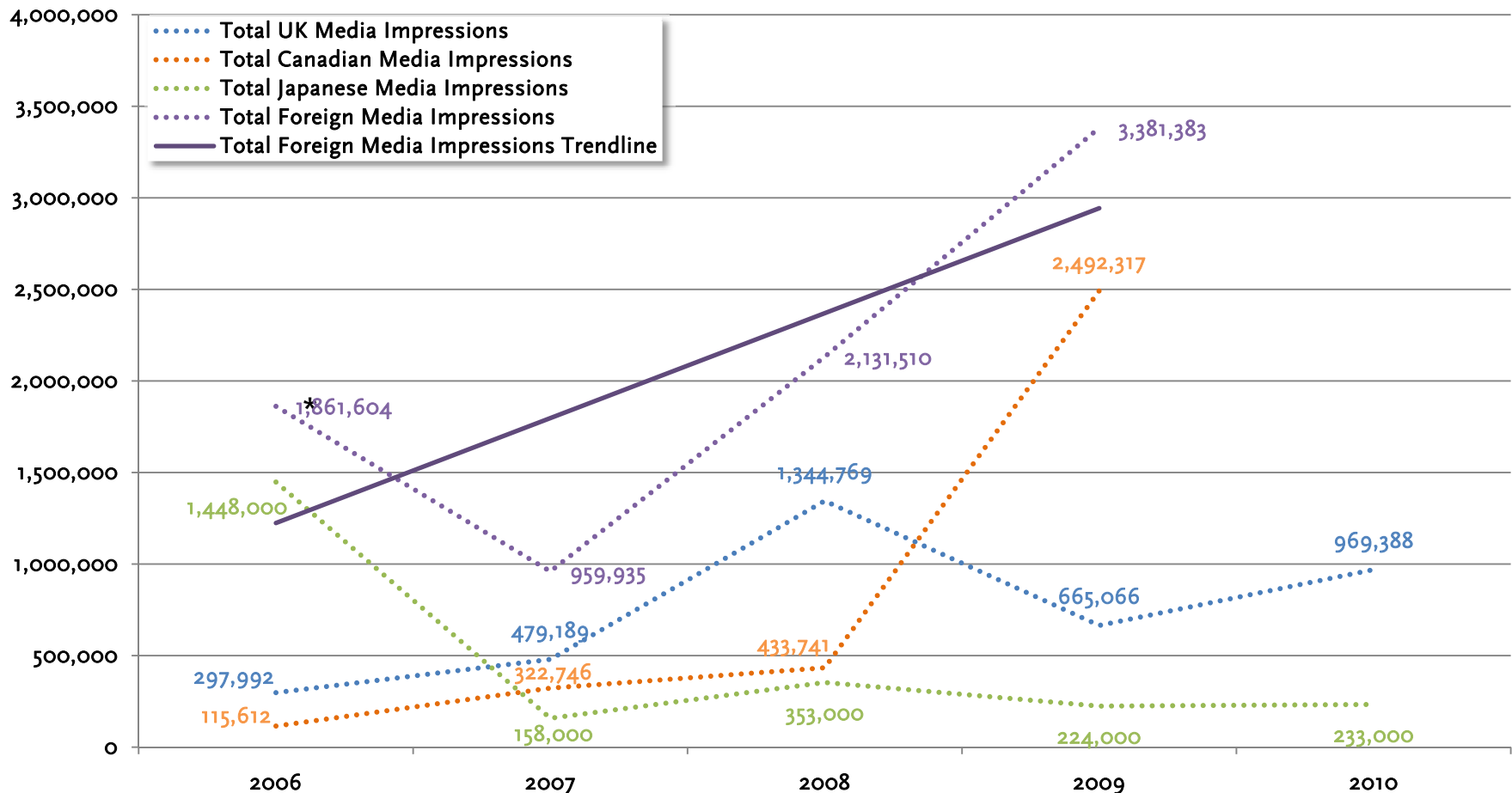
Media impressions are increasing in our three major export markets with total media impressions of over 9.5 million since 2006

(2010 numbers do not include Canada)



