

OREGON WINERY VISITOR PROFILE

Columbia Gorge Data Appendix

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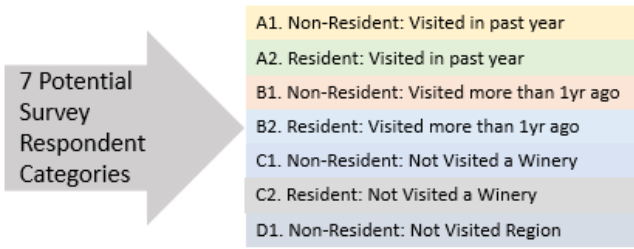
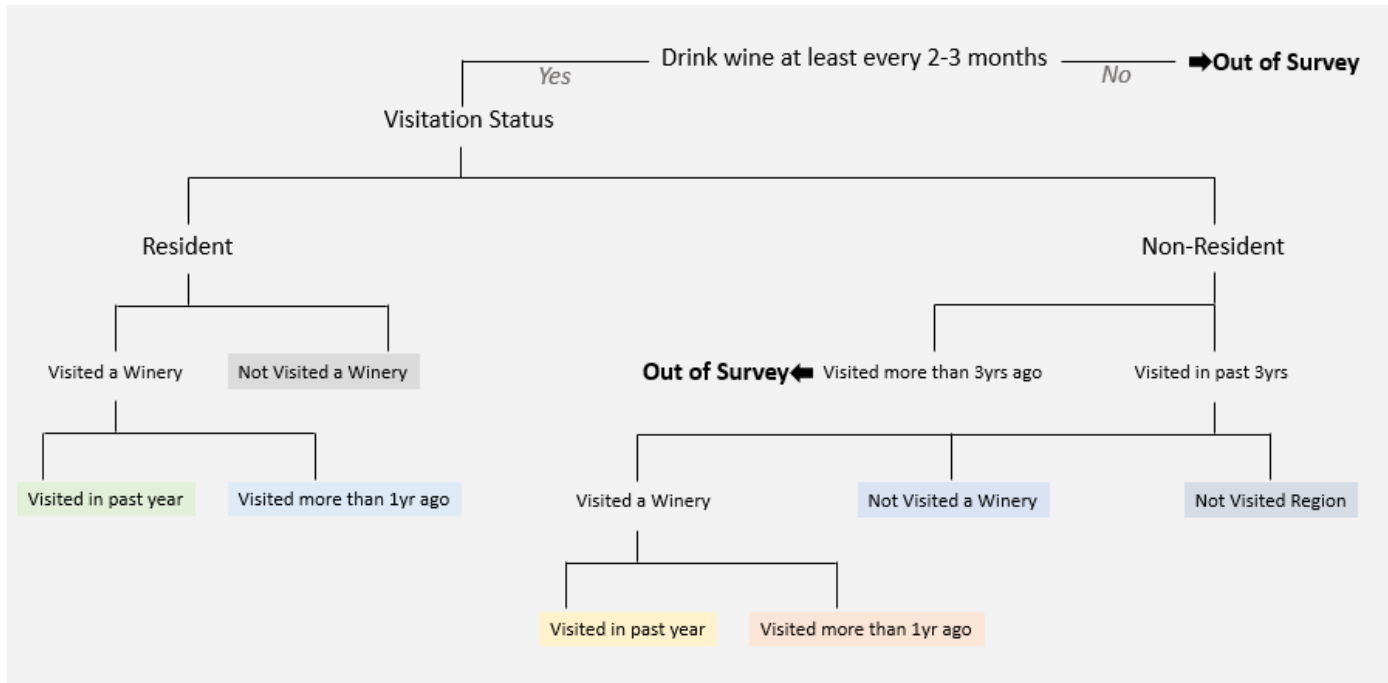
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Survey Logic

Initial Survey Flow



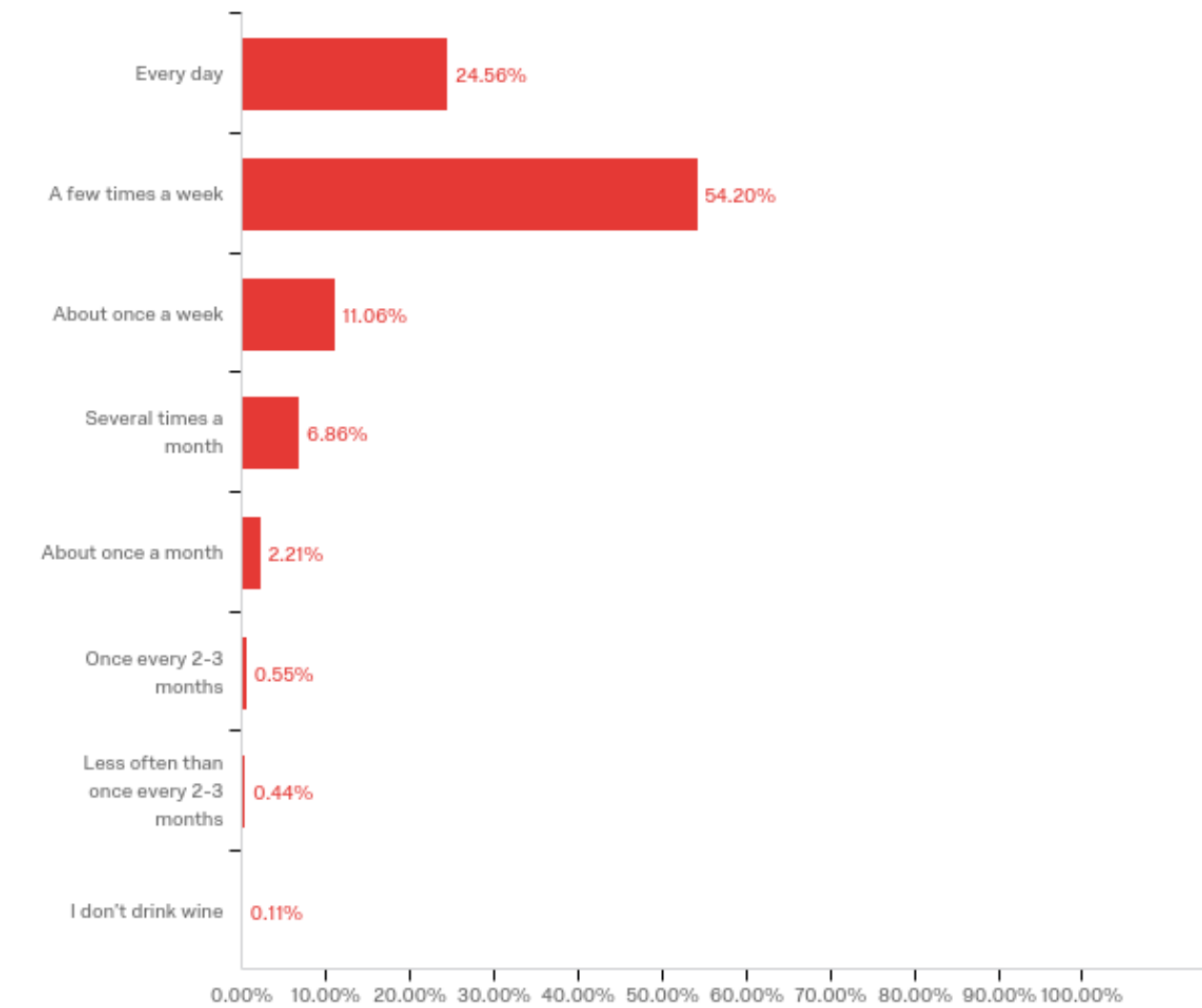
Survey Respondent Groups

		Non-Residents	Residents
Winery Visitors	Recent Visitors	A1. Non-Resident: Visited in past year <ul style="list-style-type: none"> • Part 1: About your trip • Part 2: Trip motivation & satisfaction • Part 3: Perceptions of Wine Regions • Part 4: About you 	A2. Resident: Visited in past year <ul style="list-style-type: none"> • Part 1: About your trip • Part 2: Trip motivation & satisfaction <ul style="list-style-type: none"> • Q13, Q16 – Q22 • Part 3: Perceptions of Wine Regions • Part 4: About you
	Past Visitors	B1. Non-Resident: Visited more than 1yr ago <ul style="list-style-type: none"> • Part 1: Trip motivation & satisfaction <ul style="list-style-type: none"> • All Qs (slightly modified) • Part 2: Perceptions of Wine Regions • Part 3: About you 	B2. Resident: Visited more than 1yr ago <ul style="list-style-type: none"> • Part 1: Trip motivation & satisfaction <ul style="list-style-type: none"> • Q13, Q16 – Q22 (slightly modified) • Part 3: Perceptions of Wine Regions • Part 4: About you
Non - Winery Visitors	Region Visitors	C1. Non-Resident: Not Visited a Winery <ul style="list-style-type: none"> • Part 1 (Non-winery visitors): Barriers to Visiting • Part 2: Trip motivation & satisfaction <ul style="list-style-type: none"> • Q13 – Q15, Q18, Q19, Q21, Q22 • Part 3: Perceptions of Wine Regions • Part 4: About you 	C2. Resident: Not Visited a Winery <ul style="list-style-type: none"> • Part 1 (Non-winery visitors): Barriers to Visiting • Part 2: Perceptions of Wine Regions • Part 3: About you
	Non-Region Visitors	D1. Non-Resident: Not Visited Region <ul style="list-style-type: none"> • Part 1 (Non-visitors): Barriers to Visiting • Part 2: Perceptions of Wine Regions • Part 3: About you 	

Columbia Gorge Survey Responses

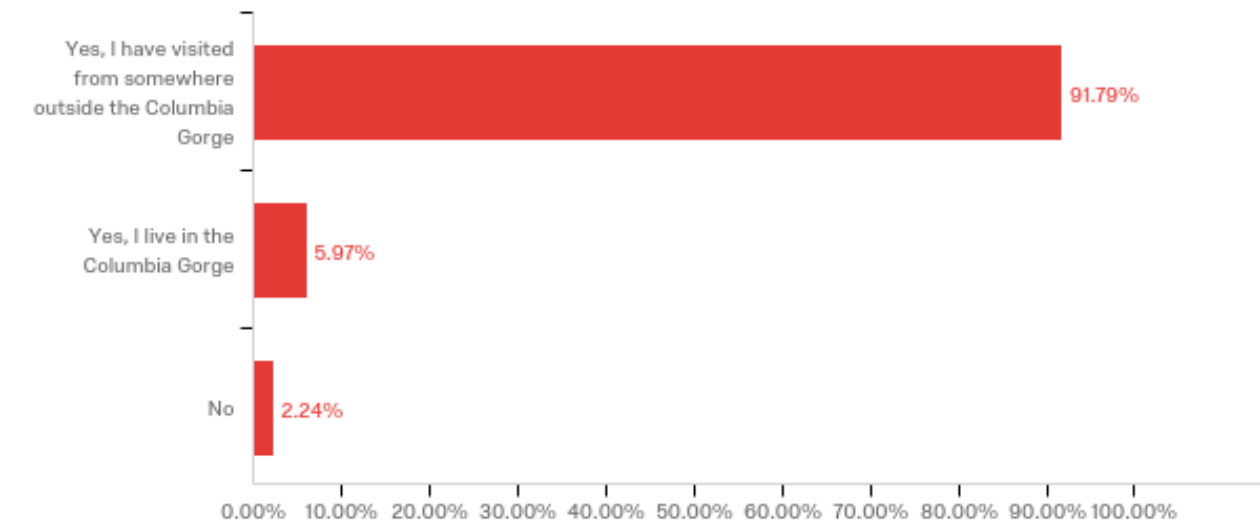
Screeners Questions

SQ1 - On average, how often do you drink wine? (N=904)



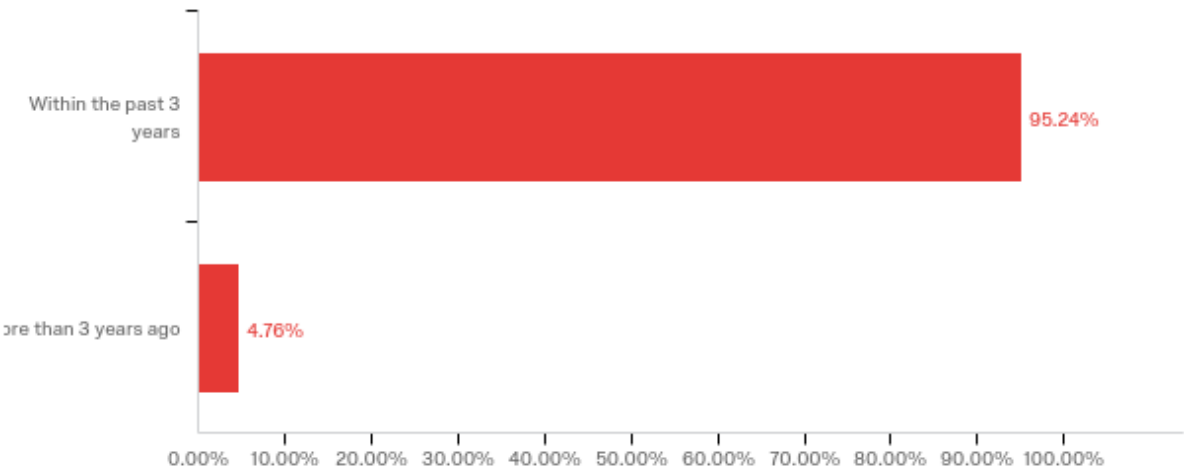
Answer	%	Count
Every day	24.56%	222
A few times a week	54.20%	490
About once a week	11.06%	100
Several times a month	6.86%	62
About once a month	2.21%	20
Once every 2-3 months	0.55%	5
Less often than once every 2-3 months	0.44%	4
I don't drink wine	0.11%	1
Total	100%	904

SQ2 - Have you ever spent time in the Columbia Gorge? Please refer to the map below to see the Columbia Gorge boundaries. (N=804)



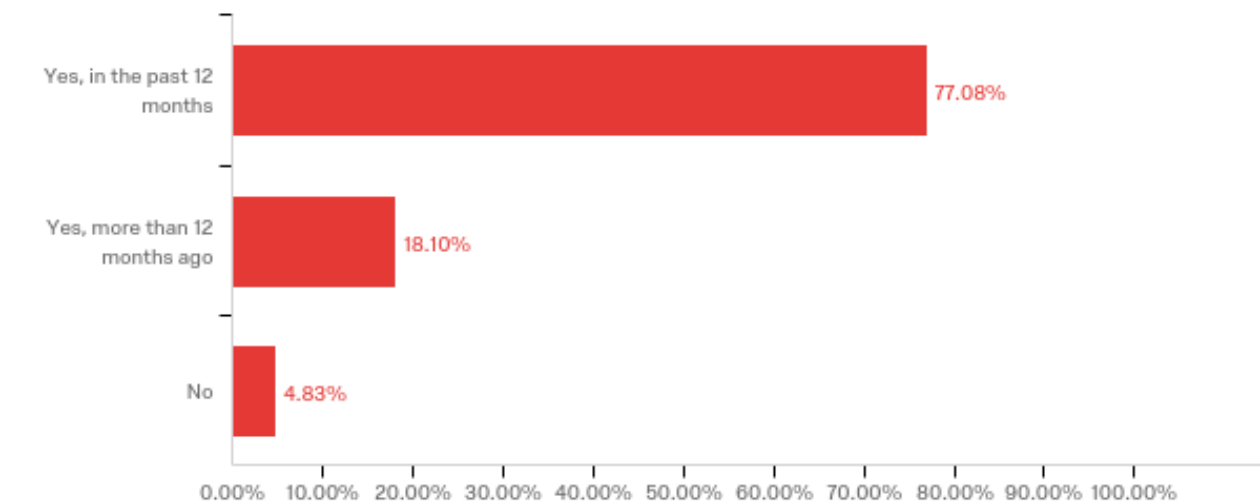
Answer	%	Count
Yes, I have visited from somewhere outside the Columbia Gorge	91.79%	738
Yes, I live in the Columbia Gorge	5.97%	48
No	2.24%	18
Total	100%	804

SQ2B - How long ago was your most recent visit? (N=735)



Answer	%	Count
Within the past 3 years	95.24%	700
More than 3 years ago	4.76%	35
Total	100%	735

SQ3 - Have you ever visited a winery tasting room for the purpose of tasting or buying wines in the Columbia Gorge? (N=746)



Answer	%	Count
Yes, in the past 12 months	77.08%	575
Yes, more than 12 months ago	18.10%	135
No	4.83%	36
Total	100%	746

SQ4 - During which month(s) did you visit a winery or wineries in the Columbia Gorge? Check all that apply. (N=654)

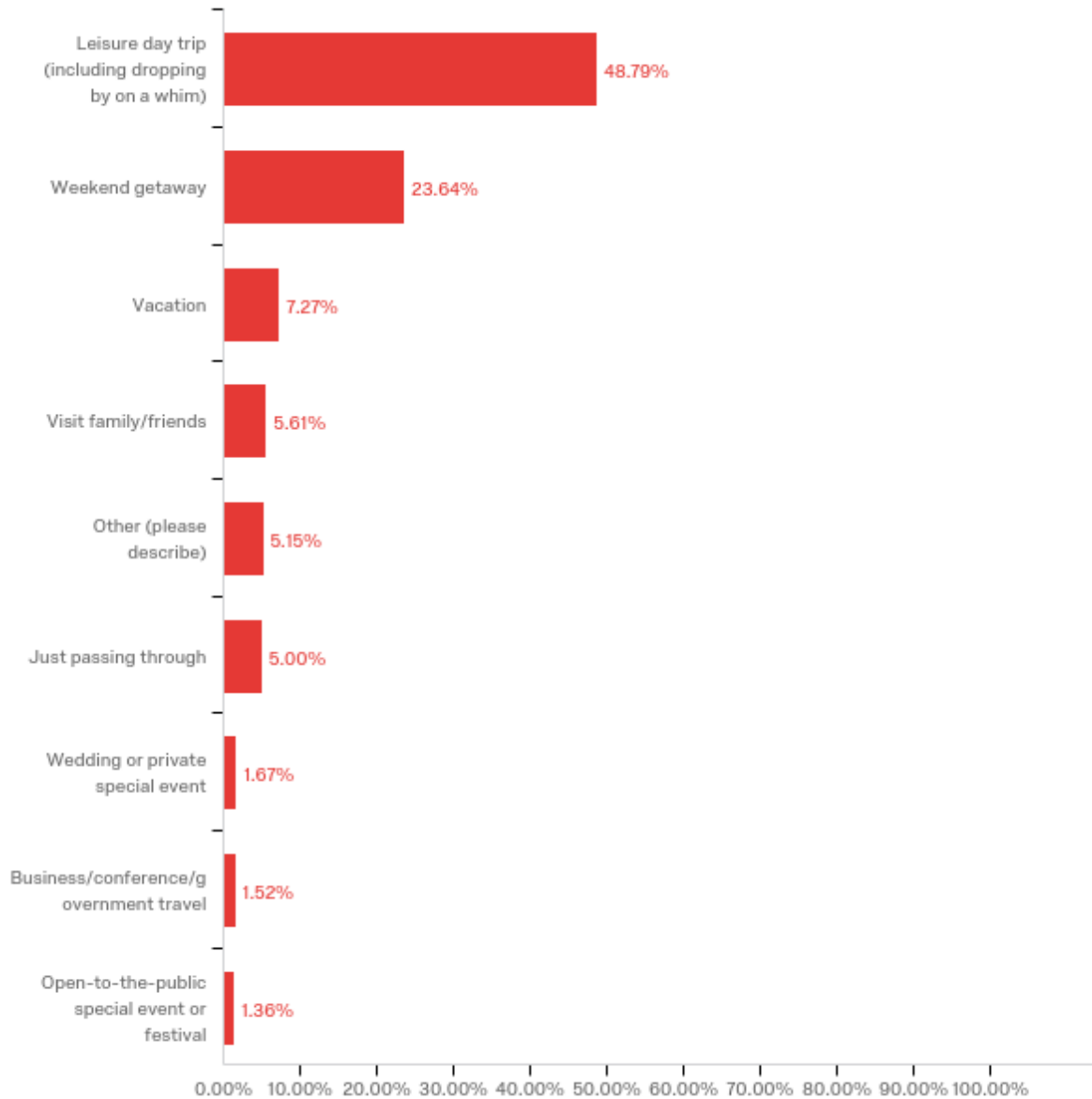
Answer	%	Count
January	11.01%	72
February	11.77%	77
March	21.56%	141
April	20.18%	132
May	29.82%	195
June	27.98%	183
July	29.36%	192
August	33.79%	221
September	33.64%	220
October	27.98%	183
November	26.15%	171
December	12.08%	79

SQ5 - Please indicate how often, on average, you buy wine at a retail store or winery tasting room in the following price ranges (per standard 750ml bottle). Do not include wine purchased at restaurants.

