

OREGON WINE



PORTLAND

SYMPOSIUM

State of Oregon Winery DTC – Part 1: Key Trends

Lesley Berglund, WISE

PROGRAM
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STRONG LEADERS. HEALTHY TEAMS. SUCCESSFUL WINERIES.

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The Big Picture

Lots of Good News:

- Healthy average annual growth vs. 2019 (pre-COVID)
- Impressive Club Engagement Across Channels
- Even Higher \$ / Visitor (both conversion and AOV growth)
- Improving Club Conversion Rates & Attrition Rate

The Big Picture

Some Real Challenges:

- Slower (or no) Club Membership Growth
- Visitor Traffic
- Lack of Success Beyond TR & Club (Phone, Virtual, Digital)
- Continued Labor, Talent Gaps

The Big Picture

Biggest Opportunities:

- Corporate Growing but not Proactive
- Team – More Account Management, More Utility Players
- Shift to New, Modern Luxury Marketing
- Road Show Events

Data > Signals > Insights > Action

How to Harness Data Tsunami:

- Search for Signals
- Turn Data Insights into Action
- Expect Data Set Differences, Focus on Lessons