Total Foreign Media Impressions

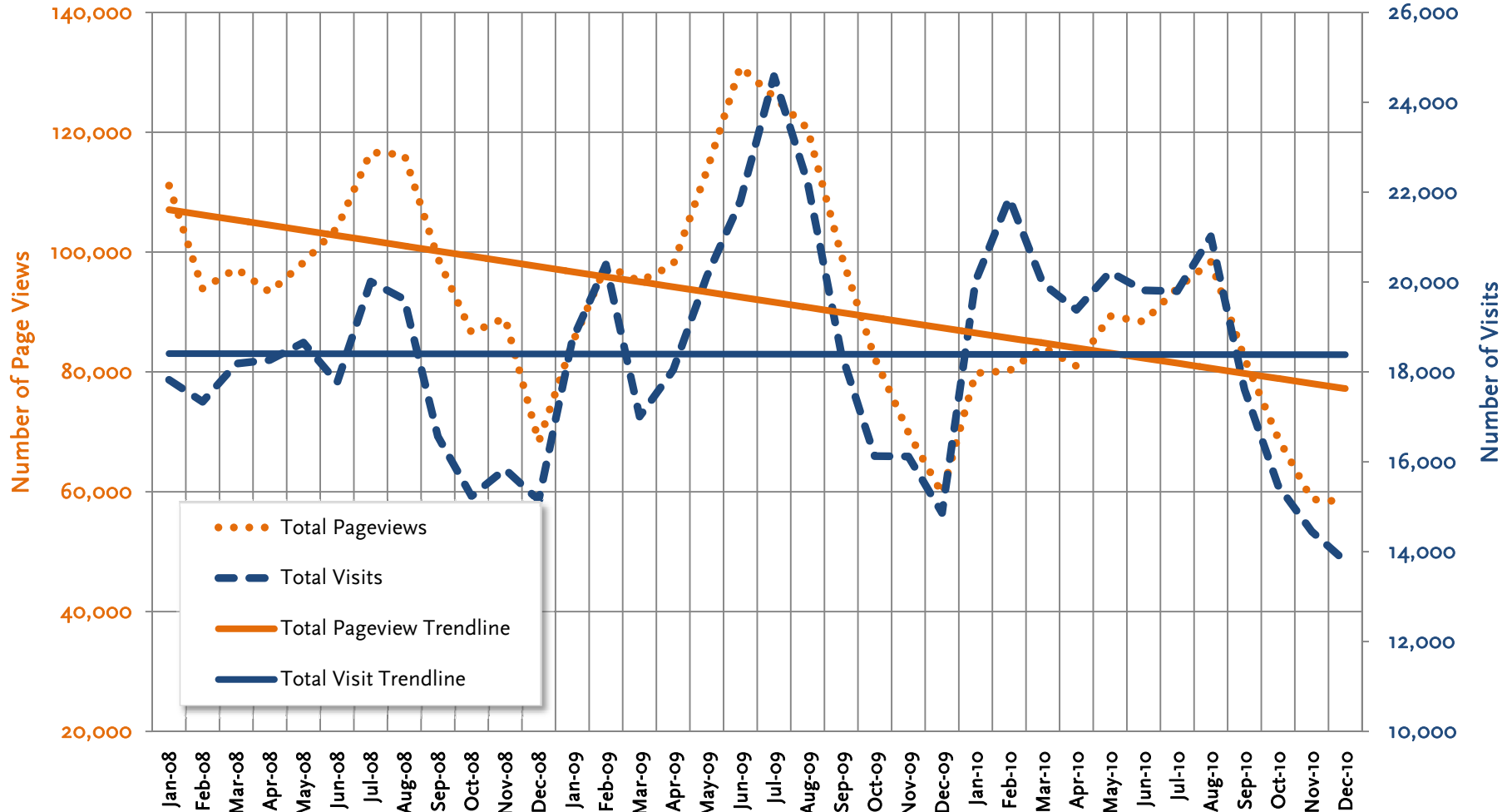
January 2006 - December 2010



* *Daily Mainichi News* featured Oregon on 9/2006 and reached over 8 million consumers. Data point left off chart to increase readability.

Total Website Traffic

The visit trendline is flat, but pageviews are declining.