Question	Weekly		Monthly		Several times per year		Less than several times per year		Never		Total
Under \$14	28.51%	191	31.34%	210	17.01%	114	15.67%	105	7.46%	50	670
\$14 - \$19.99	14.73%	105	34.78%	248	36.04%	257	12.06%	86	2.38%	17	713
\$20 - \$29.99	4.32%	32	24.43%	181	49.53%	367	18.49%	137	3.24%	24	741
\$30 - \$49.99	1.94%	14	9.28%	67	43.21%	312	35.32%	255	10.25%	74	722
\$50 or more	1.46%	10	4.80%	33	20.23%	139	42.50%	292	31.00%	213	687

About Your Trip (All Recent Winery Visitors/A1&A2)

Q1.1 - Which of the following best describes your trip? (N=660)



Answer	%	Count
Leisure day trip (including dropping by on a whim)	48.79%	322
Weekend getaway	23.64%	156
Vacation	7.27%	48
Visit family/friends	5.61%	37
Other (please describe)	5.15%	34
Just passing through	5.00%	33
Wedding or private special event	1.67%	11
Business/conference/government travel	1.52%	10
Open-to-the-public special event or festival	1.36%	9
Total	100%	660

Q1.1b - Did you travel more than 50 miles from your home to visit a winery on this trip? (N=486)

Answer	%	Count
Yes	75.93%	369
No	24.07%	117
Total	100%	486

Q1.1c - Was the primary purpose of your trip to visit a winery or wineries? (N=593)

Answer	%	Count
Yes	67.62%	401
No	32.38%	192
Total	100%	593

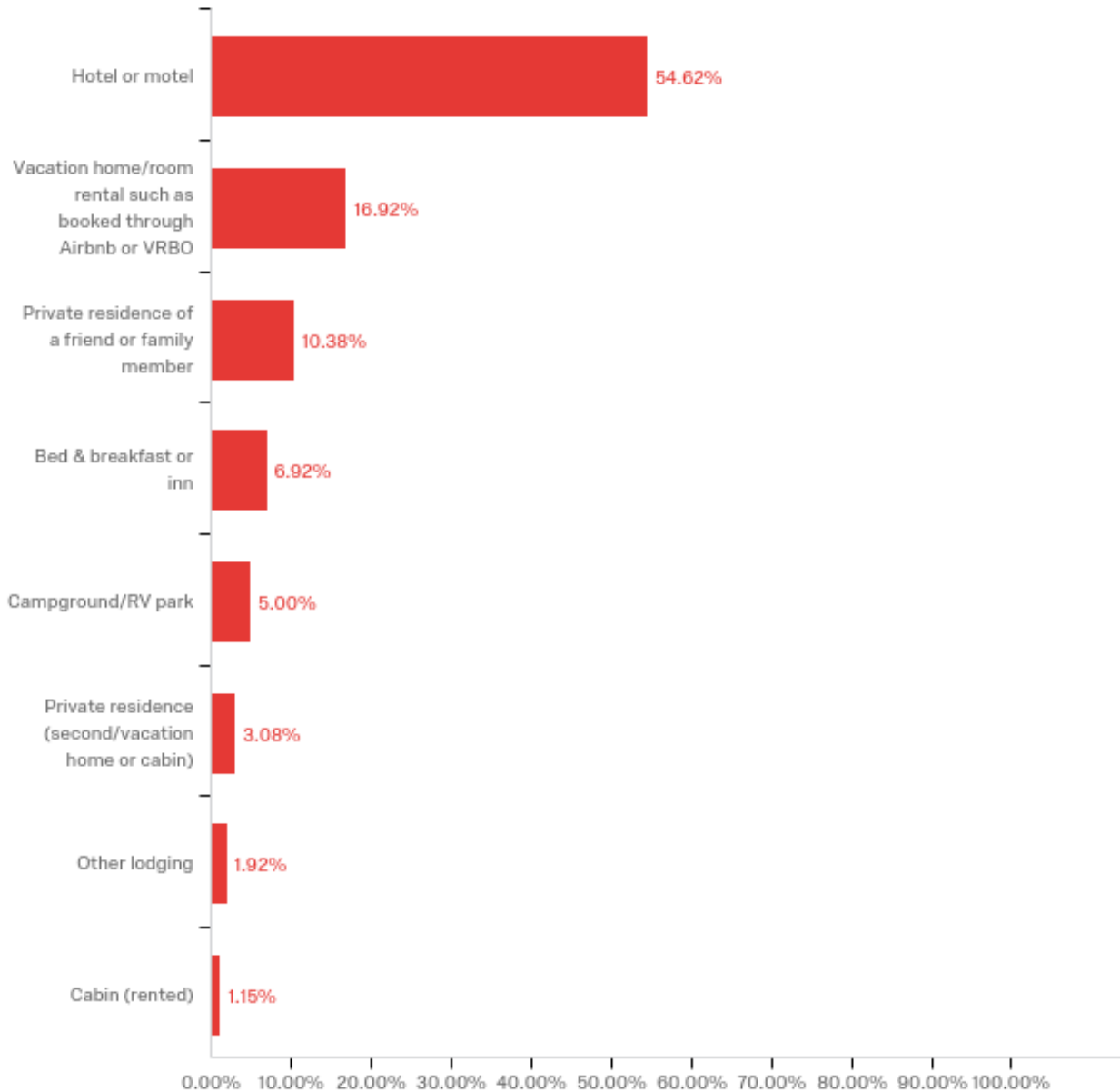
Q1.2 - On this trip, did you stay overnight in the Columbia Gorge anywhere outside your home? (N=657)

Answer	%	Count
Yes	40.03%	263
No	59.97%	394
Total	100%	657

Q1.2b - How many nights away from home did you stay in the Columbia Gorge? (N=217)

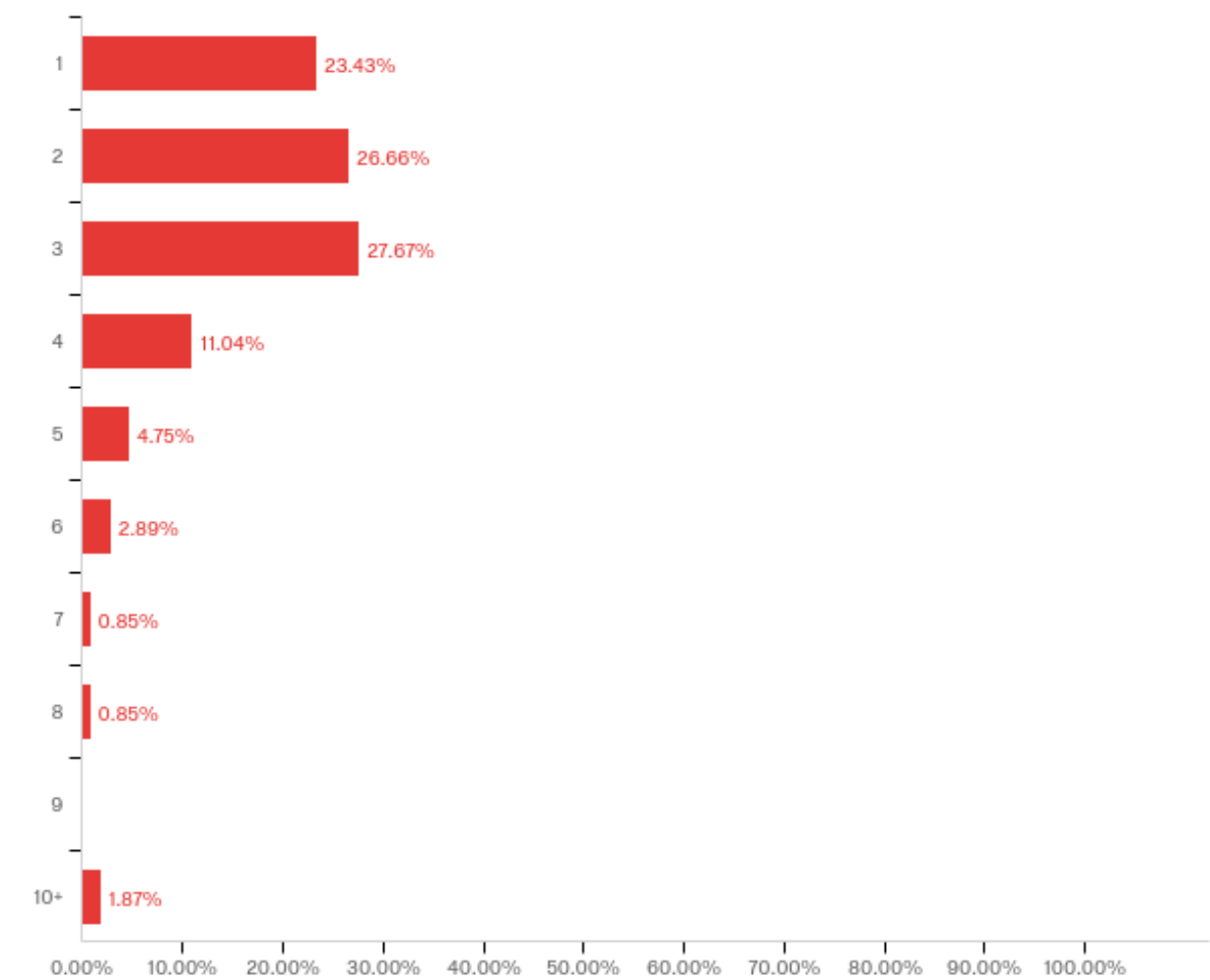
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
How many nights away from home did you stay in the Columbia Gorge?	1.00	21.00	2.46	2.01	4.03	217

Q1.2c - Where did you stay overnight while in the Columbia Gorge? (N=260)



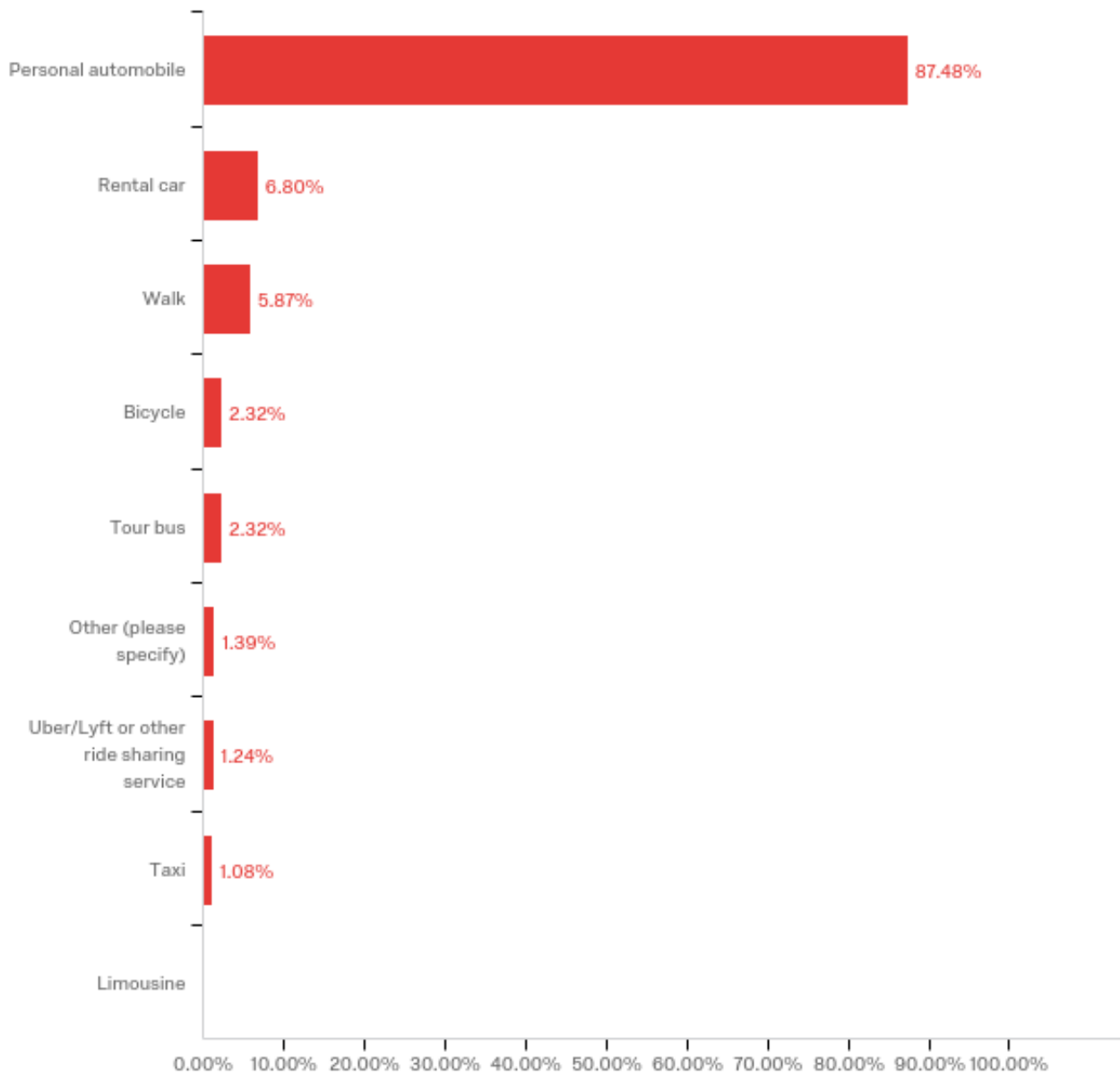
Answer	%	Count
Hotel or motel	54.62%	142
Vacation home/room rental such as booked through Airbnb or VRBO	16.92%	44
Private residence of a friend or family member	10.38%	27
Bed & breakfast or inn	6.92%	18
Campground/RV park	5.00%	13
Private residence (second/vacation home or cabin)	3.08%	8
Other lodging	1.92%	5
Cabin (rented)	1.15%	3
Total	100%	260

Q1.4 - How many wineries did you visit to taste or buy wine at as part of your trip? (N=589)



Answer	%	Count
1	23.43%	138
2	26.66%	157
3	27.67%	163
4	11.04%	65
5	4.75%	28
6	2.89%	17
7	0.85%	5
8	0.85%	5
9	0.00%	0
10+	1.87%	11
Total	100%	589

Q1.5 - Which modes of transportation did you use during your trip to get to wineries? Select all that apply.
(N=647)



Answer	Count
Personal automobile	566
Rental car	44
Walk	38
Bicycle	15
Tour bus	15
Other (please specify)	9
Uber/Lyft or other ride sharing service	8
Taxi	7
Limousine	0

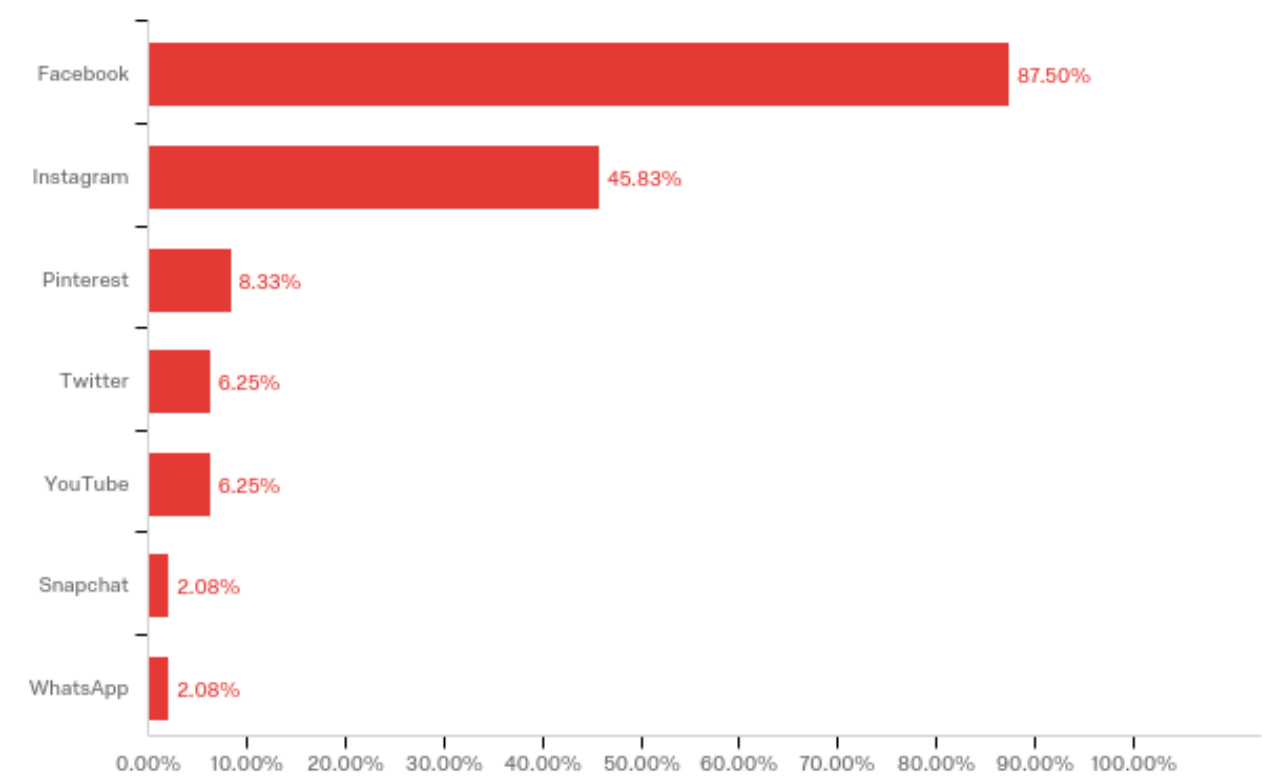
Q1.6 - Which of the following resources did you use to select the wineries and tasting rooms you visited as part of your trip? Select all that apply. (N=645)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	42.17%	272
Website(s) of an individual winery or wineries	21.40%	138
Free travel guidebook/brochure/map	20.93%	135
Other (please specify)	19.22%	124
Road signs or billboards	13.95%	90
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	13.02%	84
Mapping website (e.g. Google Maps)	12.71%	82
Reviews website (e.g. Yelp, TripAdvisor)	10.08%	65
Columbia Gorge Winegrowers website	8.99%	58
Social Media (e.g. Facebook, Instagram, etc.)	7.59%	49
I visited the winery before	5.43%	35
Recommendation from a local restaurant	4.49%	29
Other travel-related website	4.19%	27
Magazine/newspaper (not wine-specific)	3.41%	22
Restaurant, wine store, or retailer referral	3.26%	21
Visitors/welcome center	3.10%	20
Concierge or other hotel/B&B staff	2.64%	17
Commercial travel guidebook (e.g. Lonely Planet)	0.93%	6
Traditional travel agency	0.78%	5
Online travel agency (e.g. Expedia, Priceline)	0.62%	4

Q1.6a - How did you get your free travel guidebook/brochure/map? (N=121)

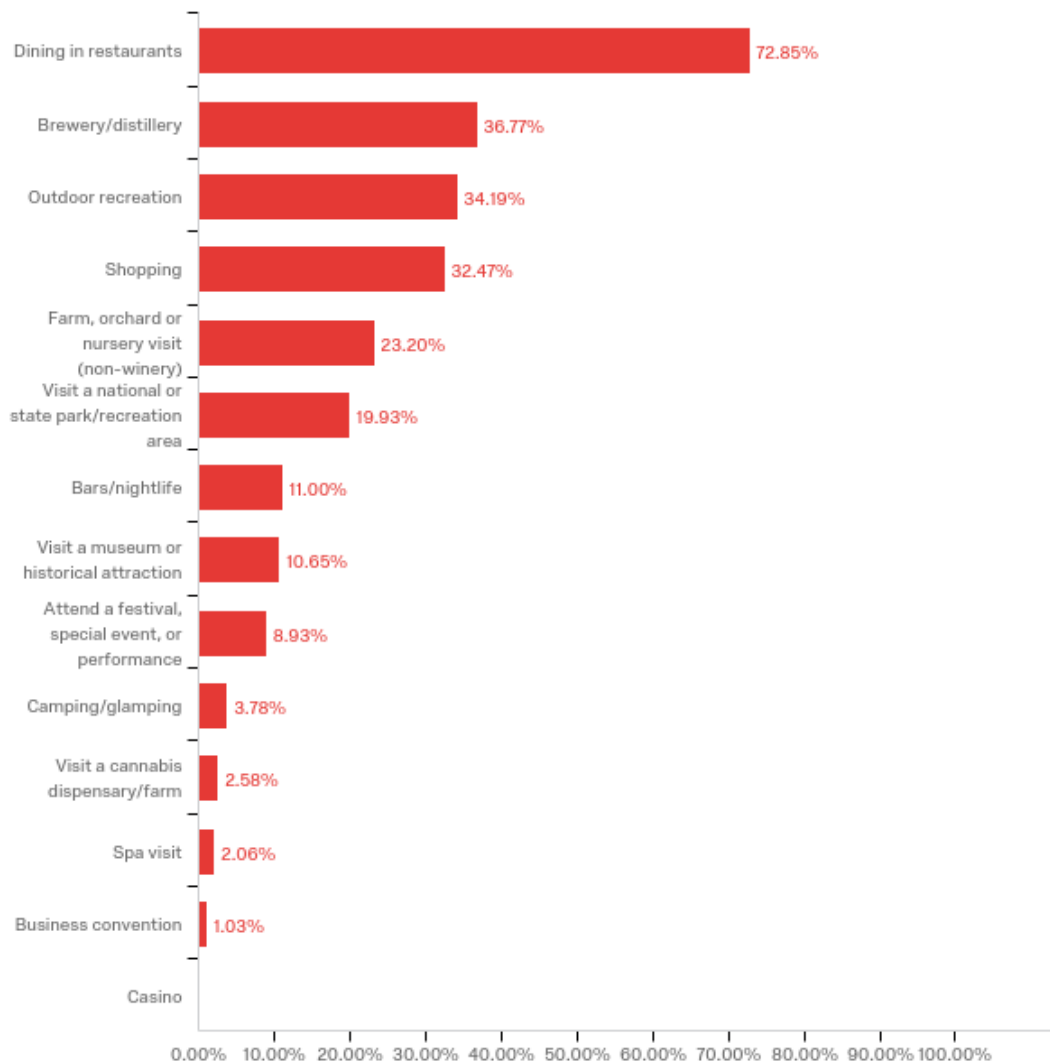
Answer	%	Count
Picked up locally during trip	74.38%	90
Ordered prior to trip	25.62%	31
Total	100%	121

