

OREGON WINE



SYMPOSIUM

February 3 & 4, 2025

# Navigating Demographic Changes

Strategies for Attracting and Retaining Fresh Audiences

Javier Parada Torress, Research Manager at Travel Oregon

Susan Dematei, Owner of WineGlass Marketing

PROGRAM  
PRODUCER **oregon**  
wine BOARD

TRADE SHOW  
PRODUCER



Oregon  
Winegrowers  
ASSOCIATION EST 1981



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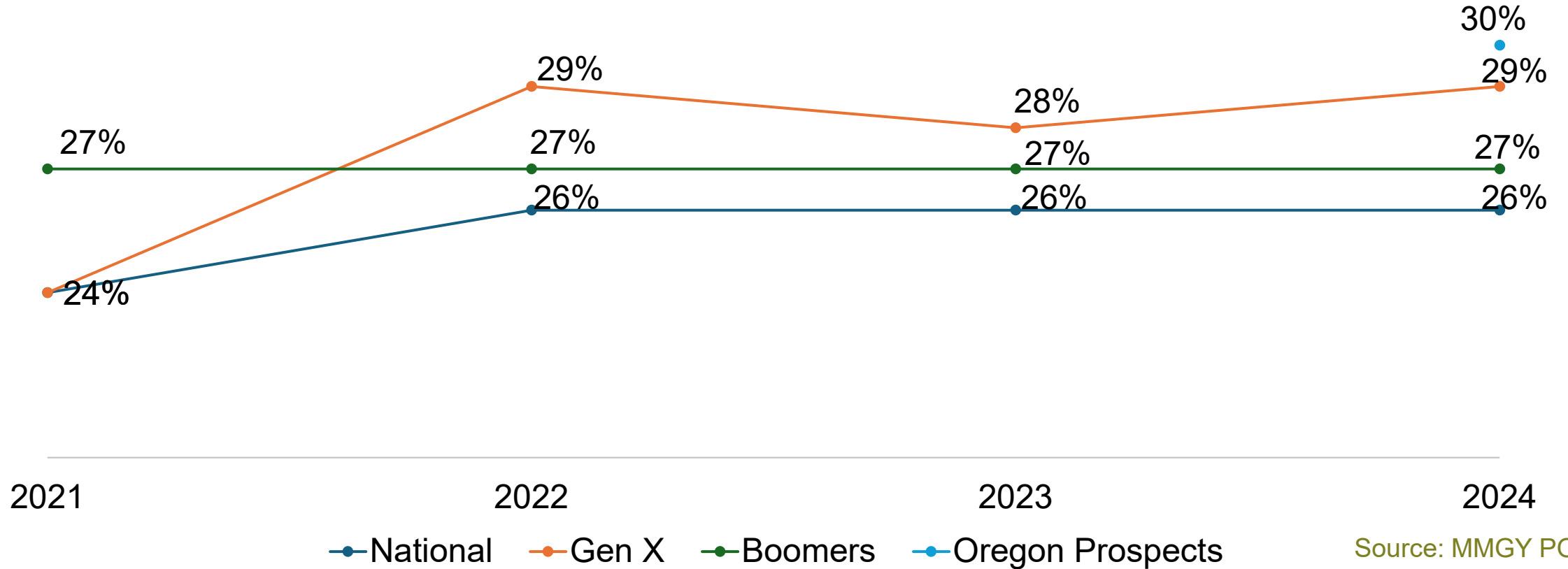
# NATIONAL TRENDS

# METHODOLOGY

- Findings taken from MMGY's Portrait Of American Travelers
- Quarterly survey of active leisure travelers
- Explores travel intent and factors that affect it