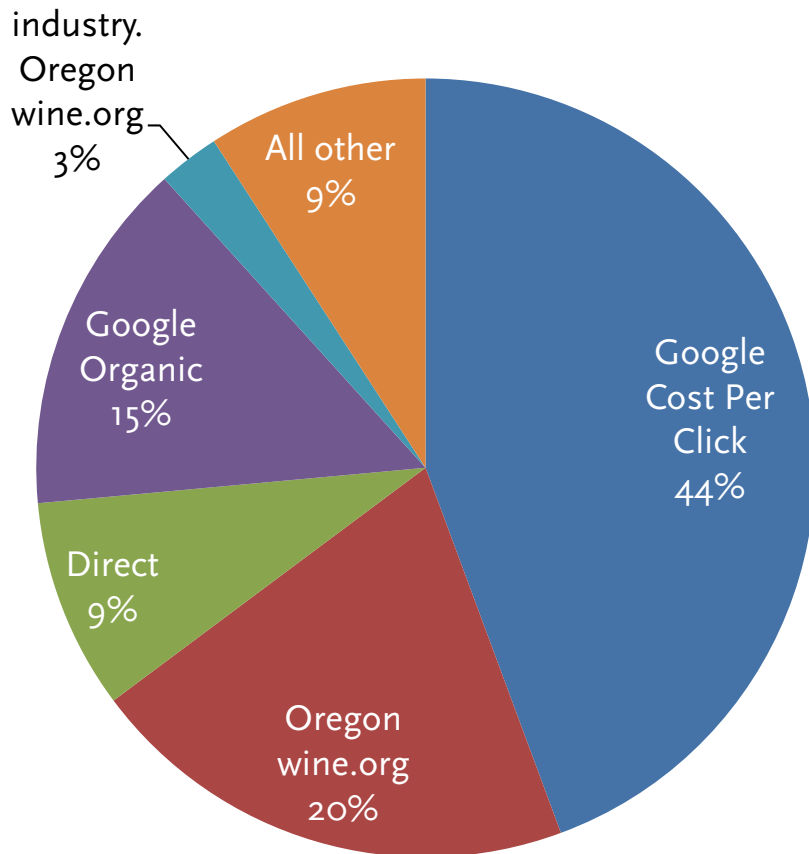




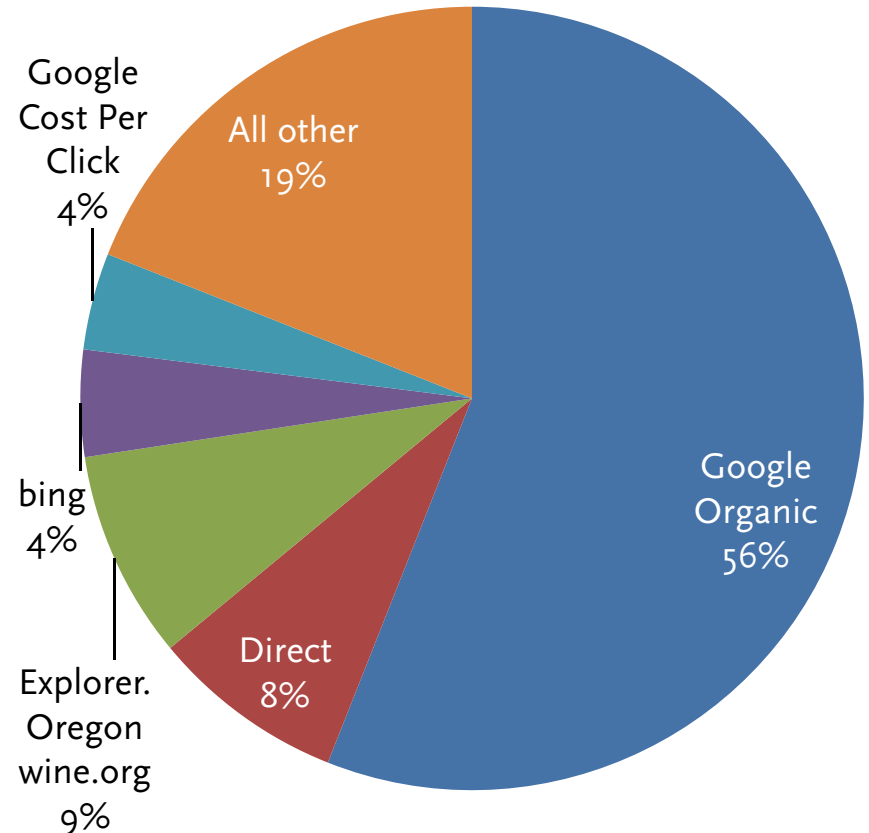
Source of Traffic

Google is the primary source of website traffic

explorer.oregonwine.org