Q1.6b - Which social media platform did you use? (N=67)



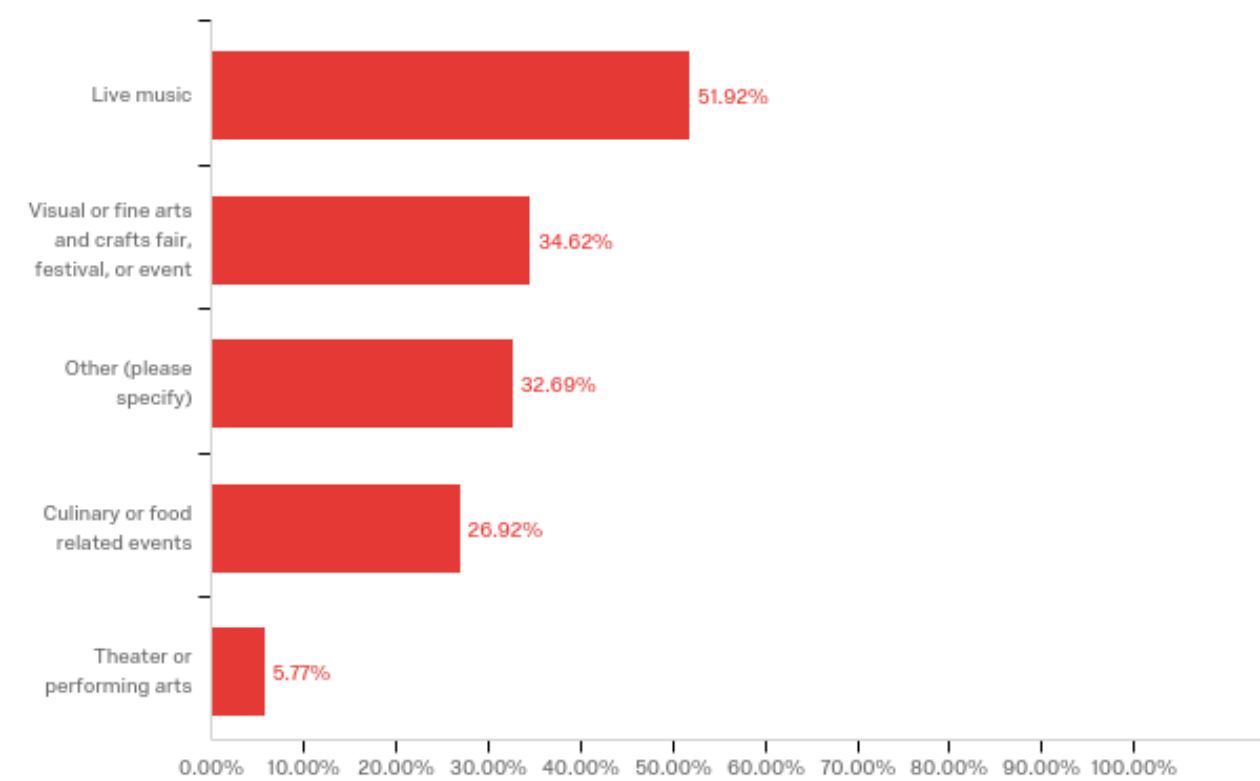
Answer	Count
Facebook	42
Instagram	22
Pinterest	4
Twitter	3
YouTube	3
Snapchat	1
WhatsApp	1

Q1.7 - What other activities did you participate in while in the Columbia Gorge as part of your trip? Select all that apply. (N=582)



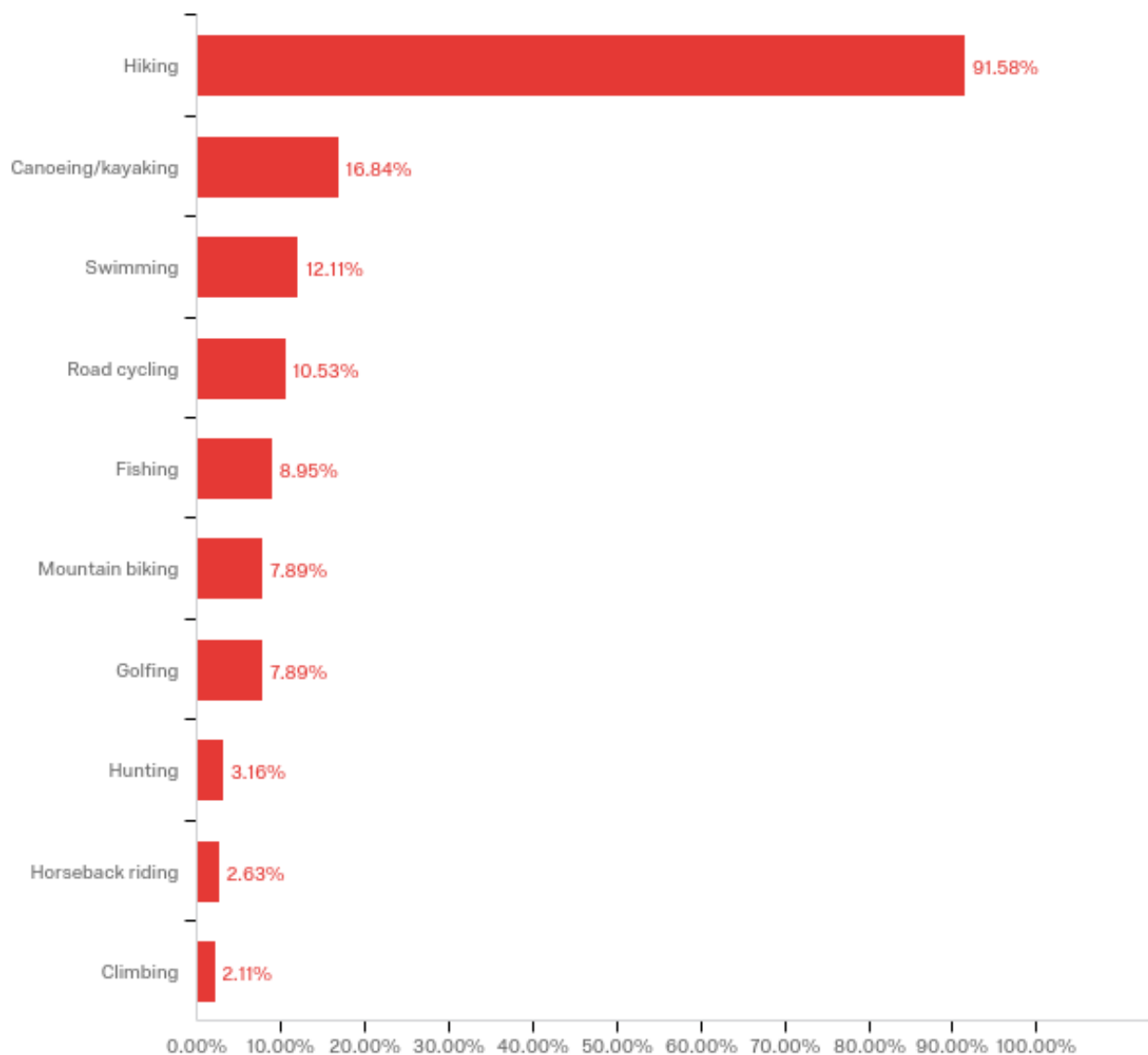
Answer	Count
Dining in restaurants	424
Brewery/distillery	214
Outdoor recreation	199
Shopping	189
Farm, orchard or nursery visit (non-winery)	135
Visit a national or state park/recreation area	116
Bars/nightlife	64
Visit a museum or historical attraction	62
Attend a festival, special event, or performance	52
Camping/glamping	22
Visit a cannabis dispensary/farm	15
Spa visit	12
Business convention	6
Casino	0

Q1.7a - What type of festival, special event, or performance did you attend? Select all that apply. (N=52)



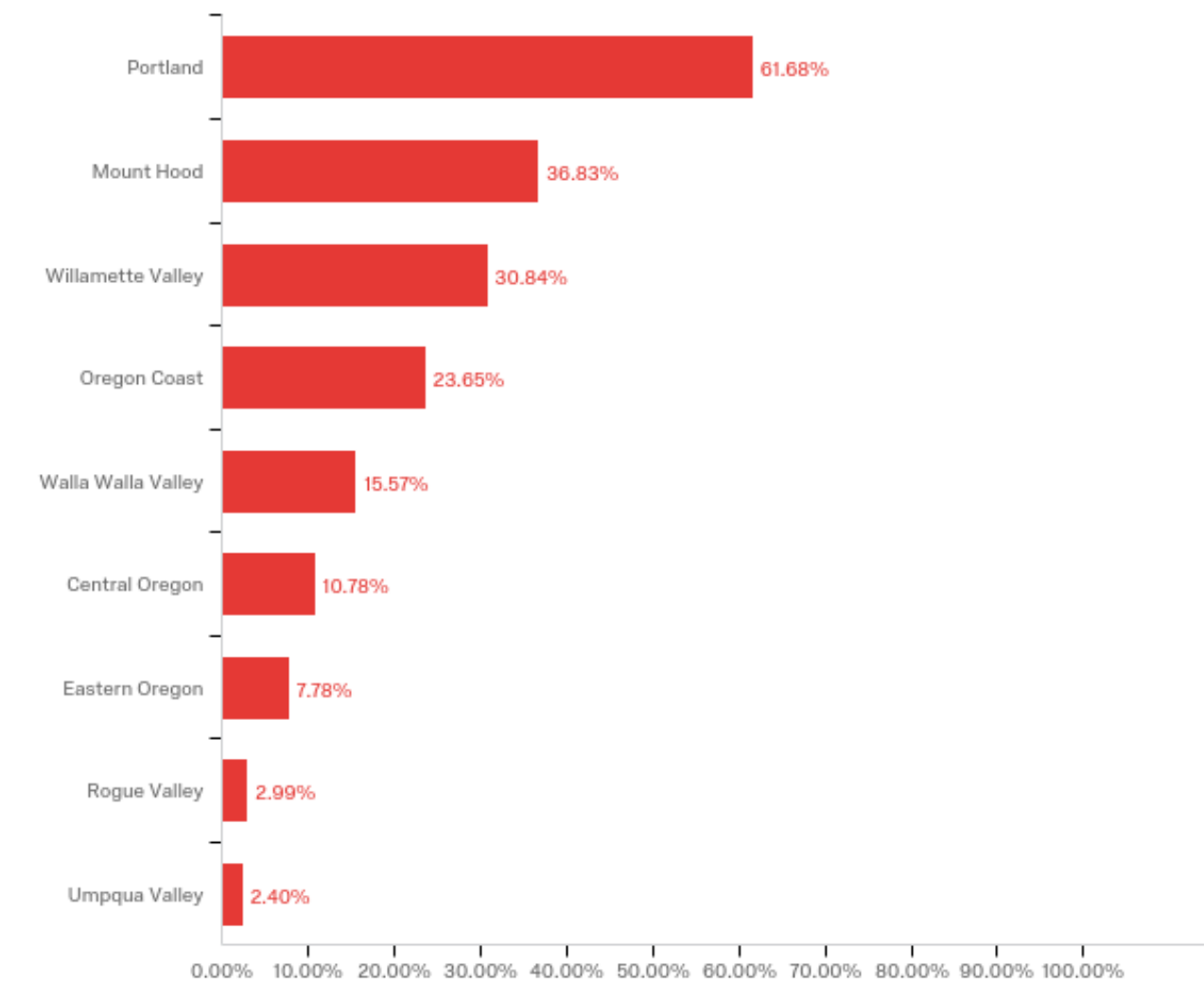
Answer	Count
Live music	27
Visual or fine arts and crafts fair, festival, or event	18
Other (please specify)	17
Culinary or food related events	14
Theater or performing arts	3

Q1.7b - What type of outdoor recreation did you do? Select all that apply. (N=311)

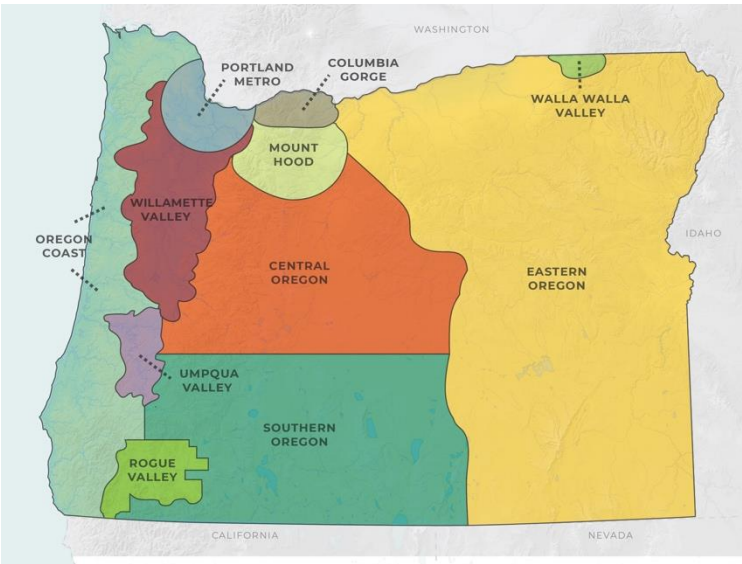


Answer	Count
Hiking	174
Canoeing/kayaking	32
Swimming	23
Road cycling	20
Fishing	17
Mountain biking	15
Golfing	15
Hunting	6
Horseback riding	5
Climbing	4

Q1.8 - Which other Oregon destinations outside of the Columbia Gorge did you visit on this trip? Check all that apply or leave blank if you didn't visit any other Oregon destinations. Refer to the map below. (N=334)



Answer	Count
Portland	206
Mount Hood	123
Willamette Valley	103
Oregon Coast	79
Walla Walla Valley	52
Central Oregon	36
Eastern Oregon	26
Rogue Valley	10
Umpqua Valley	8



Q1.9 - Please tell us approximately how much your party spent in the Columbia Gorge per day on the following items during this trip.

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Lodging	0.00	5000.00	85.21	275.03	75644.00	636
Restaurants & dining out	0.00	10000.00	116.35	429.53	184494.65	639
Retail purchases (excluding wine)	0.00	1000.00	31.29	69.25	4795.24	633
Gas, parking, & local transportation	0.00	1300.00	31.88	70.09	4912.07	639
Sightseeing & recreation (excluding wine tasting)	0.00	1000.00	15.96	70.12	4916.79	637
Other (please specify)	0.00	1600.00	6.54	73.44	5393.31	636

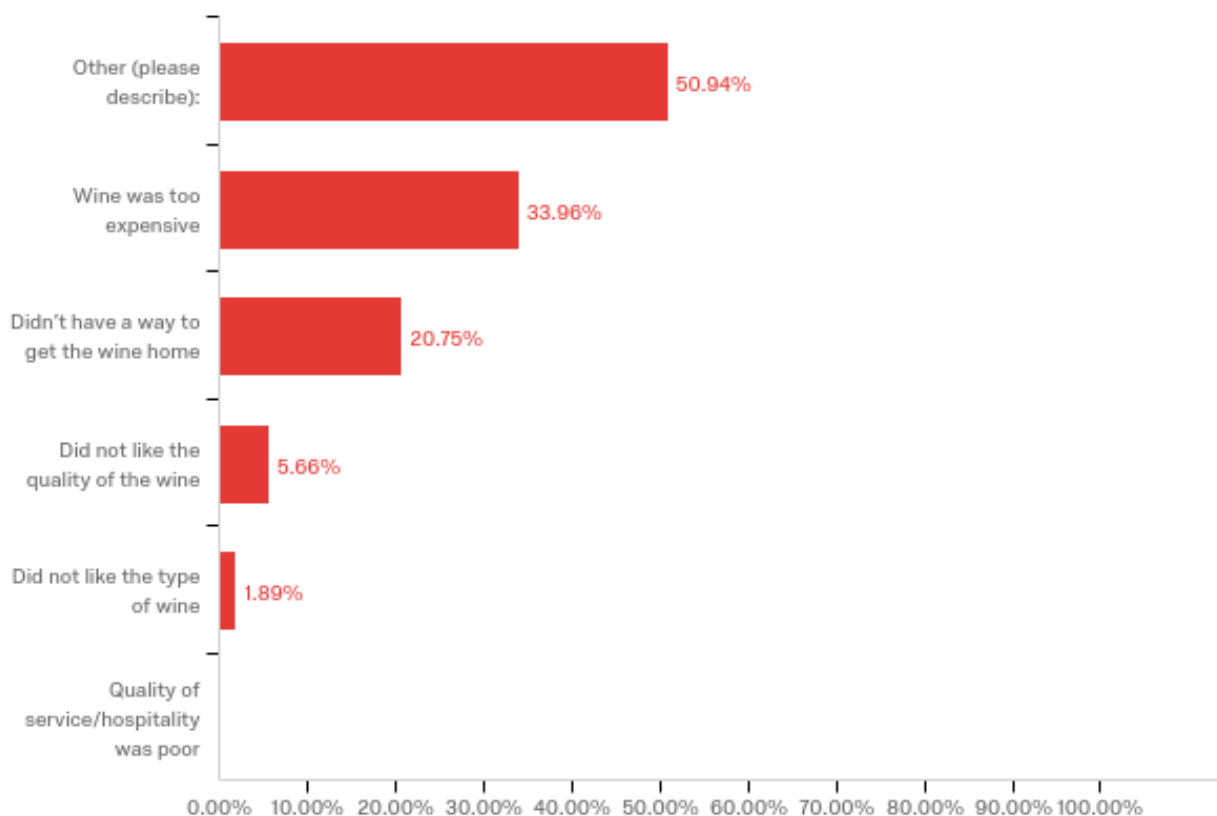
Q1.10 - Please tell us approximately how much your party spent at winery tasting rooms exclusively in the Columbia Gorge per day during this trip.