Oregonwine.org



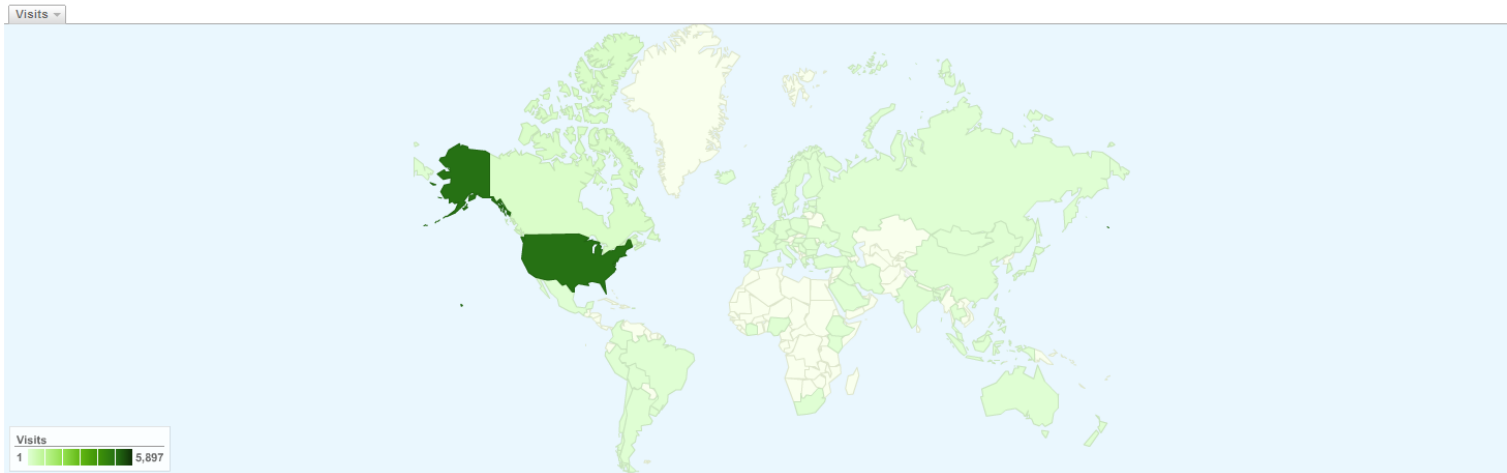
Web User Location

Visitors come from around the world, but the vast majority are from the US



Map Overlay

Dec 1, 2010 - Dec 31, 2010