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Tasting Fees	0.00	1000.00	28.41	56.30	3169.43	636
Wine purchased	0.00	1260.00	142.76	156.46	24478.42	639

Q1.11 - How many bottles of wine did you buy at wineries during this trip (NOT including wine club shipments)? (N=639)

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Bottles	0.00	48.00	5.74	6.69	44.82	639

Q1.11b - What were your reasons for not purchasing bottles of wine on your trip? Select all that apply.
(N=53)

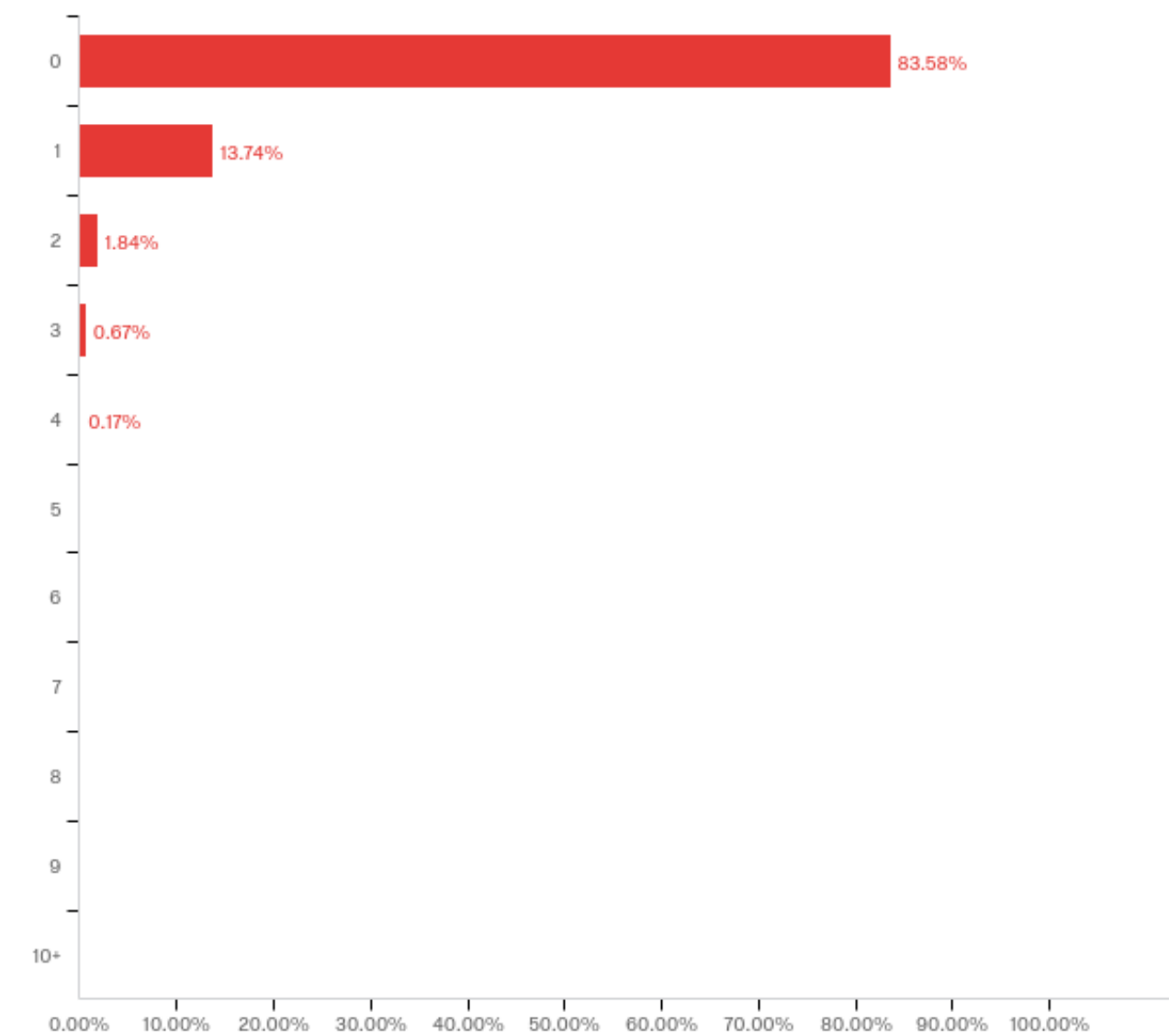


Answer	Count
Other (please describe):	27
Wine was too expensive	18
Didn't have a way to get the wine home	11
Did not like the quality of the wine	3
Did not like the type of wine	1
Quality of service/hospitality was poor	0

Q1.12 - Prior to your visit, were you a member of any wine clubs of wineries in the Columbia Gorge?
(N=539)

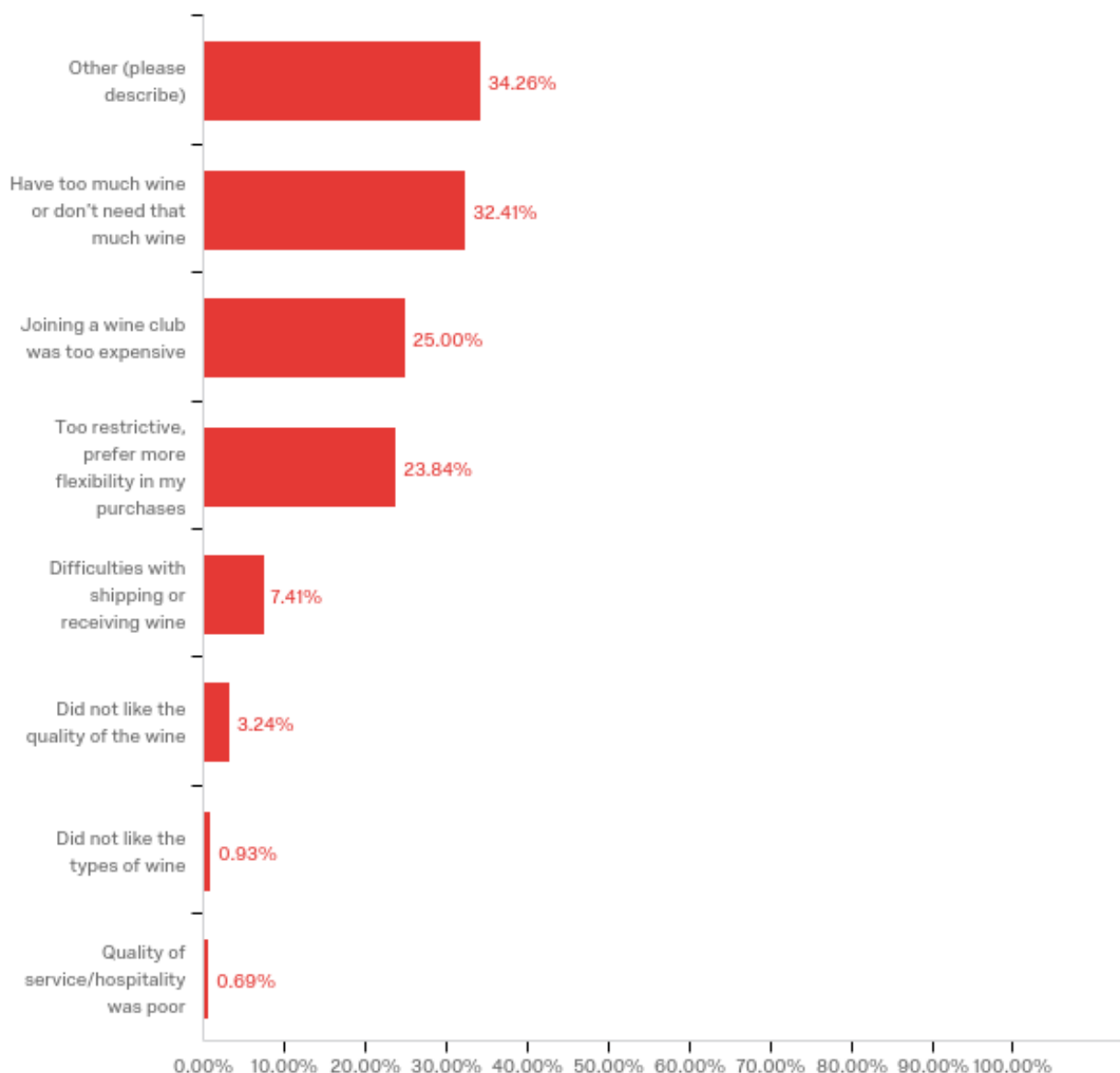
Answer	%	Count
No	63.08%	340
Yes	36.92%	199
Total	100%	539

Q1.13 - How many wine clubs did you sign up for during your trip? (N=597)



Answer	%	Count
0	83.58%	499
1	13.74%	82
2	1.84%	11
3	0.67%	4
4	0.17%	1
5	0.00%	0
6	0.00%	0
7	0.00%	0
8	0.00%	0
9	0.00%	0
10+	0.00%	0
Total	100%	597

Q1.13b - What were your reasons for not signing up for a wine club on your trip? Select all that apply.
(N=432)



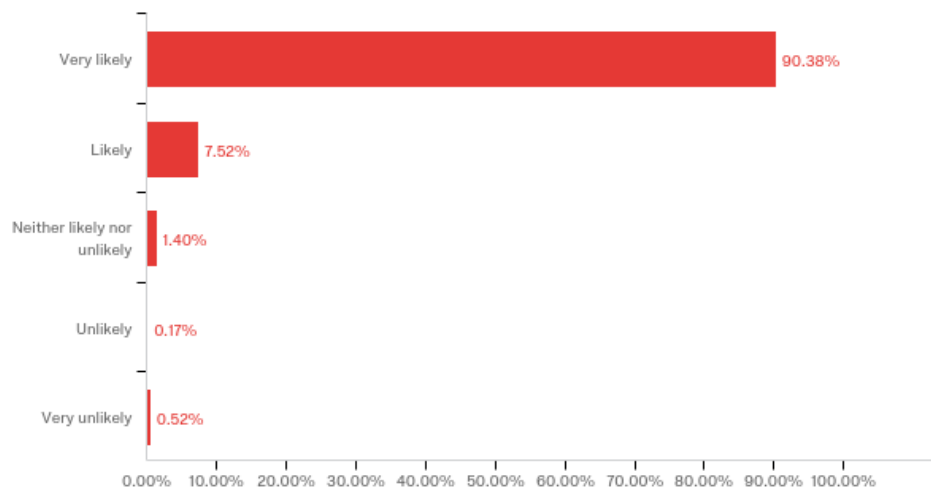
Answer	Count
Other (please describe)	148
Have too much wine or don't need that much wine	140
Joining a wine club was too expensive	108
Too restrictive, prefer more flexibility in my purchases	103
Difficulties with shipping or receiving wine	32
Did not like the quality of the wine	14
Did not like the types of wine	4
Quality of service/hospitality was poor	3

Trip Motivation & Satisfaction (Recent Wine + Region Visitors/A1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Columbia Gorge during your trip? Mark "N/A" if the quality did not apply to your trip.

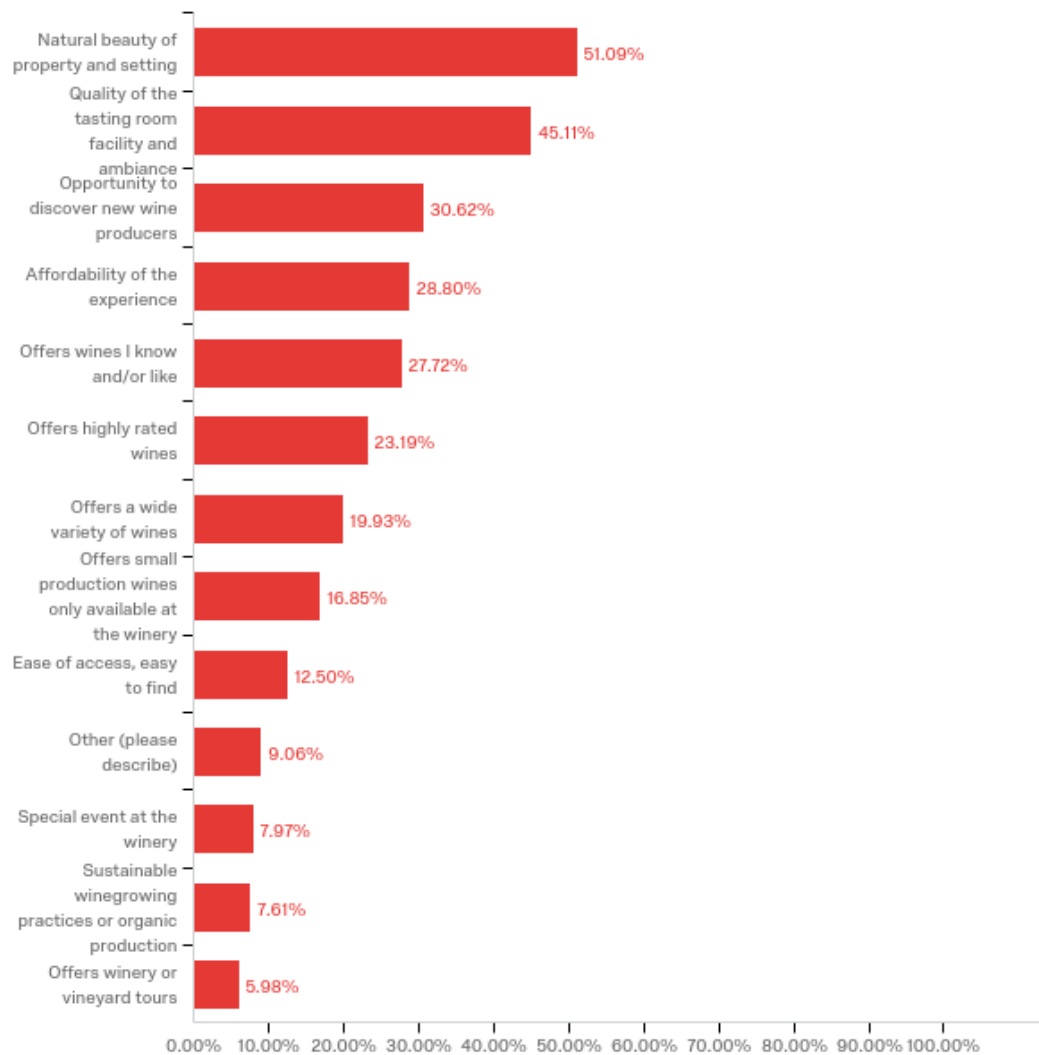
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	1.02%	5	7.57%	37	91.41%	447	489
Affordability	1.44%	7	15.84%	77	82.72%	402	486
Quality of accommodations	1.46%	4	9.85%	27	88.69%	243	274
Ease of finding accommodations	3.20%	9	13.17%	37	83.63%	235	281
Opportunity to view/ experience local arts, culture, and history	0.51%	2	17.18%	67	82.31%	321	390
Opportunity to experience farms or farm products (including wine)	0.95%	4	12.80%	54	86.26%	364	422
High quality local cuisine/restaurants	2.88%	13	16.81%	76	80.31%	363	452
Area offers a wide variety of activities for my entire family	0.81%	3	14.25%	53	84.95%	316	372
Terrain/ geography/ climate is conducive to outdoor recreation activity	0.44%	2	7.73%	35	91.83%	416	453
Retail shopping	1.99%	7	31.91%	112	66.10%	232	351
Scenic beauty	0.41%	2	0.61%	3	98.98%	486	491

Q2.2 - How likely or unlikely are you to visit the Columbia Gorge again in the future? (N=572)



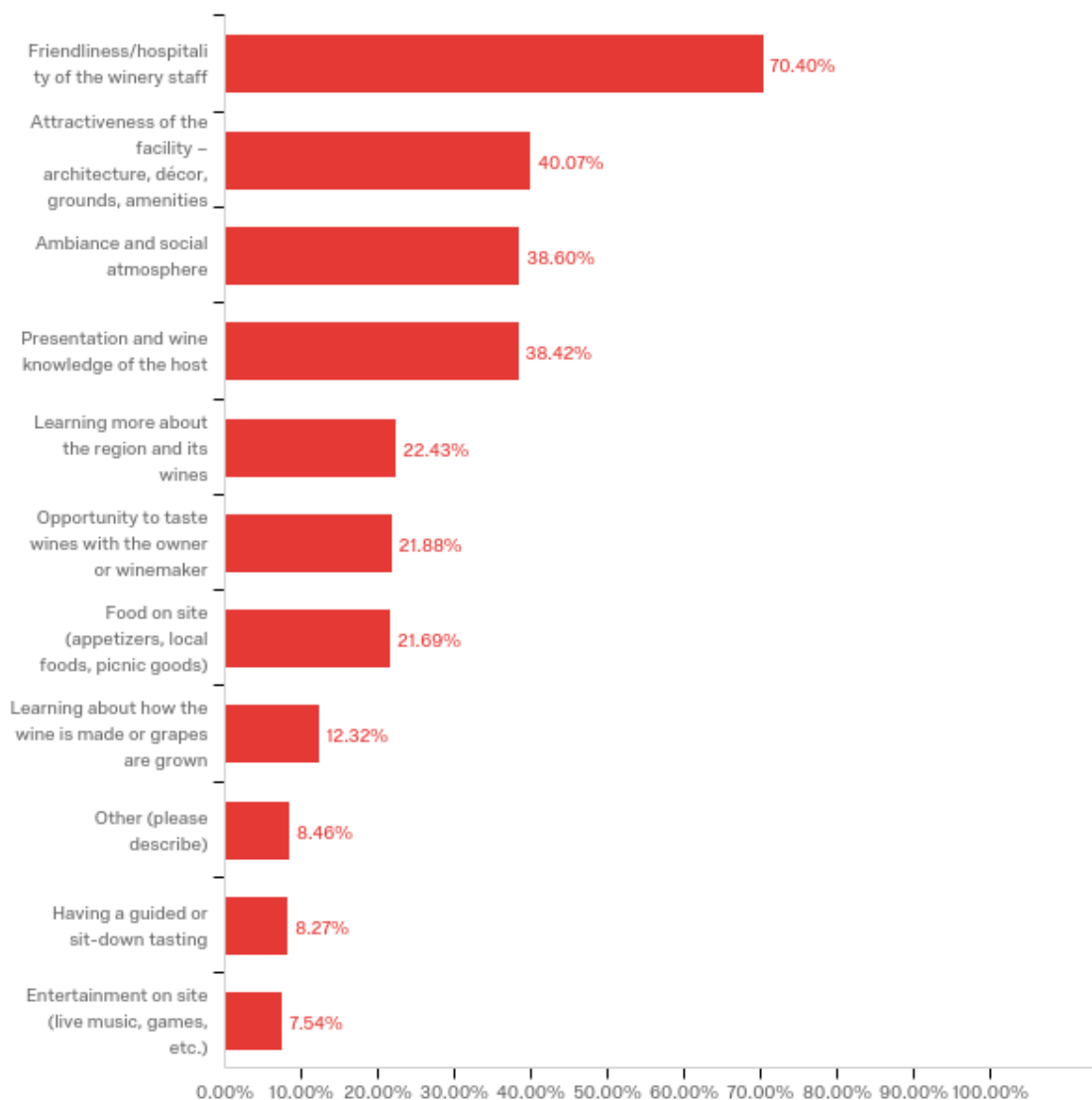
Answer	%	Count
Very likely	90.38%	517
Likely	7.52%	43
Neither likely nor unlikely	1.40%	8
Unlikely	0.17%	1
Very unlikely	0.52%	3
Total	100%	572

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=552)



Answer	Count
Natural beauty of property and setting	282
Quality of the tasting room facility and ambiance	249
Opportunity to discover new wine producers	169
Affordability of the experience	159
Offers wines I know and/or like	153
Offers highly rated wines	128
Offers a wide variety of wines	110
Offers small production wines only available at the winery	93
Ease of access, easy to find	69
Other (please describe)	50
Special event at the winery	44
Sustainable winegrowing practices or organic production	42
Offers winery or vineyard tours	33

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (N=544)



Answer	Count
Friendliness/hospitality of the winery staff	383
Attractiveness of the facility – architecture, décor, grounds, amenities	218
Ambiance and social atmosphere	210
Presentation and wine knowledge of the host	209
Learning more about the region and its wines	122
Opportunity to taste wines with the owner or winemaker	119
Food on site (appetizers, local foods, picnic goods)	118
Learning about how the wine is made or grapes are grown	67
Other (please describe)	46
Having a guided or sit-down tasting	45
Entertainment on site (live music, games, etc.)	41

Q2.6 - How satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

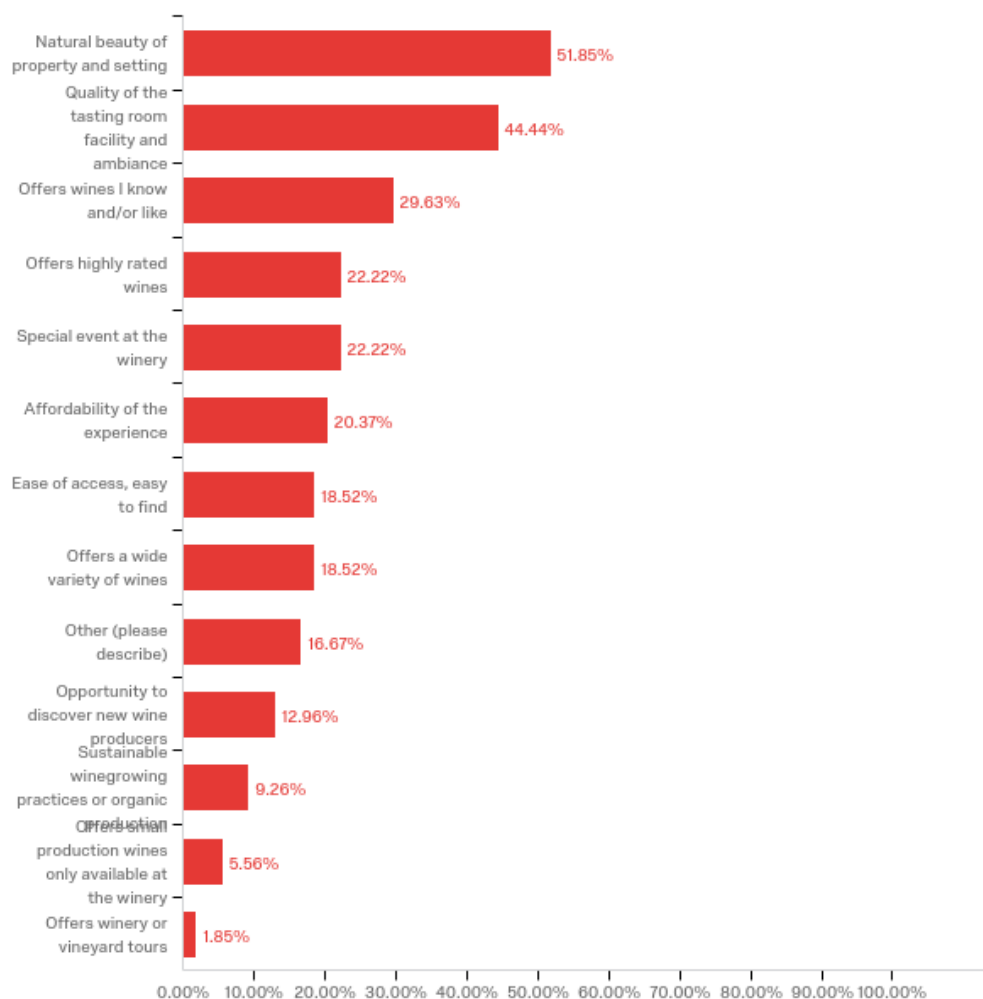
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	0.72%	4	1.26%	7	74.46%	414	22.66%	126	0.90%	5	556
Value of the wines for their price	1.99%	11	12.50%	69	65.58%	362	19.20%	106	0.72%	4	552
Cost of tasting fees	7.23%	40	20.98%	116	56.60%	313	10.13%	56	5.06%	28	553
Ease of travel to and finding the wineries	0.54%	3	7.07%	39	83.70%	462	7.79%	43	0.91%	5	552
Natural beauty of properties and setting	0.36%	2	2.89%	16	77.98%	432	18.23%	101	0.54%	3	554
Attractiveness of the facilities – architecture, décor, grounds, amenities	0.18%	1	6.14%	34	70.94%	393	22.20%	123	0.54%	3	554
Presentation and knowledge of winery hosts	1.09%	6	6.70%	37	71.38%	394	19.75%	109	1.09%	6	552
Friendliness/hospitality of winery staff	1.08%	6	3.80%	21	77.58%	429	16.82%	93	0.72%	4	553

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to the Columbia Gorge?