6,579 visits came from 72 countries/territories

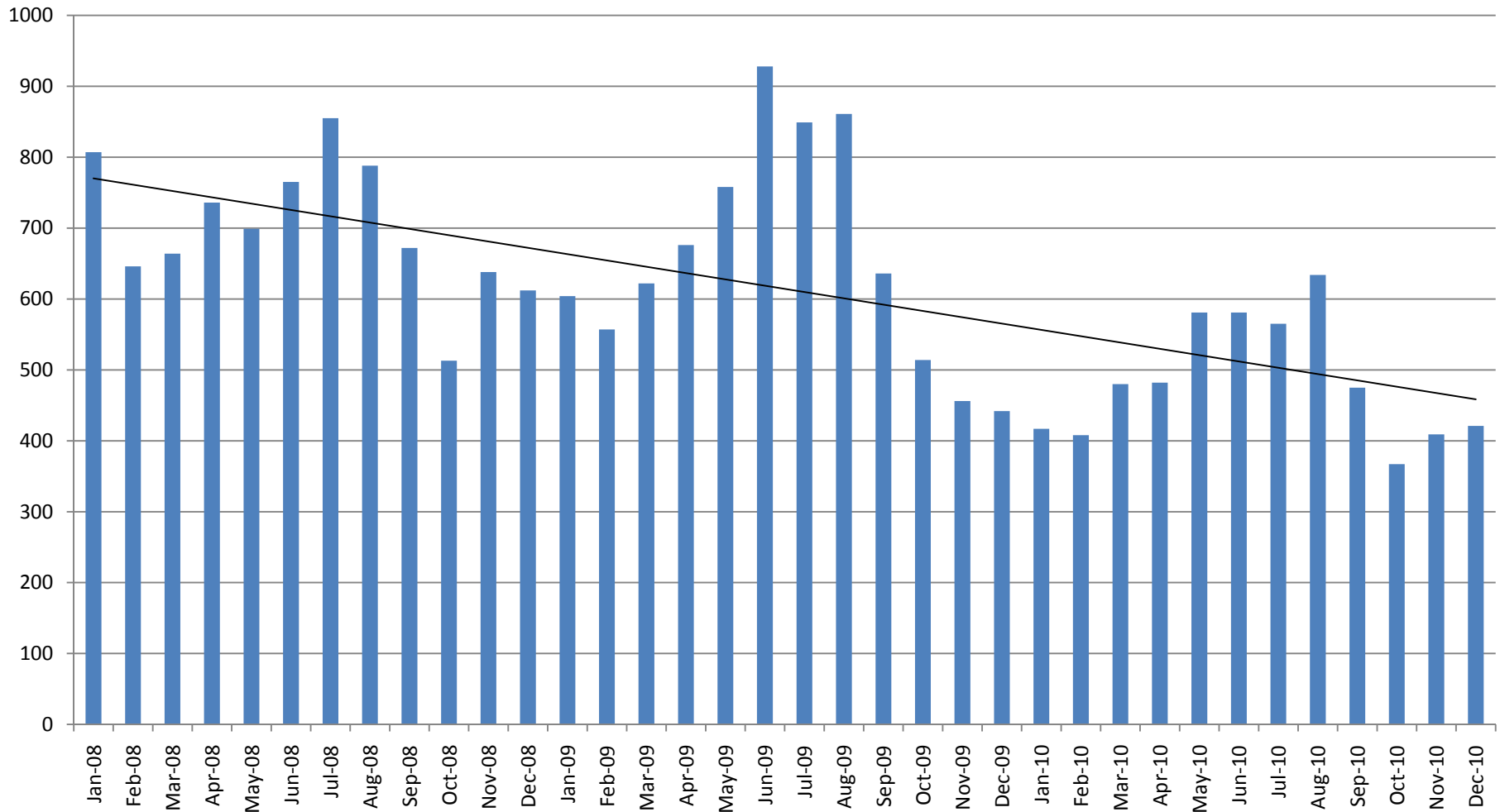
Detail Level: City | Country/Territory | Sub Continent/Region | Continent Dimension: None

Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
6,579 % of Site Total: 100.00%		2.65 Site Avg: 2.65 (0.00%)		00:02:44 Site Avg: 00:02:44 (0.00%)		80.06% Site Avg: 80.03% (0.04%)		49.20% Site Avg: 49.20% (0.00%)	
Rank	Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1.	United States	5,897	2.66	00:02:47	80.13%	48.55%			
2.	Canada	182	3.03	00:02:42	89.56%	44.51%			
3.	France	76	2.01	00:02:45	48.05%	61.84%			
4.	Japan	61	1.79	00:01:00	73.77%	59.02%			
5.	United Kingdom	50	2.14	00:02:05	86.00%	48.00%			
6.	Germany	32	2.22	00:01:08	90.62%	56.25%			
7.	Sweden	20	2.35	00:03:40	60.00%	55.00%			
8.	India	18	1.61	00:01:42	72.22%	55.56%			
9.	Australia	16	2.25	00:01:14	93.75%	62.50%			
10.	Italy	16	3.56	00:05:16	93.75%	62.50%			

Filter Country/Territory: containing Go [Advanced Filter](#) Go to: 1 Show rows: 10 1 - 10 of 72

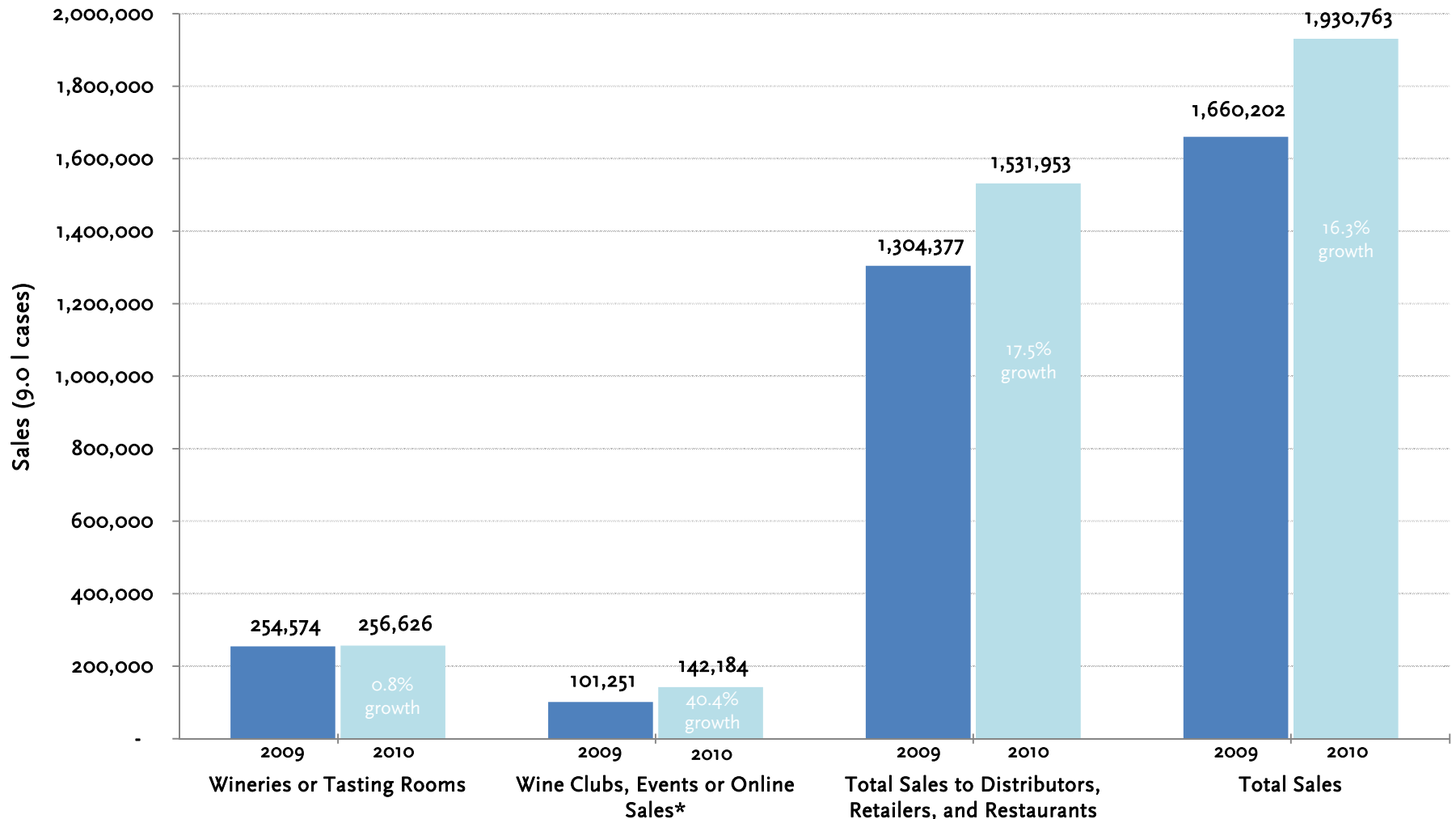
Click-throughs to Winery Websites

Clicks directly to winery websites have declined, in part due to the itinerary creation functionality.