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Columbia Gorge at my local retailer or a local restaurant/bar.	26.13%	127	12.55%	61	61.32%	298	486
I am very likely to recommend wines from the Columbia Gorge to others.	1.65%	8	13.20%	64	85.15%	413	485
I am very likely to recommend a trip to the Columbia Gorge to others.	1.03%	5	2.89%	14	96.08%	466	485

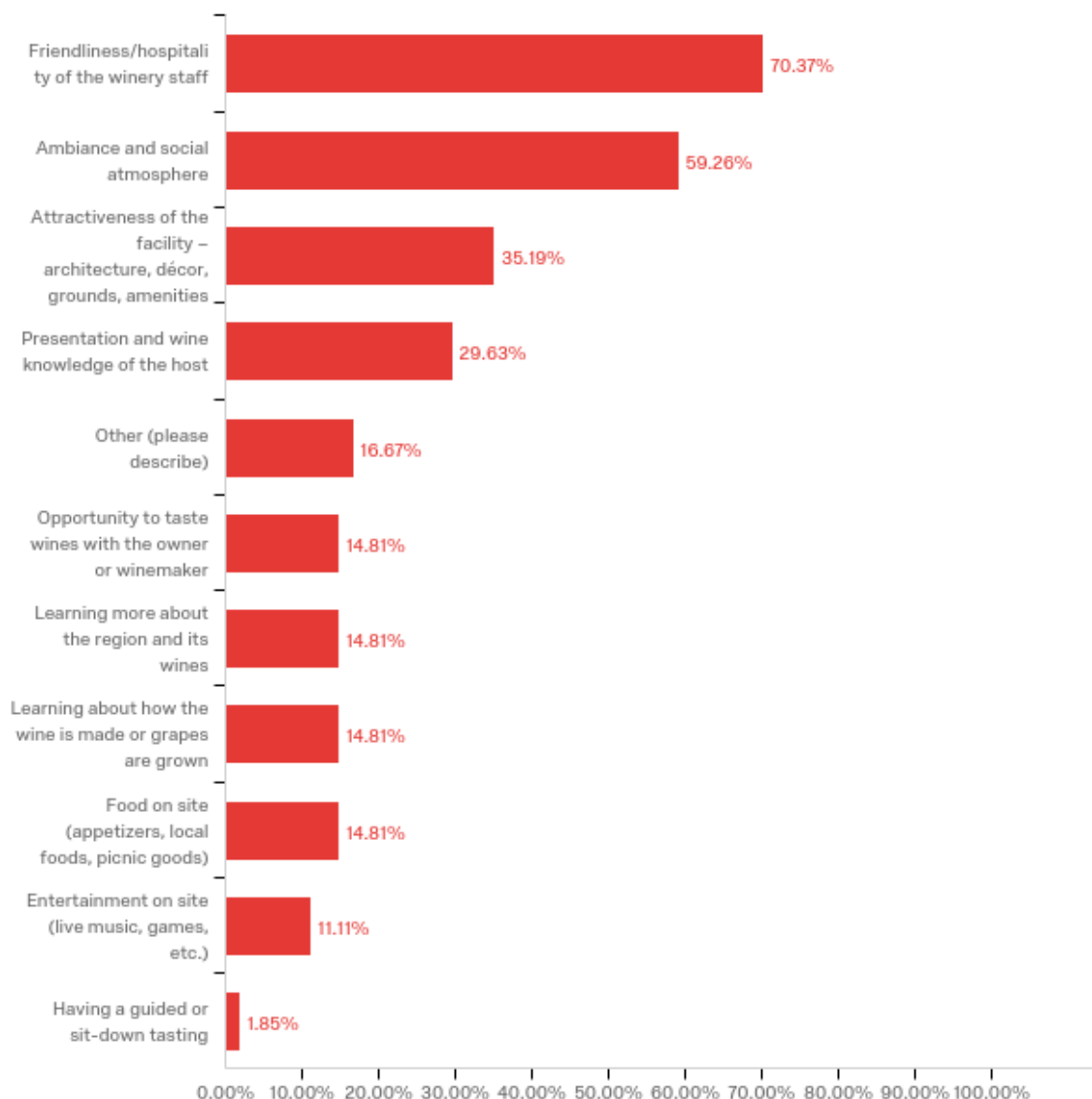
Trip Motivation & Satisfaction (Recent Wine + Residents/A2)

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=54)



Answer	Count
Natural beauty of property and setting	28
Quality of the tasting room facility and ambiance	24
Offers wines I know and/or like	16
Special event at the winery	12
Offers highly rated wines	12
Affordability of the experience	11
Ease of access, easy to find	10
Offers a wide variety of wines	10
Other (please describe)	9
Opportunity to discover new wine producers	7
Sustainable winegrowing practices or organic production	5
Offers small production wines only available at the winery	3
Offers winery or vineyard tours	1

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (N=54)



Answer	Count
Friendliness/hospitality of the winery staff	38
Ambiance and social atmosphere	32
Attractiveness of the facility – architecture, décor, grounds, amenities	19
Presentation and wine knowledge of the host	16
Other (please describe)	9
Learning more about the region and its wines	8
Learning about how the wine is made or grapes are grown	8
Food on site (appetizers, local foods, picnic goods)	8
Opportunity to taste wines with the owner or winemaker	8
Entertainment on site (live music, games, etc.)	6
Having a guided or sit-down tasting	1

Q2.6 - How satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip? (N=52)

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	0.00%	0	0.00%	0	71.15%	37	28.85%	15	0.00%	0	52
Value of the wines for their price	5.77%	3	13.46%	7	61.54%	32	19.23%	10	0.00%	0	52
Cost of tasting fees	7.84%	4	13.73%	7	58.82%	30	13.73%	7	5.88%	3	51
Ease of travel to and finding the wineries	0.00%	0	3.85%	2	80.77%	42	15.38%	8	0.00%	0	52
Natural beauty of properties and setting	0.00%	0	0.00%	0	76.92%	40	23.08%	12	0.00%	0	52
Attractiveness of the facilities – architecture, décor, grounds, amenities	0.00%	0	3.85%	2	63.46%	33	32.69%	17	0.00%	0	52
Presentation and knowledge of winery hosts	1.92%	1	11.54%	6	65.38%	34	21.15%	11	0.00%	0	52
Friendliness/hospitality of winery staff	1.92%	1	5.77%	3	69.23%	36	23.08%	12	0.00%	0	52

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to wineries the Columbia Gorge? (N=38)

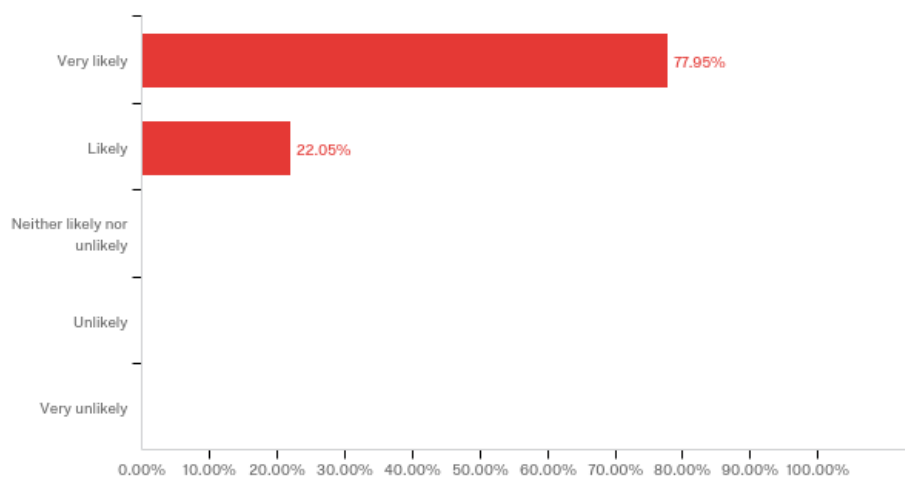
Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Columbia Gorge at my local retailer or a local restaurant/bar.	2.63%	1	2.63%	1	94.74%	36	38
I am very likely to recommend wines from the Columbia Gorge to others.	0.00%	0	5.26%	2	94.74%	36	38
I am very likely to recommend a trip to the Columbia Gorge to others.	0.00%	0	7.89%	3	92.11%	35	38

Trip Motivation & Satisfaction (Past Winery + Region Visitors/B1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Columbia Gorge during your trip? Mark "N/A" if the quality did not apply to your trip.

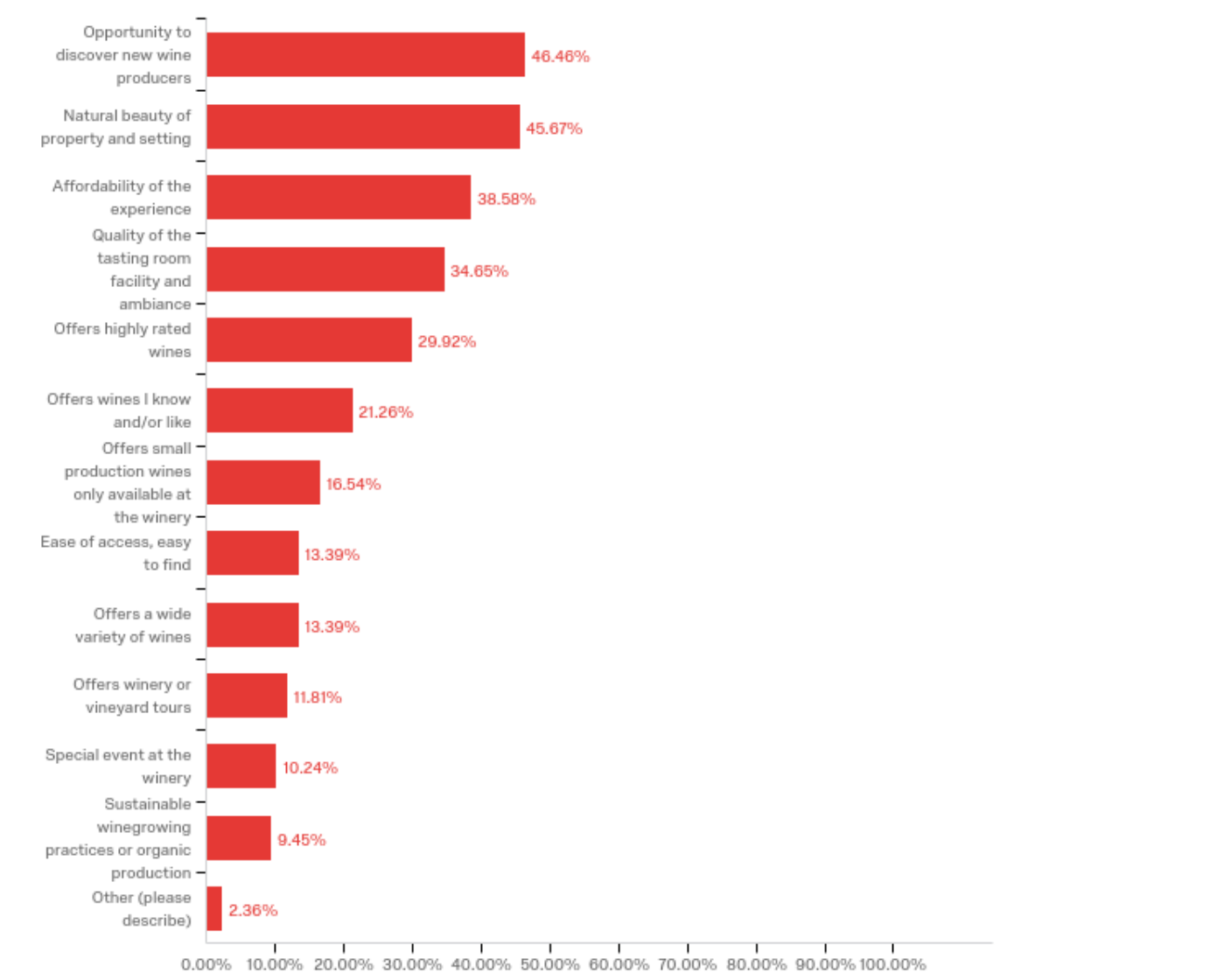
Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	0.80%	1	16.80%	21	82.40%	103	125
Affordability	0.80%	1	15.20%	19	84.00%	105	125
Quality of accommodations	3.26%	3	13.04%	12	83.70%	77	92
Ease of finding accommodations	4.30%	4	19.35%	18	76.34%	71	93
Opportunity to view/ experience local arts, culture, and history	0.00%	0	17.43%	19	82.57%	90	109
Opportunity to experience farms or farm products (including wine)	0.86%	1	16.38%	19	82.76%	96	116
High quality local cuisine/restaurants	3.39%	4	22.88%	27	73.73%	87	118
Area offers a wide variety of activities for my entire family	3.26%	3	22.83%	21	73.91%	68	92
Terrain/ geography/ climate is conducive to outdoor recreation activity	0.00%	0	7.63%	9	92.37%	109	118
Retail shopping	2.06%	2	39.18%	38	58.76%	57	97
Scenic beauty	0.79%	1	0.00%	0	99.21%	126	127

Q2.2 - How likely or unlikely are you to visit the Columbia Gorge again in the future? (N=127)



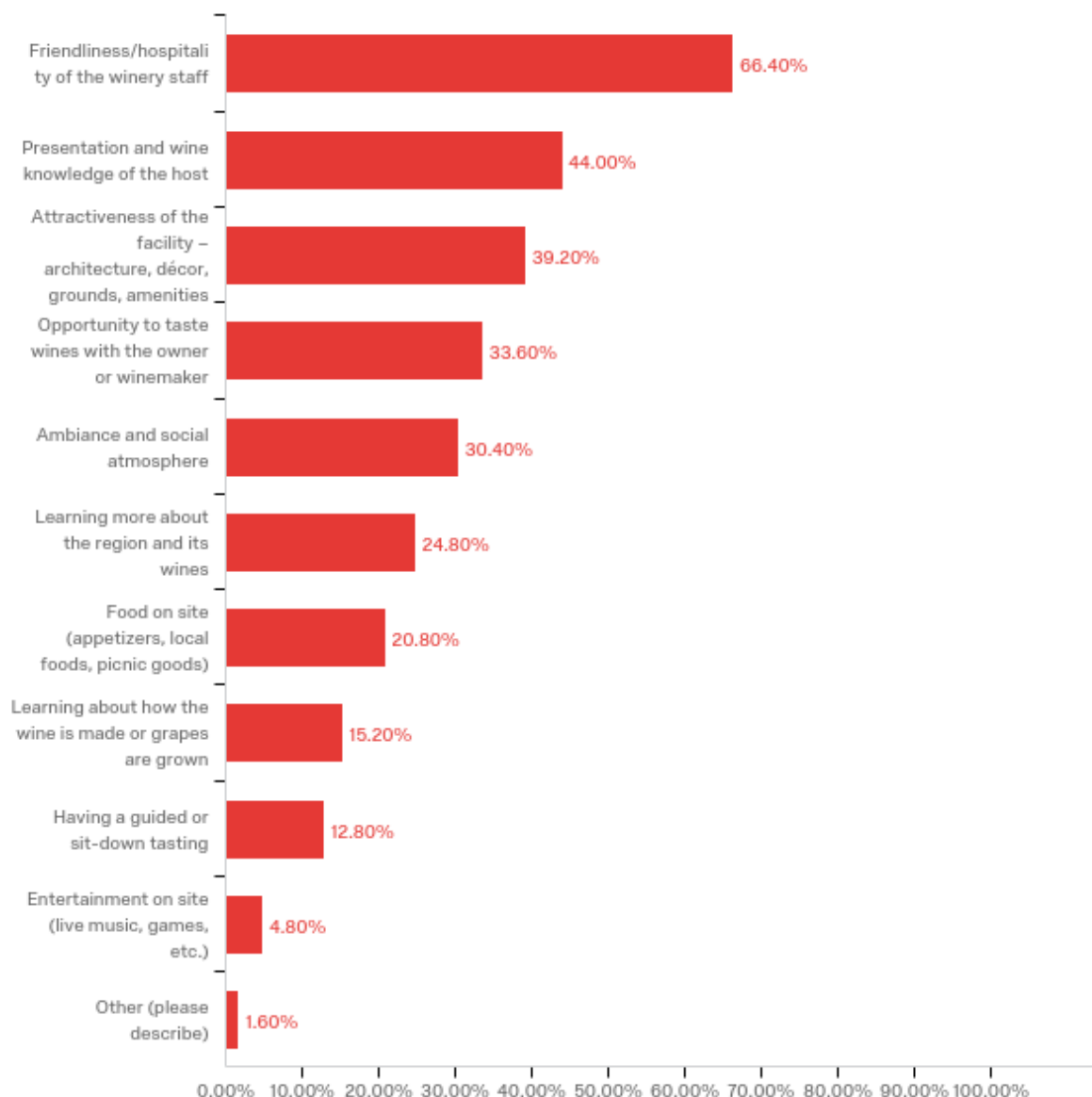
Answer	%	Count
Very likely	77.95%	99
Likely	22.05%	28
Neither likely nor unlikely	0.00%	0
Unlikely	0.00%	0
Very unlikely	0.00%	0
Total	100%	127

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=127)



Answer	Count
Opportunity to discover new wine producers	59
Natural beauty of property and setting	58
Affordability of the experience	49
Quality of the tasting room facility and ambiance	44
Offers highly rated wines	38
Offers wines I know and/or like	27
Offers small production wines only available at the winery	21
Ease of access, easy to find	17
Offers a wide variety of wines	17
Offers winery or vineyard tours	15
Special event at the winery	13
Sustainable winegrowing practices or organic production	12
Other (please describe)	3

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (N=125)

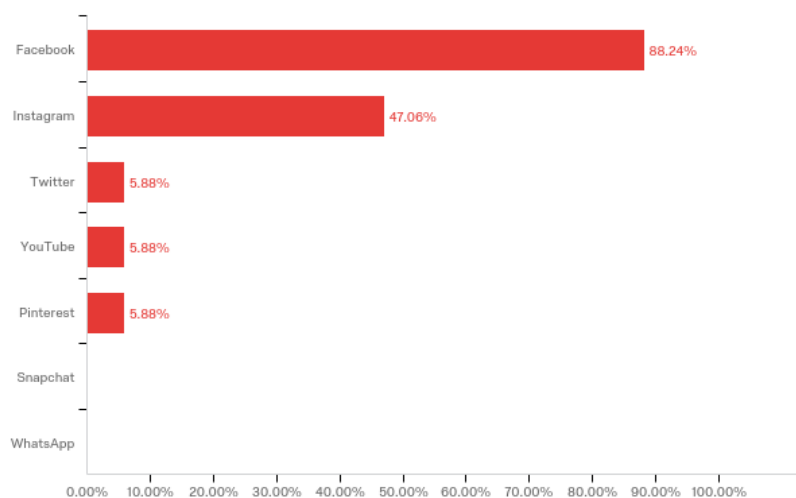


Answer	Count
Friendliness/hospitality of the winery staff	83
Presentation and wine knowledge of the host	55
Attractiveness of the facility – architecture, décor, grounds, amenities	49
Opportunity to taste wines with the owner or winemaker	42
Ambiance and social atmosphere	38
Learning more about the region and its wines	31
Food on site (appetizers, local foods, picnic goods)	26
Learning about how the wine is made or grapes are grown	19
Having a guided or sit-down tasting	16
Entertainment on site (live music, games, etc.)	6
Other (please describe)	2

Q2.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit?
Select all that apply. (N=128)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	67.19%	86
Website(s) of an individual winery or wineries	44.53%	57
Websites of wineries or winery associations	38.28%	49
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	36.72%	47
Free travel guidebook/brochure/map	35.94%	46
Road signs or billboards	21.88%	28
Reviews website (e.g. Yelp, TripAdvisor)	21.88%	28
Mapping website (e.g. Google Maps)	18.75%	24
Concierge or other hotel/B&B staff	17.19%	22
Recommendation from a local restaurant	17.19%	22
Restaurant, wine store, or retailer referral	16.41%	21
Visitors/welcome center	14.84%	19
Magazine/newspaper (not wine-specific)	13.28%	17
Social Media (e.g. Facebook, Instagram, etc.)	13.28%	17
Commercial travel guidebook (e.g. Lonely Planet)	10.16%	13
Other travel-related website	8.59%	11
Online travel agency (e.g. Expedia, Priceline)	3.13%	4
Other (please specify)	3.13%	4
Traditional travel agency	1.56%	2

Q2.5b - Which social media platform(s) do you use for selecting wineries? (N=17)

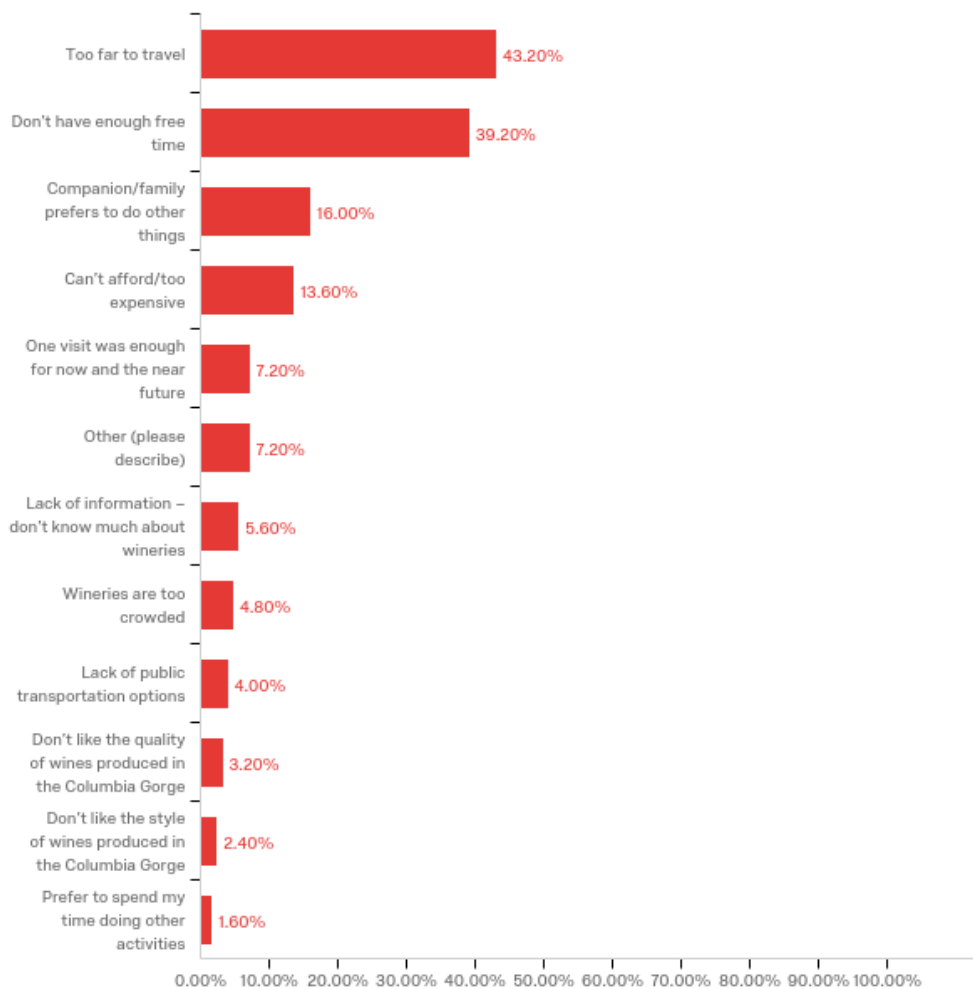


Answer	Count
Facebook	15
Instagram	8
Twitter	1
YouTube	1
Pinterest	1
Snapchat	0
WhatsApp	0

Q2.6 - To the best of your recollection, how satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	1.56%	2	2.34%	3	64.06%	82	32.03%	41	0.00%	0	128
Value of the wines for their price	3.15%	4	14.17%	18	56.69%	72	25.20%	32	0.79%	1	127
Cost of tasting fees	8.66%	11	23.62%	30	48.82%	62	18.11%	23	0.79%	1	127
Ease of travel to and finding the wineries	1.57%	2	12.60%	16	78.74%	100	6.30%	8	0.79%	1	127
Natural beauty of properties and setting	0.00%	0	3.91%	5	78.91%	101	17.19%	22	0.00%	0	128
Attractiveness of the facilities – architecture, décor, grounds, amenities	0.00%	0	9.45%	12	67.72%	86	22.05%	28	0.79%	1	127
Presentation and knowledge of winery hosts	0.00%	0	7.09%	9	58.27%	74	33.86%	43	0.79%	1	127
Friendliness/hospitality of winery staff	0.00%	0	6.35%	8	69.05%	87	24.60%	31	0.00%	0	126

Q2.7 - What factors prevent you from returning to or visiting wineries in the Columbia Gorge more frequently? Select all that apply. (N=125)



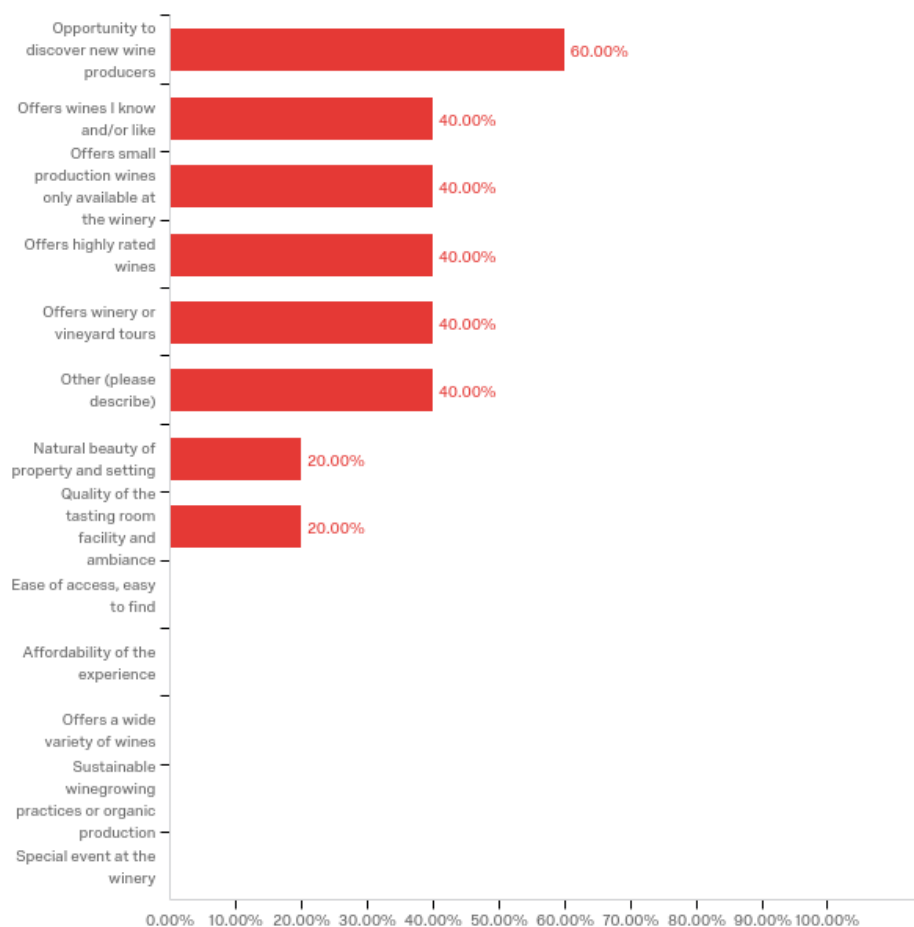
Answer	Count
Too far to travel	54
Don't have enough free time	49
Companion/family prefers to do other things	20
Can't afford/too expensive	17
One visit was enough for now and the near future	9
Other (please describe)	9
Lack of information – don't know much about wineries	7
Wineries are too crowded	6
Lack of public transportation options	5
Don't like the quality of wines produced in the Columbia Gorge	4
Don't like the style of wines produced in the Columbia Gorge	3
Prefer to spend my time doing other activities	2

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to the Columbia Gorge?

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Columbia Gorge at my local retailer or a local restaurant/bar.	22.22%	28	16.67%	21	61.11%	77	126
I am very likely to recommend wines from the Columbia Gorge to others.	2.38%	3	24.60%	31	73.02%	92	126
I am very likely to recommend a trip to the Columbia Gorge to others.	0.80%	1	3.20%	4	96.00%	120	125

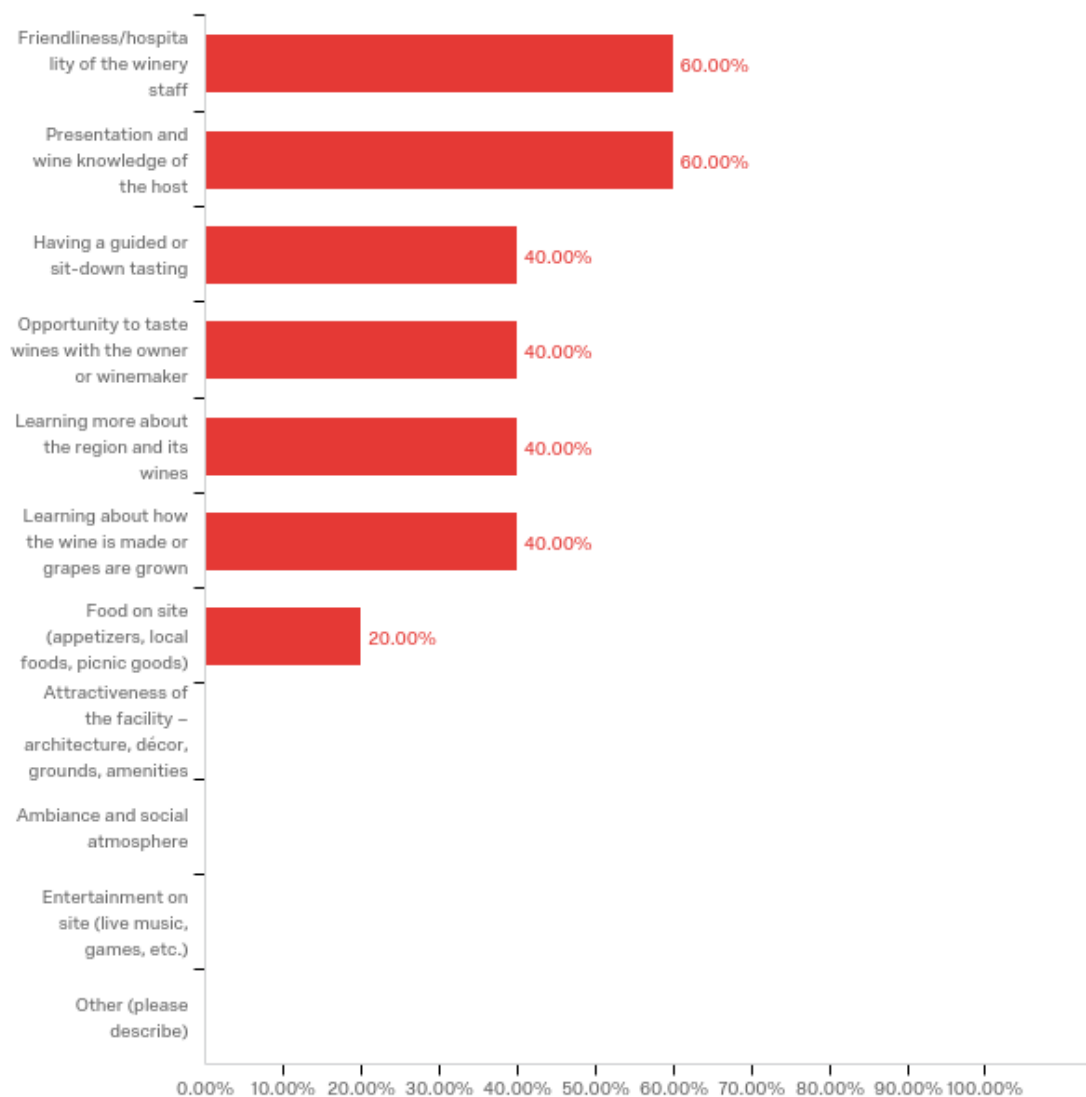
Trip Motivation & Satisfaction (Past Winery Visitors + Residents/B2)

Q2.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=5)



Answer	Count
Opportunity to discover new wine producers	3
Other (please describe)	2
Offers wines I know and/or like	2
Offers small production wines only available at the winery	2
Offers highly rated wines	2
Offers winery or vineyard tours	2
Quality of the tasting room facility and ambiance	1
Natural beauty of property and setting	1
Sustainable winegrowing practices or organic production	0
Special event at the winery	0
Affordability of the experience	0
Ease of access, easy to find	0
Offers a wide variety of wines	0

Q2.4 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (N=5)

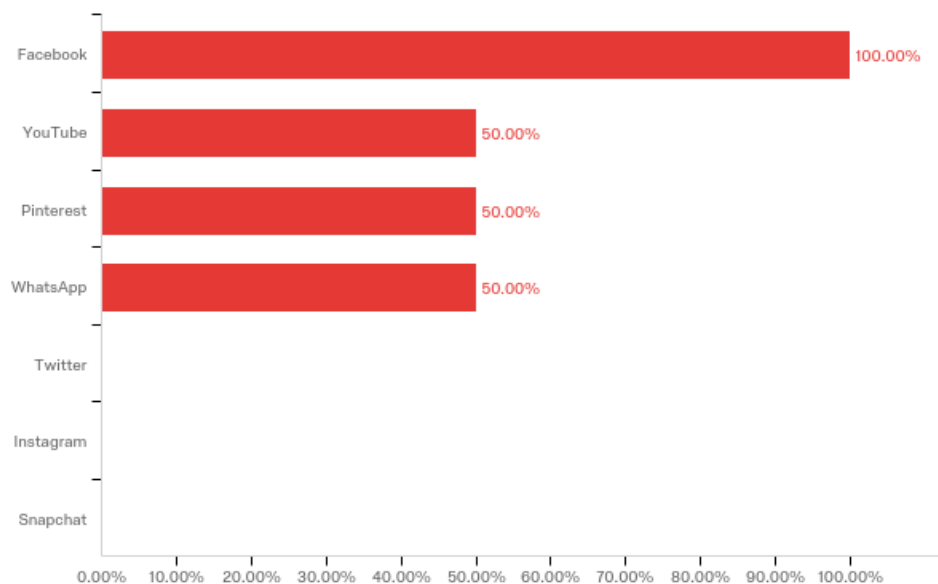


Answer	Count
Friendliness/hospitality of the winery staff	3
Presentation and wine knowledge of the host	3
Opportunity to taste wines with the owner or winemaker	2
Having a guided or sit-down tasting	2
Learning more about the region and its wines	2
Learning about how the wine is made or grapes are grown	2
Food on site (appetizers, local foods, picnic goods)	1
Ambiance and social atmosphere	0
Entertainment on site (live music, games, etc.)	0
Attractiveness of the facility – architecture, décor, grounds, amenities	0
Other (please describe)	0

Q2.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit?
Select all that apply. (N=5)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	80.00%	4
Websites of wineries or winery associations	60.00%	3
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	60.00%	3
Road signs or billboards	40.00%	2
Other travel-related website	40.00%	2
Website(s) of an individual winery or wineries	40.00%	2
Social Media (e.g. Facebook, Instagram, etc.)	40.00%	2
Magazine/newspaper (not wine-specific)	40.00%	2
Visitors/welcome center	40.00%	2
Free travel guidebook/brochure/map	40.00%	2
Online travel agency (e.g. Expedia, Priceline)	20.00%	1
Reviews website (e.g. Yelp, TripAdvisor)	20.00%	1
Concierge or other hotel/B&B staff	0.00%	0
Recommendation from a local restaurant	0.00%	0
Traditional travel agency	0.00%	0
Mapping website (e.g. Google Maps)	0.00%	0
Restaurant, wine store, or retailer referral	0.00%	0
Commercial travel guidebook (e.g. Lonely Planet)	0.00%	0
Other (please specify)	0.00%	0

Q2.5b - Which social media platform(s) do you use for selecting wineries? (N=2)



Answer	Count
Facebook	2
YouTube	1
Pinterest	1
WhatsApp	1
Twitter	0
Instagram	0
Snapchat	0
Total	5

Q2.6 - To the best of your recollection, how satisfied or dissatisfied were you with the following traits or features of your experience at wineries during your trip?

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Satisfaction varied greatly by winery		Don't Know		Total
Quality of the wines	0.00%	0	0.00%	0	60.00%	3	40.00%	2	0.00%	0	5
Value of the wines for their price	0.00%	0	0.00%	0	80.00%	4	20.00%	1	0.00%	0	5
Cost of tasting fees	0.00%	0	20.00%	1	80.00%	4	0.00%	0	0.00%	0	5
Ease of travel to and finding the wineries	0.00%	0	0.00%	0	100.00%	5	0.00%	0	0.00%	0	5
Natural beauty of properties and setting	0.00%	0	0.00%	0	60.00%	3	40.00%	2	0.00%	0	5
Attractiveness of the facilities – architecture, décor, grounds, amenities	0.00%	0	20.00%	1	60.00%	3	20.00%	1	0.00%	0	5
Presentation and knowledge of winery hosts	0.00%	0	0.00%	0	60.00%	3	40.00%	2	0.00%	0	5
Friendliness/hospitality of winery staff	0.00%	0	0.00%	0	60.00%	3	40.00%	2	0.00%	0	5

Q2.7 - What factors prevent you from returning to or visiting wineries in the Columbia Gorge more frequently? Select all that apply. (N=5)

Answer	%	Count
Don't have enough free time	60.00%	3
Too far to travel	40.00%	2
Other (please describe)	40.00%	2
One visit was enough for now and the near future	0.00%	0
Companion/family prefers to do other things	0.00%	0
Can't afford/too expensive	0.00%	0
Don't like the quality of wines produced in the Columbia Gorge	0.00%	0
Prefer to spend my time doing other activities	0.00%	0
Lack of information – don't know much about wineries	0.00%	0
Wineries are too crowded	0.00%	0
Lack of public transportation options	0.00%	0
Don't like the style of wines produced in the Columbia Gorge	0.00%	0

Q2.8 - To what extent do you agree or disagree with the following statements, based on your most recent trip to wineries in the Columbia Gorge? (N=5)

Question	Disagree		Neither Agree nor Disagree		Agree		Total
I have purchased wines from the Columbia Gorge at my local retailer or a local restaurant/bar.	0.00%	0	0.00%	0	100.00%	5	5
I am very likely to recommend wines from the Columbia Gorge to others.	0.00%	0	20.00%	1	80.00%	4	5
I am very likely to recommend a trip to the Columbia Gorge to others.	0.00%	0	0.00%	0	100.00%	5	5

Barriers to Visiting (Non-Winery + Region Visitor/C1)