Oregon Wineries: Sales by Case

Case sales increased in 2010, grew slightly in tasting rooms/on-site

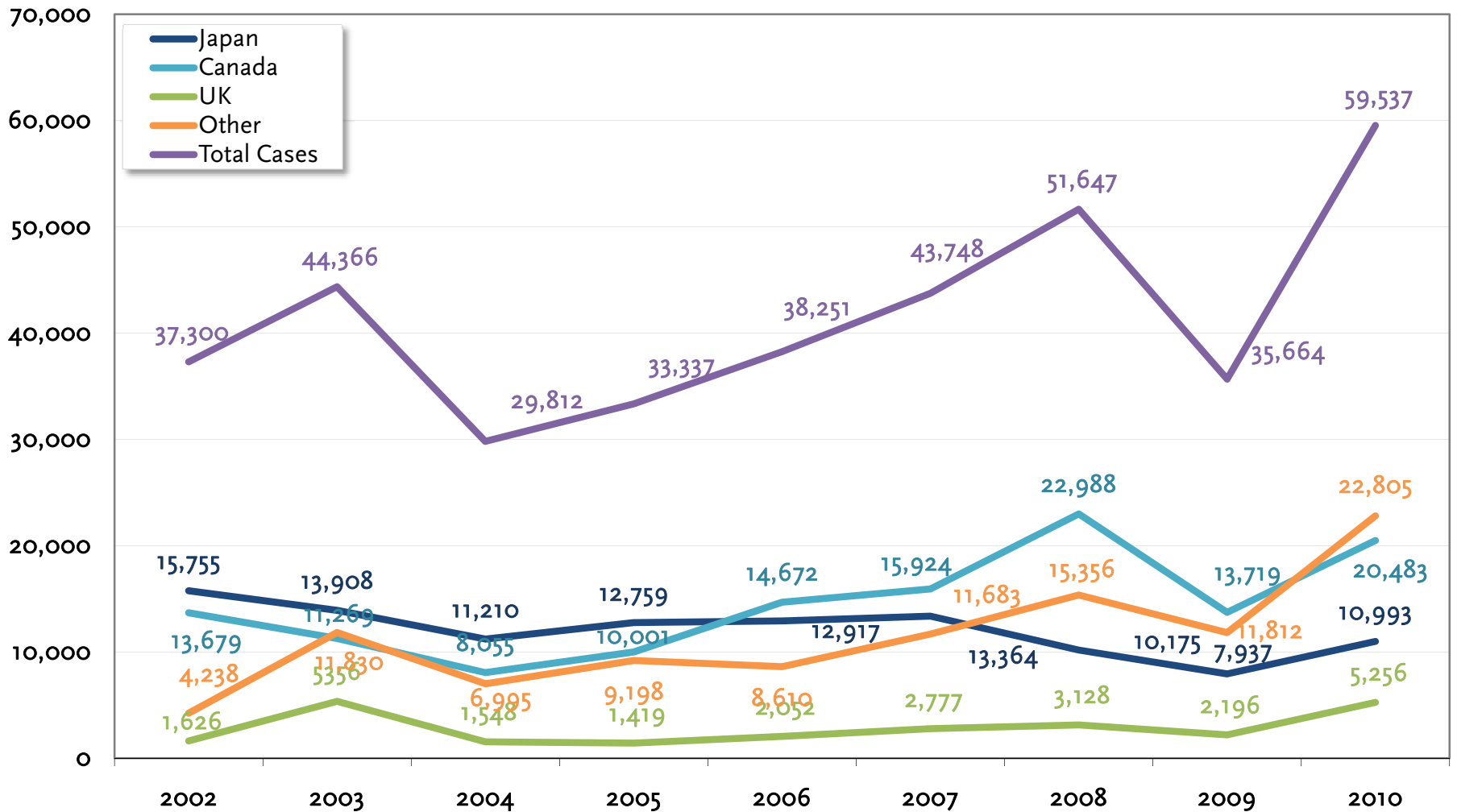


* Also includes wine festivals and all other direct consumer sales.