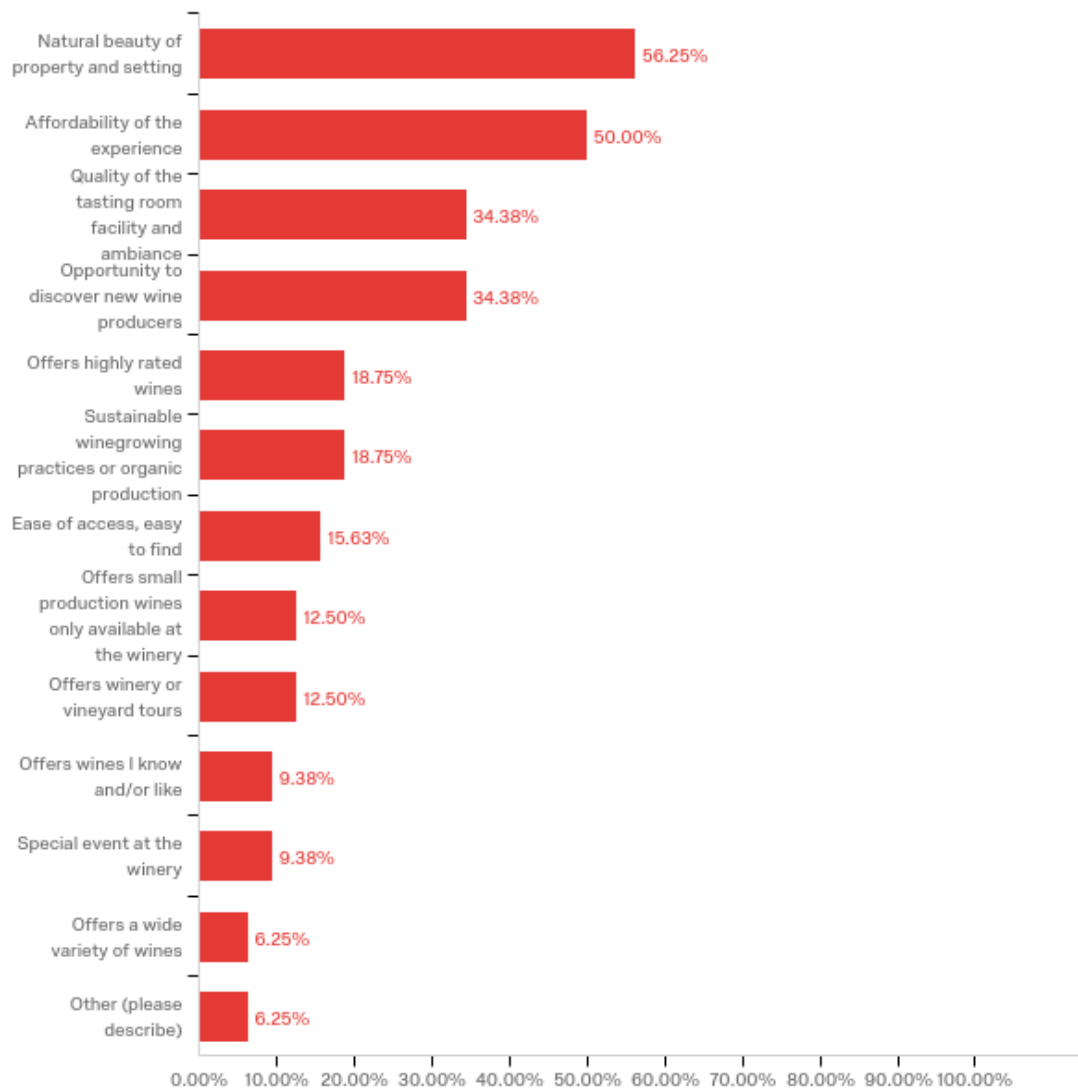
QC1.1.1 - Do you enjoy visiting wineries and tasting rooms? (N=35)

Answer	%	Count
Yes	97.14%	34
No	2.86%	1
Don't know/never tried	0.00%	0
Total	100%	35

QC1.1.2 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=33)

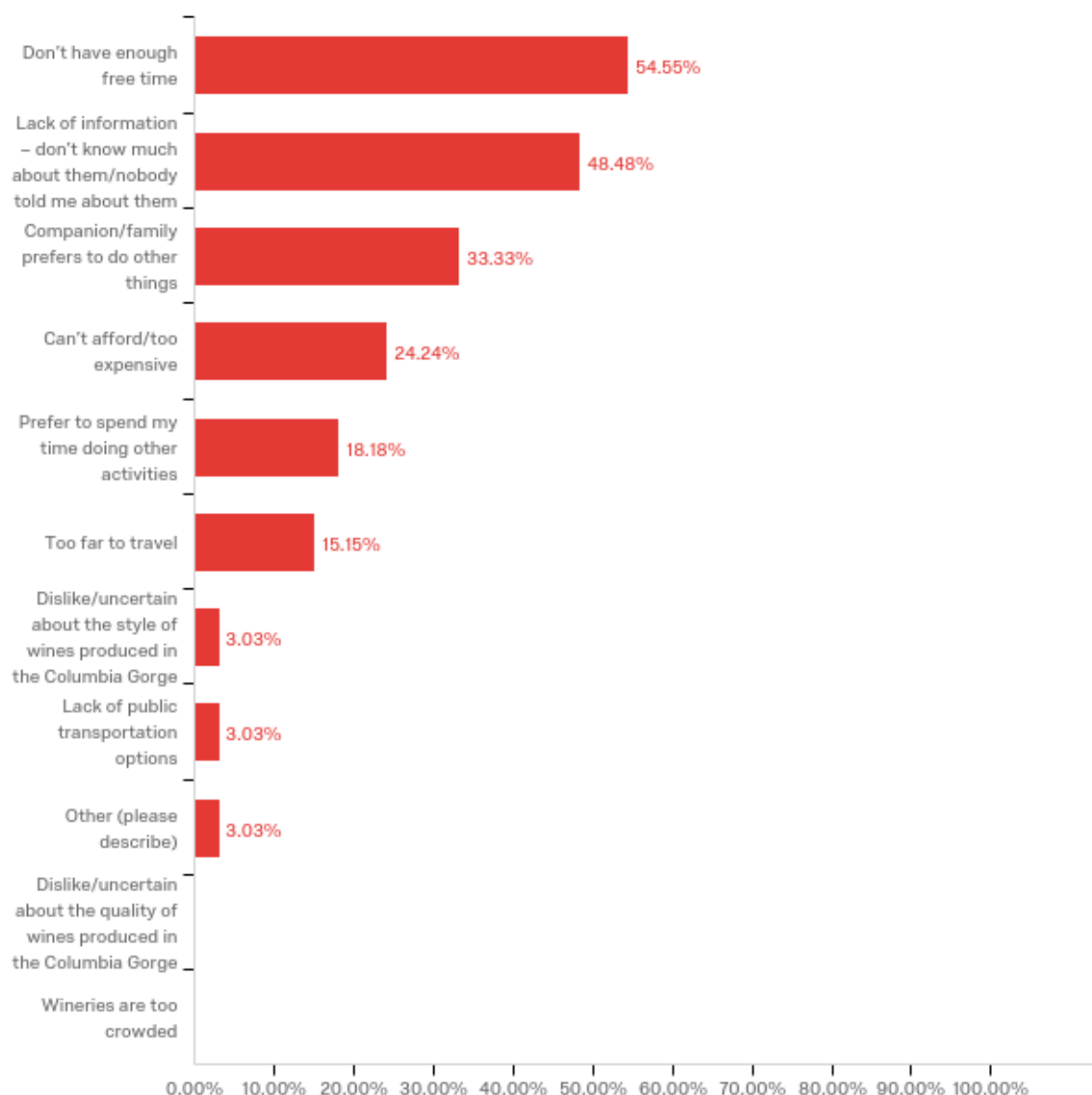
Answer	%	Count
Natural beauty of property and setting	51.52%	17
Affordability of the experience	45.45%	15
Opportunity to discover new wine producers	39.39%	13
Quality of the tasting room facility and ambiance	24.24%	8
Ease of access, easy to find	21.21%	7
Offers winery or vineyard tours	18.18%	6
Offers small production wines only available at the winery	15.15%	5
Sustainable winegrowing practices or organic production	15.15%	5
Offers highly rated wines	12.12%	4
Special event at the winery	9.09%	3
Other (please describe)	9.09%	3
Offers a wide variety of wines	9.09%	3
Offers wines I know and/or like	3.03%	1

QC1.1.3 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=32)



Answer	Count
Natural beauty of property and setting	18
Affordability of the experience	16
Quality of the tasting room facility and ambiance	11
Opportunity to discover new wine producers	11
Sustainable winegrowing practices or organic production	6
Offers highly rated wines	6
Ease of access, easy to find	5
Offers small production wines only available at the winery	4
Offers winery or vineyard tours	4
Offers wines I know and/or like	3
Special event at the winery	3
Other (please describe)	2
Offers a wide variety of wines	2

QC1.1.4 - What factors have prevented you from visiting a winery on your latest trip to the Columbia Gorge? Select all that apply. (N=33)

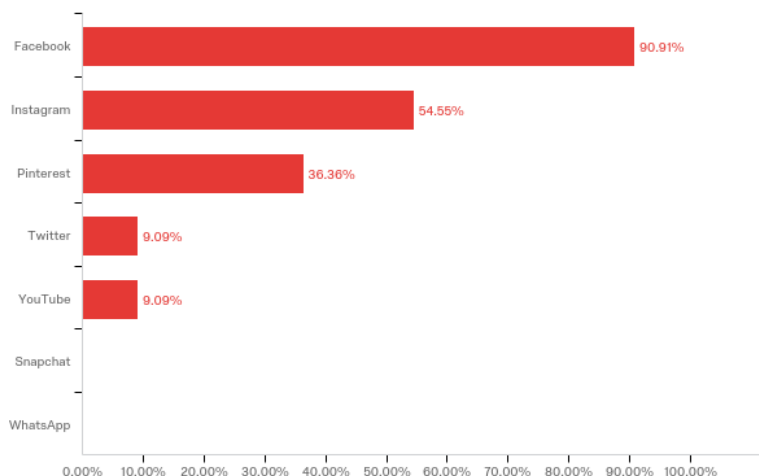


Answer	Count
Don't have enough free time	18
Lack of information – don't know much about them/nobody told me about them	16
Companion/family prefers to do other things	11
Can't afford/too expensive	8
Prefer to spend my time doing other activities	6
Too far to travel	5
Lack of public transportation options	1
Dislike/uncertain about the style of wines produced in the Columbia Gorge	1
Other (please describe)	1
Wineries are too crowded	0
Dislike/uncertain about the quality of wines produced in the Columbia Gorge	0

QC1.1.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit? Select all that apply. (N=33)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	60.61%	20
Free travel guidebook/brochure/map	48.48%	16
Social Media (e.g. Facebook, Instagram, etc.)	33.33%	11
Recommendation from a local restaurant	27.27%	9
Website(s) of an individual winery or wineries	27.27%	9
Other travel-related website	24.24%	8
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	24.24%	8
Restaurant, wine store, or retailer referral	21.21%	7
Magazine/newspaper (not wine-specific)	18.18%	6
Websites of winery associations	18.18%	6
Road signs or billboards	18.18%	6
Reviews website (e.g. Yelp, TripAdvisor)	18.18%	6
Mapping website (e.g. Google Maps)	15.15%	5
Concierge or other hotel/B&B staff	15.15%	5
Visitors/welcome center	15.15%	5
Commercial travel guidebook (e.g. Lonely Planet)	12.12%	4
Other (please specify)	6.06%	2
Traditional travel agency	3.03%	1
Online travel agency (e.g. Expedia, Priceline)	0.00%	0

QC1.1.5b - Which social media platform? (N=11)



Answer	Count
Facebook	10
Instagram	6
Pinterest	4
Twitter	1
YouTube	1
Snapchat	0
WhatsApp	0

Demographics

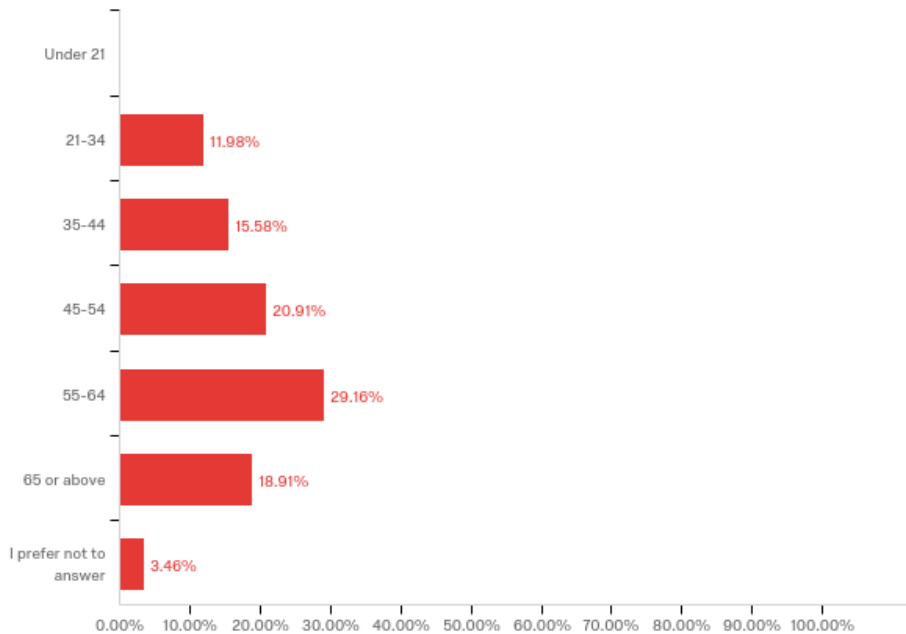
Q4.1 - Where do you currently live? (N=760)

Answer	%	Count
USA - Please enter your home ZIP code:	99.47%	756
Outside the USA	0.53%	4
Total	100%	760

Q4.2 - What is your gender? (N=751)

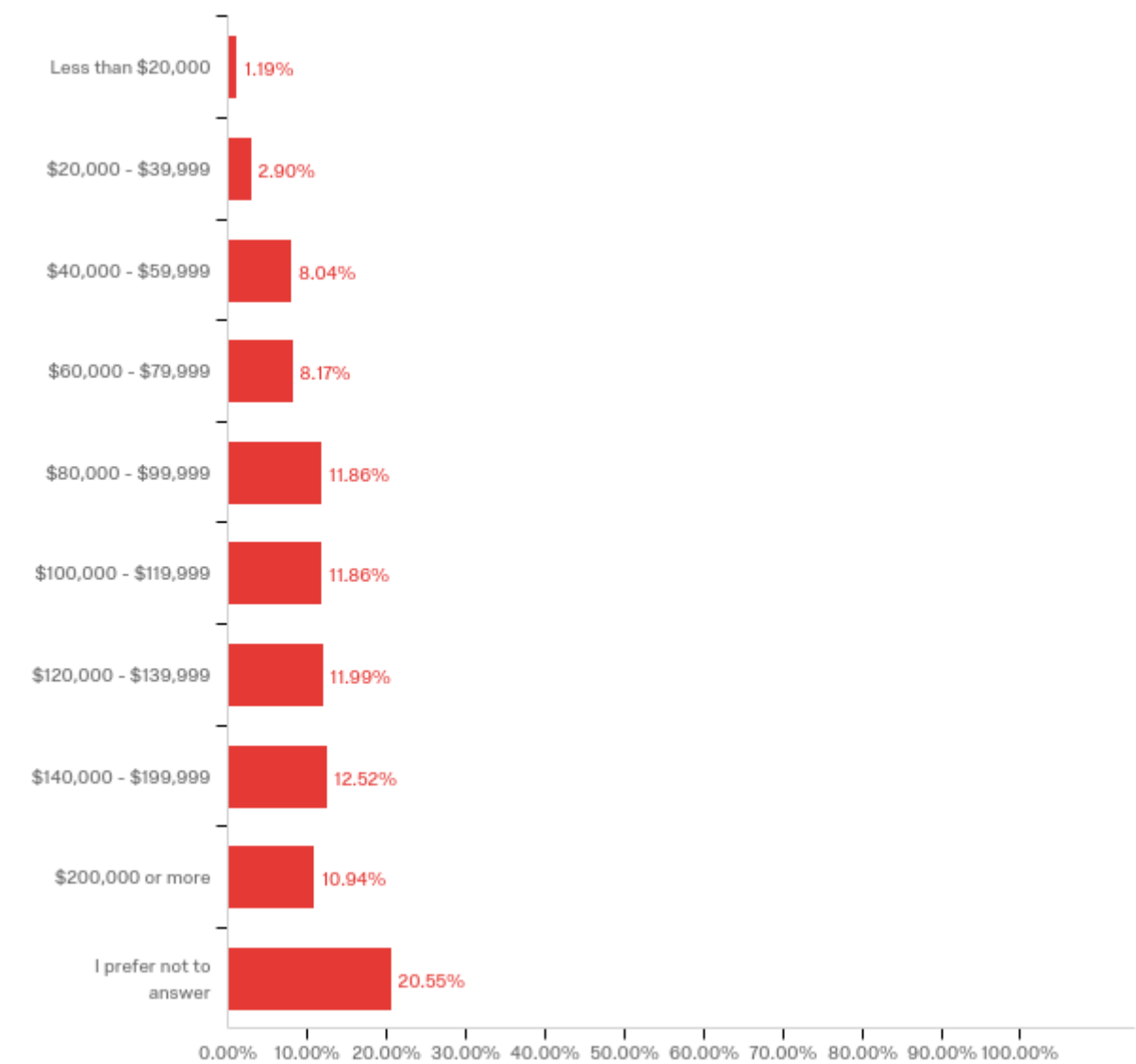
Answer	%	Count
Female	68.04%	511
Male	29.03%	218
I prefer not to answer	2.93%	22
Nonbinary	0.00%	0
Total	100%	751

Q4.3 - Which best describes your age? (N=751)



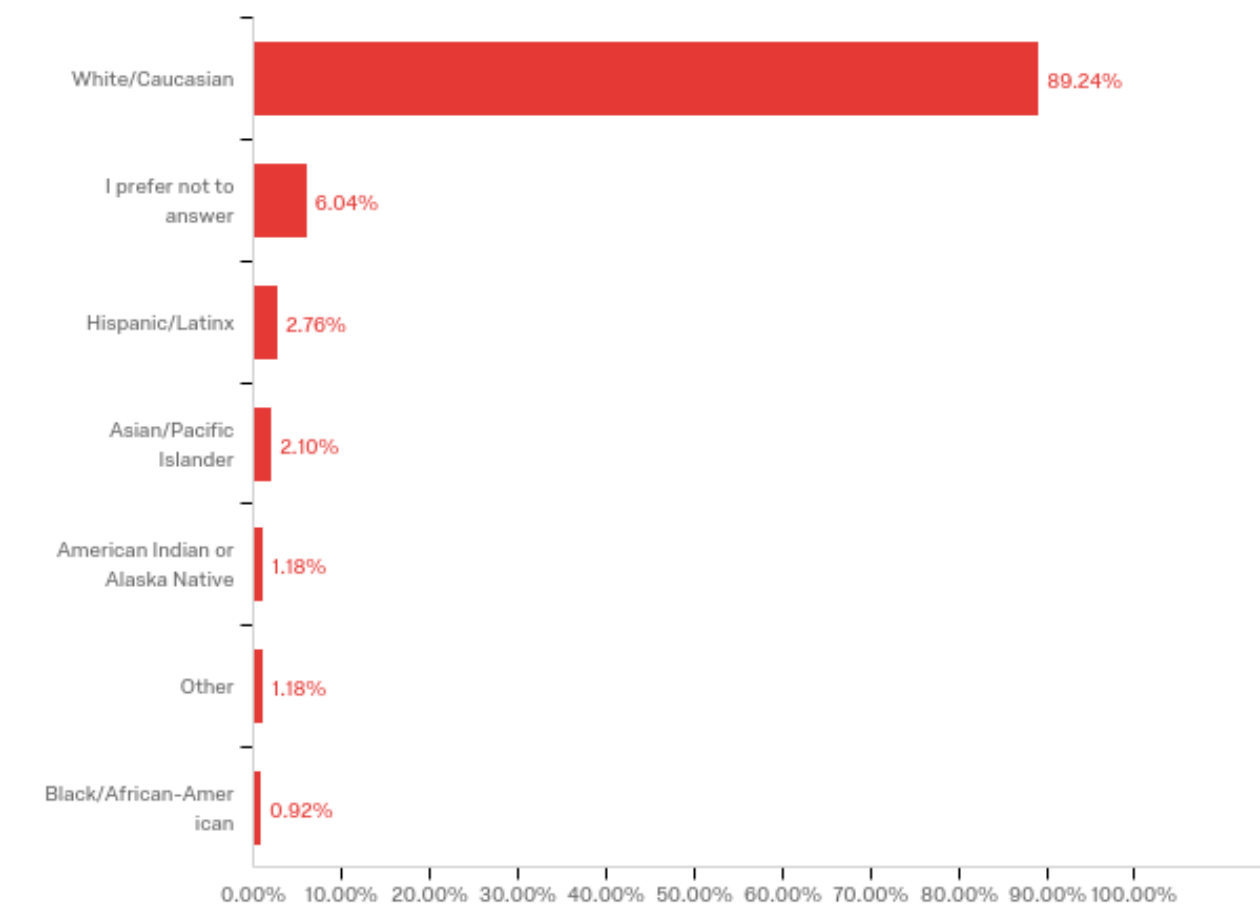
Answer	%	Count
Under 21	0.00%	0
21-34	11.98%	90
35-44	15.58%	117
45-54	20.91%	157
55-64	29.16%	219
65 or above	18.91%	142
I prefer not to answer	3.46%	26
Total	100%	751

Q4.4 - Which best describes the combined annual income of all members of your household? (N=759)



Answer	%	Count
Less than \$20,000	1.19%	9
\$20,000 - \$39,999	2.90%	22
\$40,000 - \$59,999	8.04%	61
\$60,000 - \$79,999	8.17%	62
\$80,000 - \$99,999	11.86%	90
\$100,000 - \$119,999	11.86%	90
\$120,000 - \$139,999	11.99%	91
\$140,000 - \$199,999	12.52%	95
\$200,000 or more	10.94%	83
I prefer not to answer	20.55%	156
Total	100%	759

Q4.5 - Which best describes your race or ethnic background? Select all that apply. (N=762)



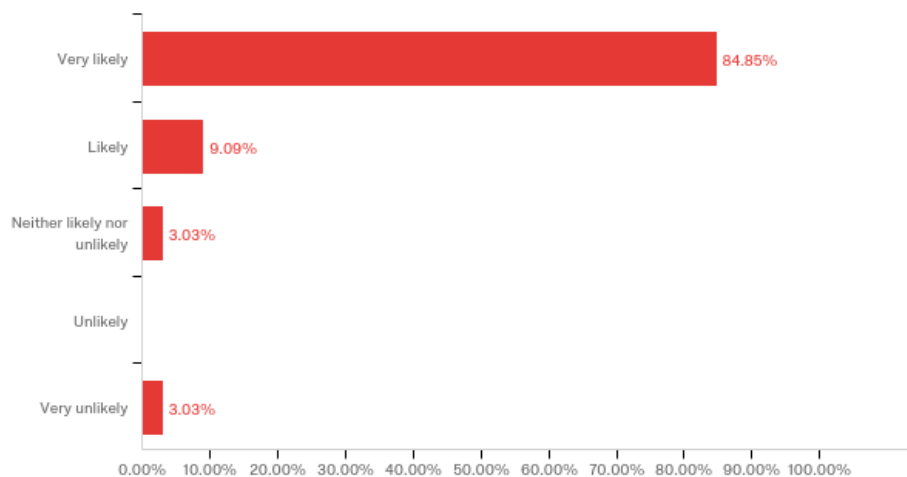
Answer	Count
White/Caucasian	680
I prefer not to answer	46
Hispanic/Latinx	21
Asian/Pacific Islander	16
American Indian or Alaska Native	9
Other	9
Black/African-American	7

Trip Motivation & Satisfaction (Non-Winery + Region Visitor/C1)

Q2.1 - How satisfied or dissatisfied were you with each of these qualities of the Columbia Gorge during your trip? Mark "N/A" if the quality did not apply to your trip.

Question	Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Total
Ease of traveling to the area from your home/starting point	3.33%	1	3.33%	1	93.33%	28	30
Affordability	10.00%	3	23.33%	7	66.67%	20	30
Quality of accommodations	4.00%	1	20.00%	5	76.00%	19	25
Ease of finding accommodations	8.00%	2	20.00%	5	72.00%	18	25
Opportunity to view/ experience local arts, culture, and history	0.00%	0	28.57%	8	71.43%	20	28
Opportunity to experience farms or farm products (including wine)	7.14%	2	39.29%	11	53.57%	15	28
High quality local cuisine/restaurants	6.67%	2	16.67%	5	76.67%	23	30
Area offers a wide variety of activities for my entire family	3.23%	1	22.58%	7	74.19%	23	31
Terrain/ geography/ climate is conducive to outdoor recreation activity	3.23%	1	3.23%	1	93.55%	29	31
Retail shopping	8.70%	2	34.78%	8	56.52%	13	23
Scenic beauty	0.00%	0	3.13%	1	96.88%	31	32

Q2.2 - How likely or unlikely are you to visit the Columbia Gorge again in the future? (N=33)



Answer	%	Count
Very likely	84.85%	28
Likely	9.09%	3
Neither likely nor unlikely	3.03%	1
Unlikely	0.00%	0
Very unlikely	3.03%	1
Total	100%	33

Barriers to Visiting (Non-Visitors/D)

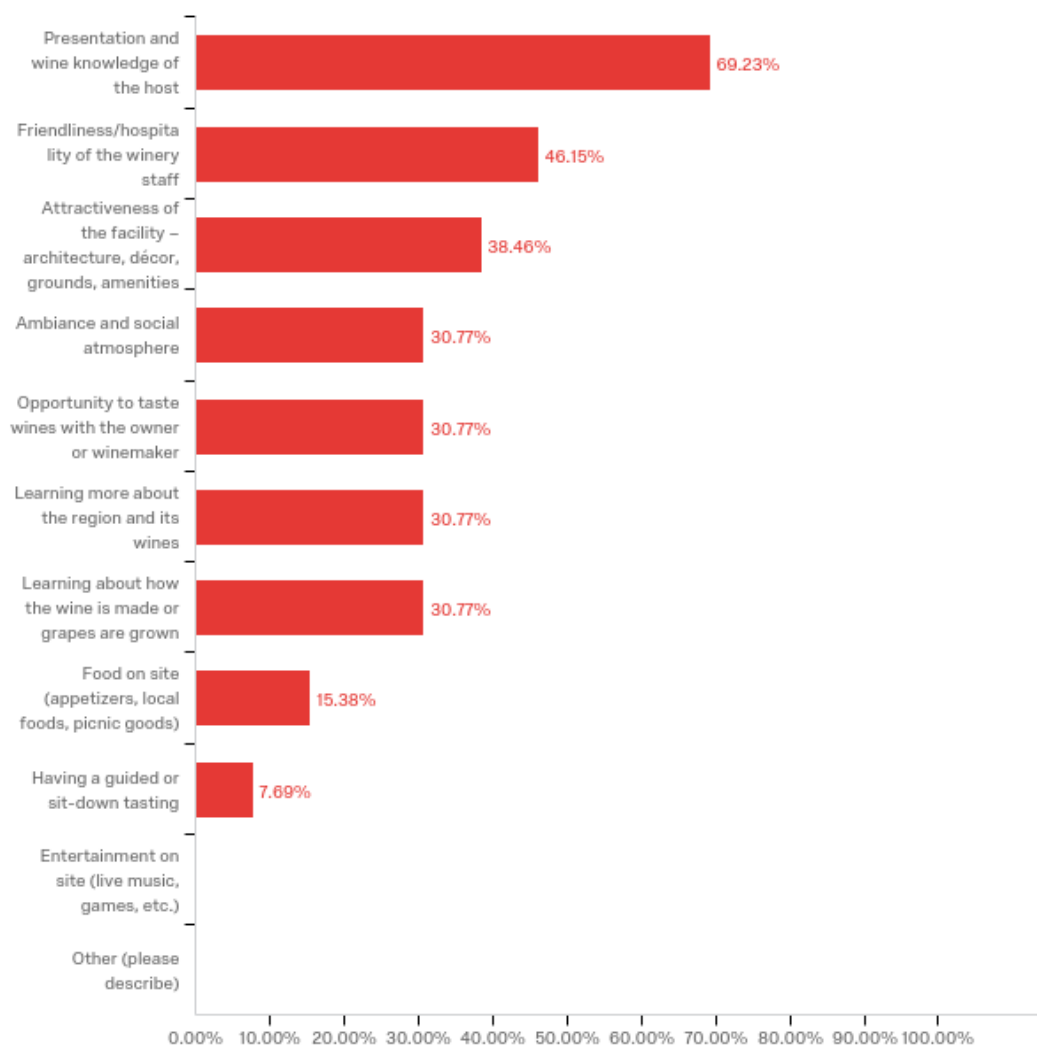
QD1.1 - Do you enjoy visiting wineries and tasting rooms? (N=16)

Answer	%	Count
Yes	100.00%	16
No	0.00%	0
Don't know/never tried	0.00%	0
Total	100%	16

QD1.2 - In general, which of the following reasons are most important to you in choosing which wineries to visit? Select up to 3. (N=14)

Answer	%	Count
Natural beauty of property and setting	64.29%	9
Quality of the tasting room facility and ambiance	35.71%	5
Opportunity to discover new wine producers	35.71%	5
Offers highly rated wines	35.71%	5
Special event at the winery	28.57%	4
Sustainable winegrowing practices or organic production	21.43%	3
Offers a wide variety of wines	21.43%	3
Offers small production wines only available at the winery	14.29%	2
Affordability of the experience	14.29%	2
Offers winery or vineyard tours	7.14%	1
Offers wines I know and/or like	7.14%	1
Ease of access, easy to find	7.14%	1
Other (please describe)	0.00%	0

QD1.3 - In general, which of the following factors are most important to you for creating an enjoyable experience at a winery? Select up to 3. (N=13)



Answer	Count
Presentation and wine knowledge of the host	9
Friendliness/hospitality of the winery staff	6
Attractiveness of the facility – architecture, décor, grounds, amenities	5
Learning about how the wine is made or grapes are grown	4
Ambiance and social atmosphere	4
Learning more about the region and its wines	4
Opportunity to taste wines with the owner or winemaker	4
Food on site (appetizers, local foods, picnic goods)	2
Having a guided or sit-down tasting	1
Entertainment on site (live music, games, etc.)	0
Other (please describe)	0
Total	39

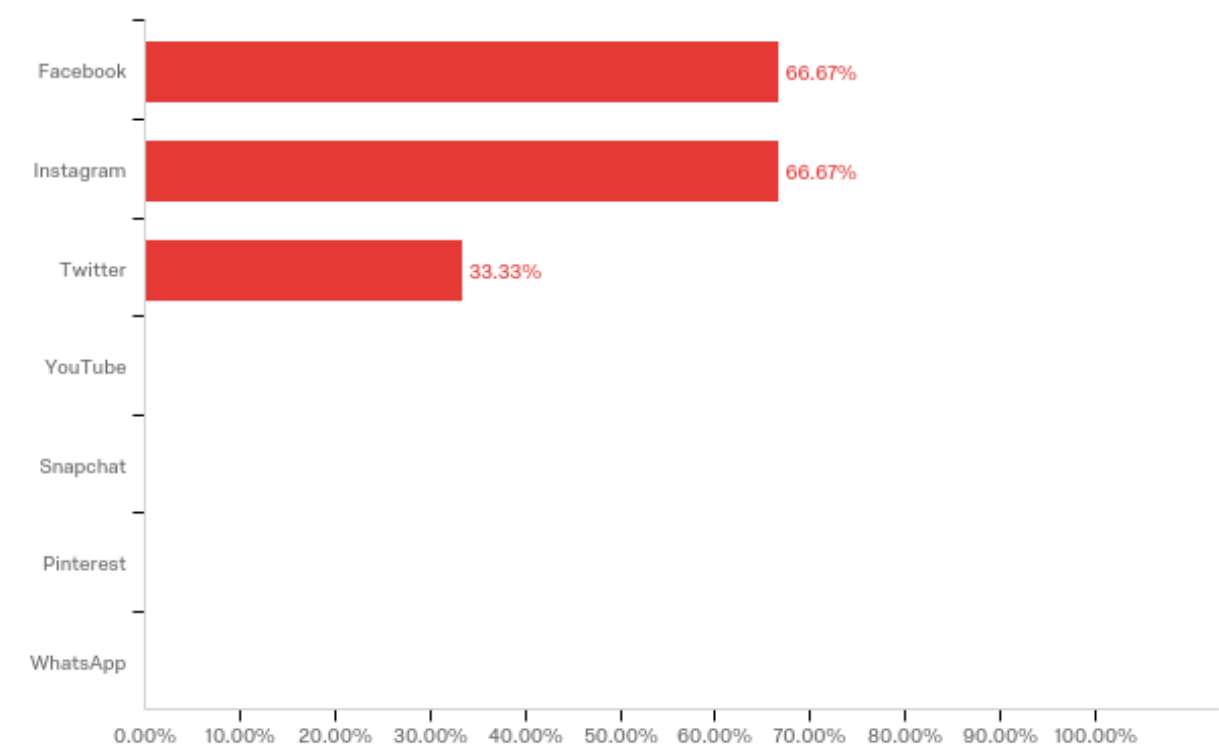
QD1.4 - What factors have prevented you from visiting the Columbia Gorge? Select all that apply. (N=14)

Answer	%	Count
Lack of information – don't know much about the area	35.71%	5
Too far to travel	28.57%	4
Other (please describe)	21.43%	3
Lack of convenient or fairly priced transportation options to travel to the area from your home	21.43%	3
Don't have enough free time	14.29%	2
Can't afford/too expensive	7.14%	1
Lack of convenient or fairly priced transportation options for getting around the area once you've arrived	7.14%	1
Companion/family prefers to do other things	7.14%	1
Prefer to go somewhere else	7.14%	1
The area is too crowded	0.00%	0
Poor weather or climate	0.00%	0
Doesn't provide the kind of activities/experiences I am seeking	0.00%	0

QD1.5 - Which of the following resources do you typically use to select wineries and tasting rooms to visit? Select all that apply. (N=14)

Answer	%	Count
Word of mouth (recommendation from friend/family, local resident, etc.)	71.43%	10
Wine publication, online or in print (e.g. Wine Spectator, Wine & Spirits)	57.14%	8
Websites of winery associations	50.00%	7
Website(s) of an individual winery or wineries	42.86%	6
Free travel guidebook/brochure/map	28.57%	4
Reviews website (e.g. Yelp, TripAdvisor)	28.57%	4
Social Media (e.g. Facebook, Instagram, etc.)	21.43%	3
Mapping website (e.g. Google Maps)	14.29%	2
Magazine/newspaper (not wine-specific)	14.29%	2
Road signs or billboards	14.29%	2
Concierge or other hotel/B&B staff	14.29%	2
Commercial travel guidebook (e.g. Lonely Planet)	14.29%	2
Recommendation from a local restaurant	7.14%	1
Visitors/welcome center	7.14%	1
Other travel-related website	7.14%	1
Restaurant, wine store, or retailer referral	7.14%	1
Traditional travel agency	0.00%	0
Online travel agency (e.g. Expedia, Priceline)	0.00%	0
Other (please specify)	0.00%	0

QD1.5b - Which social media platform? (N=3)



Answer	Count
Facebook	2
Twitter	1
Instagram	2
YouTube	0
Snapchat	0
Pinterest	0
WhatsApp	0

QD1.6 - How important or unimportant are the following factors in your decisions about places to visit/trips to take?

Question	Not important		Neither Unimportant nor Important		Important		Total
A place to relax and unwind	7.14%	1	14.29%	2	78.57%	11	14
Ease of traveling to the area from your home/starting point	0.00%	0	42.86%	6	57.14%	8	14
Affordability	7.14%	1	28.57%	4	64.29%	9	14
Quality of accommodations	0.00%	0	14.29%	2	85.71%	12	14
Ease of finding of accommodations	0.00%	0	46.15%	6	53.85%	7	13
Opportunity to attend a festival or special event	14.29%	2	50.00%	7	35.71%	5	14
Opportunity to view/ experience local arts, culture, and history	0.00%	0	57.14%	8	42.86%	6	14
Opportunity to visit parks, wilderness, and natural wonders	14.29%	2	21.43%	3	64.29%	9	14
Opportunity to experience farms or farm products (excluding wine)	21.43%	3	57.14%	8	21.43%	3	14
Opportunity to experience the area's wineries and wine culture	0.00%	0	14.29%	2	85.71%	12	14
High quality local cuisine/restaurants	0.00%	0	38.46%	5	61.54%	8	13
Area offers a wide variety of activities for my entire family	28.57%	4	50.00%	7	21.43%	3	14
Terrain/ geography/ climate is conducive to outdoor recreation activity	14.29%	2	50.00%	7	35.71%	5	14
Retail shopping	28.57%	4	71.43%	10	0.00%	0	14
Scenic beauty	0.00%	0	21.43%	3	78.57%	11	14

Other Wine Regions

Q3.1 - In general, how would you rate the quality of the wine from the following regions?

Question	One of the Best		Excellent		Good		Average		Poor quality		Undecided/Not familiar with the wines		Total
Rogue Valley	2.29%	17	24.02%	178	25.37%	188	3.64%	27	0.13%	1	44.53%	330	741
Umpqua Valley	1.87%	14	19.95%	149	24.50%	183	4.82%	36	0.00%	0	48.86%	365	747
Willamette Valley	32.63%	247	43.86%	332	15.72%	119	2.77%	21	0.00%	0	5.02%	38	757
Columbia Gorge	14.80%	112	49.54%	375	28.80%	218	3.83%	29	0.00%	0	3.04%	23	757
Walla Walla Valley	19.25%	144	36.10%	270	16.44%	123	2.14%	16	0.27%	2	25.80%	193	748
Napa Valley	21.80%	165	38.84%	294	22.06%	167	4.36%	33	0.40%	3	12.55%	95	757
Paso Robles	7.54%	56	22.88%	170	17.23%	128	3.63%	27	0.27%	2	48.45%	360	743

Q3.2 - In general, how would you rate the following regions as a leisure travel/vacation/getaway destination for wine tasting?

Question	One of the Best		Excellent		Good		Average		Poor quality		Undecided/Not familiar with the region		Total
Rogue Valley	4.86%	36	20.24%	150	24.16%	179	5.94%	44	0.00%	0	44.80%	332	741
Umpqua Valley	2.71%	20	15.74%	116	23.88%	176	6.65%	49	0.27%	2	50.75%	374	737
Willamette Valley	22.31%	168	40.11%	302	25.63%	193	3.72%	28	0.53%	4	7.70%	58	753
Columbia Gorge	23.25%	176	50.20%	380	21.14%	160	3.30%	25	0.13%	1	1.98%	15	757
Walla Walla Valley	10.38%	77	27.90%	207	22.24%	165	5.53%	41	0.27%	2	33.69%	250	742
Napa Valley	23.61%	178	31.03%	234	18.44%	139	4.11%	31	0.80%	6	22.02%	166	754
Paso Robles	5.65%	42	15.73%	117	14.92%	111	3.63%	27	0.13%	1	59.95%	446	744

Q3.3 - What attributes would you associate with each of these three region's wines? Select all that apply, or select "I don't know enough about this region to select attributes" and move on to the next question.

Question	Columbia Gorge		Willamette Valley		Rogue Valley		Total
I don't know enough about this region to select attributes	13.51%	75	15.50%	86	70.99%	394	555
Produces a wide variety of wines	45.38%	432	40.34%	384	14.29%	136	952
Many small artisanal producers	40.97%	399	43.02%	419	16.02%	156	974
Sustainable, organic, or ecologically beneficial growing practices	37.22%	284	49.41%	377	13.37%	102	763
A reliable choice, even if you aren't familiar with the specific winery	37.41%	327	50.57%	442	12.01%	105	874
Prestigious or highly regarded by knowledgeable wine consumers	27.78%	195	63.96%	449	8.26%	58	702
Different from other regions, a distinct style	39.45%	245	43.80%	272	16.75%	104	621
The wines are good value for the money	47.64%	414	35.79%	311	16.57%	144	869

Q3.4 - How strongly do you associate each of the following varieties with the Umpqua Valley?

Question	Not at all associated		Somewhat associated		Strongly associated		Total
Pinot Noir	15.64%	51	43.25%	141	41.10%	134	326
Chardonnay	17.11%	45	54.37%	143	28.52%	75	263
Riesling	25.32%	60	55.27%	131	19.41%	46	237
Pinot Gris or Pinot Grigio	14.39%	40	53.60%	149	32.01%	89	278
Cabernet Sauvignon	14.23%	40	44.13%	124	41.64%	117	281
Tempranillo	16.54%	43	42.31%	110	41.15%	107	260
Syrah	13.28%	36	46.86%	127	39.85%	108	271
Red Blends	3.44%	11	36.88%	118	59.69%	191	320
Viognier	19.14%	40	60.29%	126	20.57%	43	209
Sparkling	48.50%	97	40.50%	81	11.00%	22	200
Gewurztraminer	33.01%	68	48.06%	99	18.93%	39	206
Zinfandel	28.28%	69	44.26%	108	27.46%	67	244

Q3.6 - How frequently do you drink wines from the following wine-growing areas? Please choose the frequency that most closely describes you.

Question	Weekly		Monthly		Every 2-3 months		Less often		Never or never heard of		Total
Oregon (all regions)	44.97%	295	35.21%	231	14.48%	95	5.03%	33	0.30%	2	656
Washington (all regions)	23.85%	155	37.38%	243	20.31%	132	16.46%	107	2.00%	13	650
Willamette Valley	25.85%	168	38.31%	249	20.00%	130	12.62%	82	3.23%	21	650
Rogue Valley	1.10%	7	8.02%	51	17.14%	109	52.04%	331	21.70%	138	636
Umpqua Valley	0.94%	6	7.38%	47	18.05%	115	47.57%	303	26.06%	166	637
Columbia Gorge	16.82%	109	33.64%	218	26.70%	173	21.30%	138	1.54%	10	648
Walla Walla Valley	7.21%	46	22.73%	145	21.79%	139	35.58%	227	12.70%	81	638
Napa Valley	8.18%	53	21.45%	139	23.30%	151	39.20%	254	7.87%	51	648
Sonoma County	7.32%	47	21.65%	139	21.34%	137	40.65%	261	9.03%	58	642