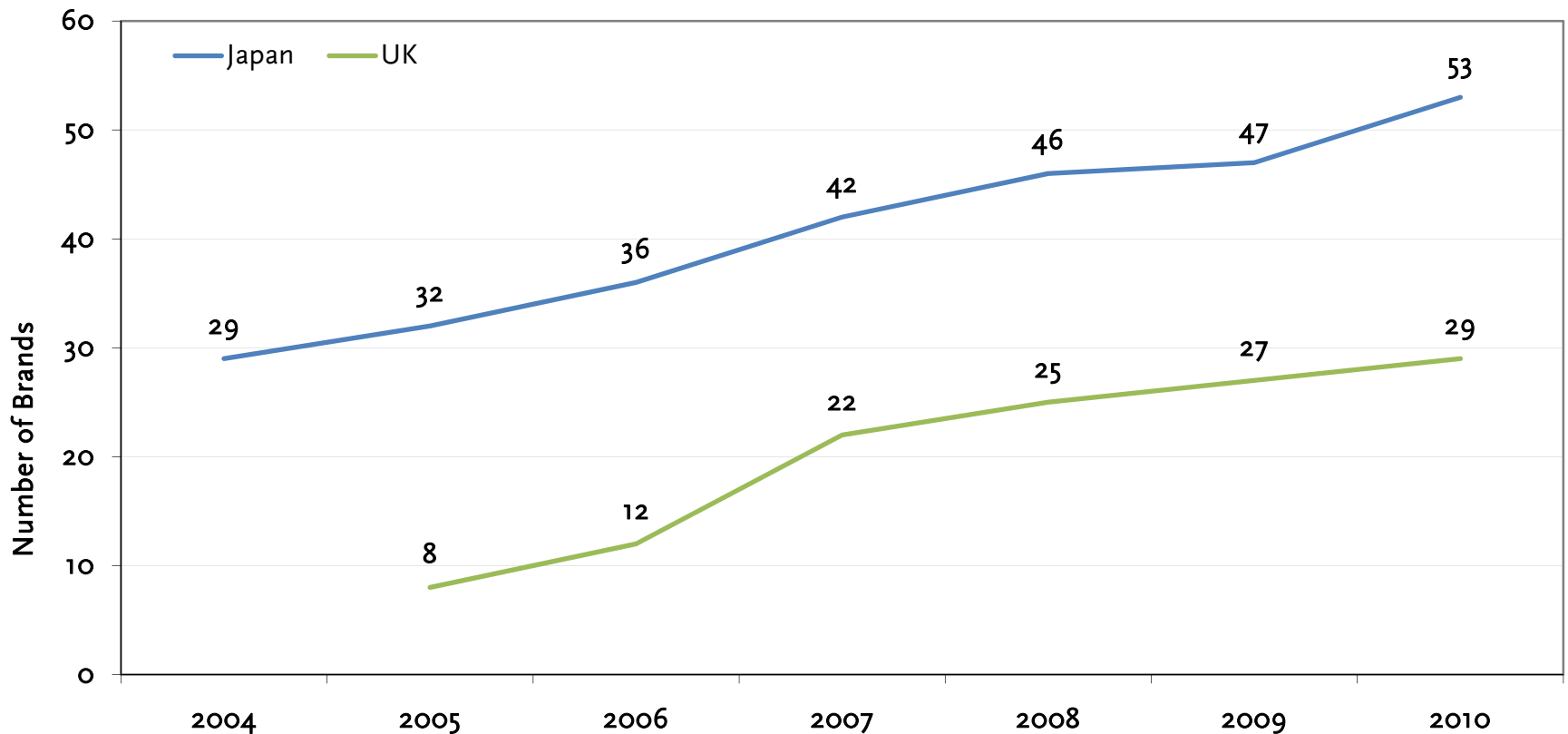
Number of Cases Exported

2010 saw a significant rebound in export sales



Oregon Brands in Export Distribution

The number of Oregon brands with active distribution has steadily increased

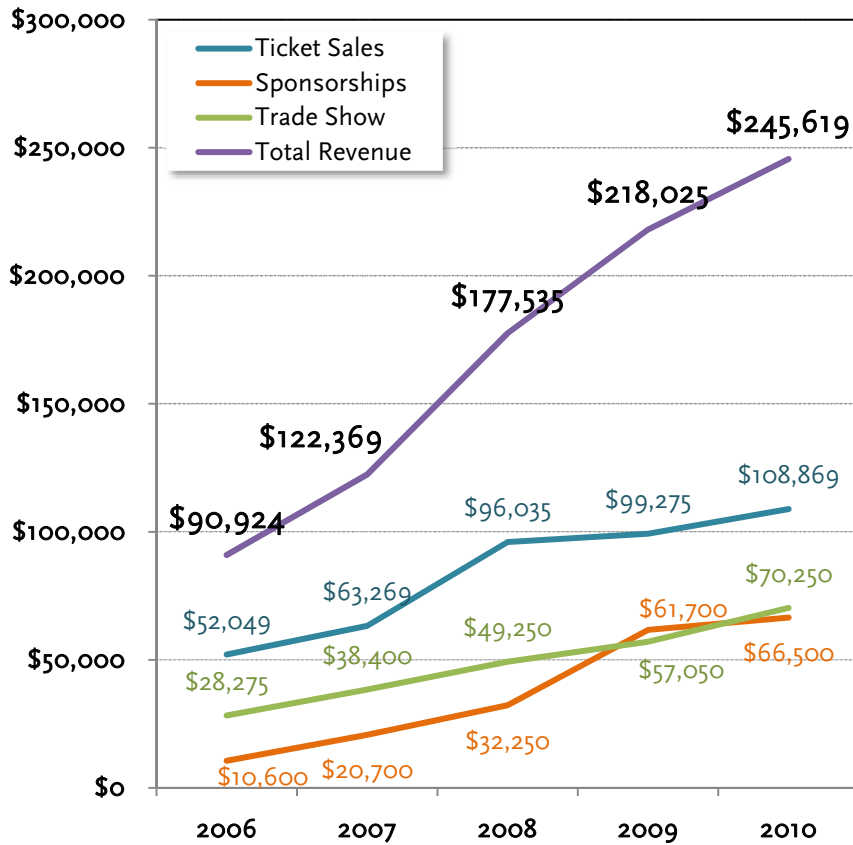


Markets with an Oregon Wine Board Representative

Symposium Revenue and Attendance



Symposium Revenue



Symposium Attendance