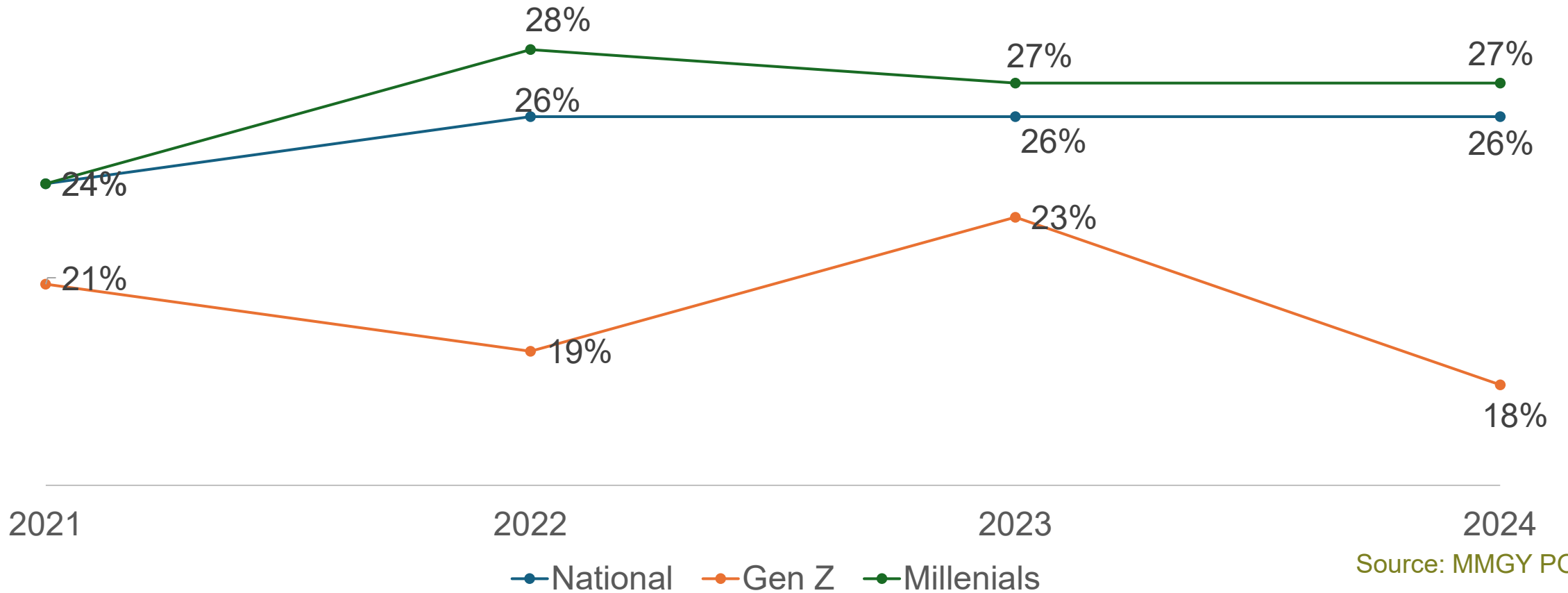


# INTEREST IN WINERY TASTING/TOURS



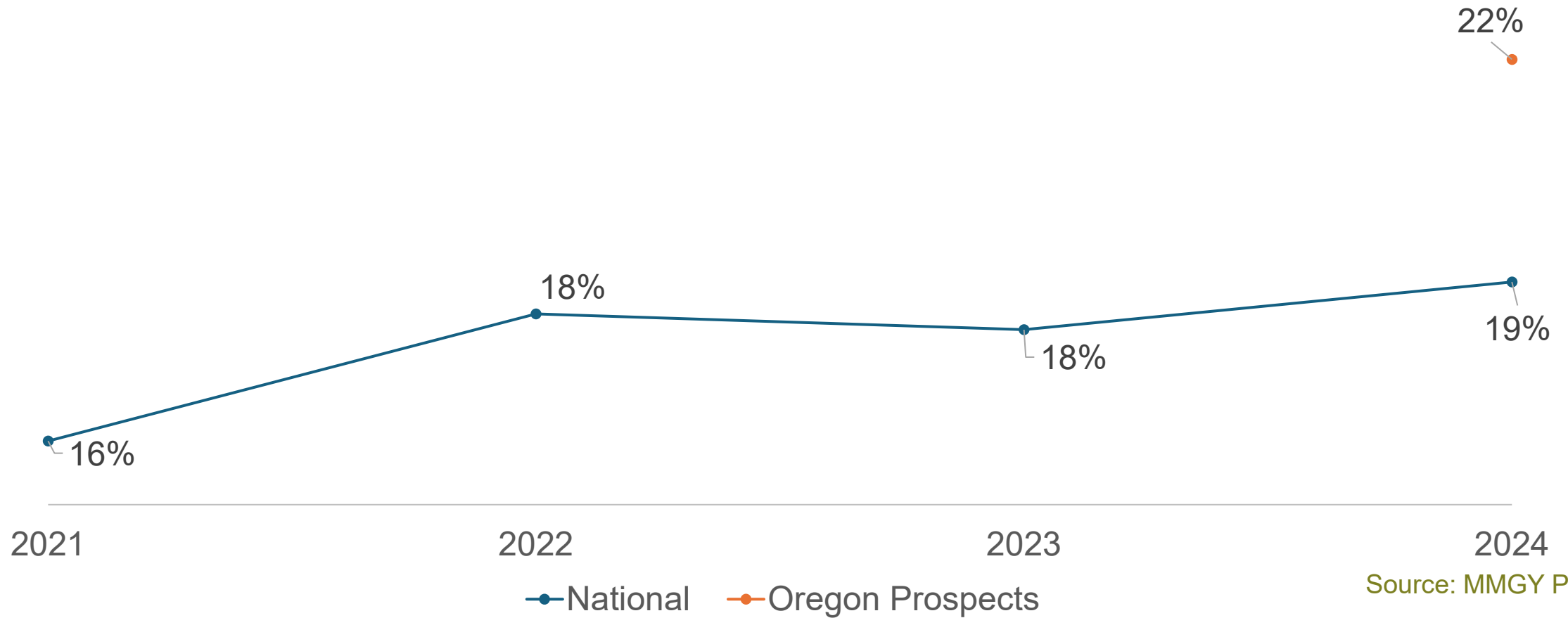
Source: MMGY POAT

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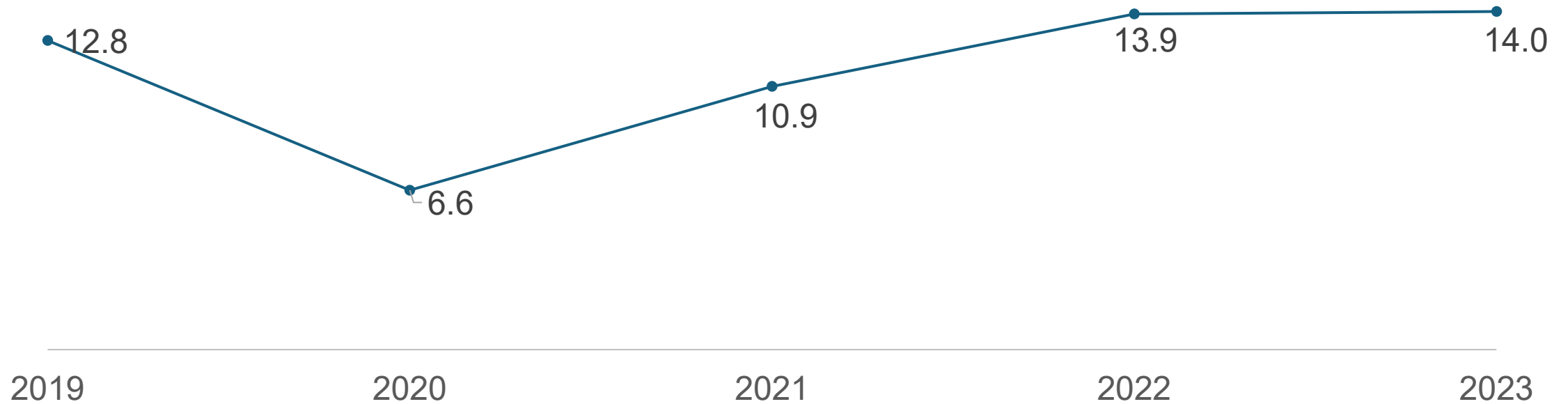
Source: MMGY POAT

# SELF DESCRIBED “WINE ENTHUSIASTS”



Source: MMGY POAT

# OREGON TRAVEL SPENDING (\$B)



Source: Dean Runyan Associates  
Economic impact of travel



**TRAVEL  
OREGON**

Credit: Jordan & Dani

# KEY TAKEAWAYS

- Gen Z interest is lowest
- Millennials and Gen X most captive audience
- Self-described wine enthusiasts are growing – especially among Hispanic identifying people
- Oregon prospects outperform national trends
- Interest in participation remains constant

# GEN Z DEEP DIVE

- Environmental and Inclusivity focus
- Prefer alternative lodging
- Affected by inflationary pressures
- Prefer online reviews
- More likely to take road trips
- Seek out thriving culinary scene
- Use OTAs for inspiration
- Are active on social media

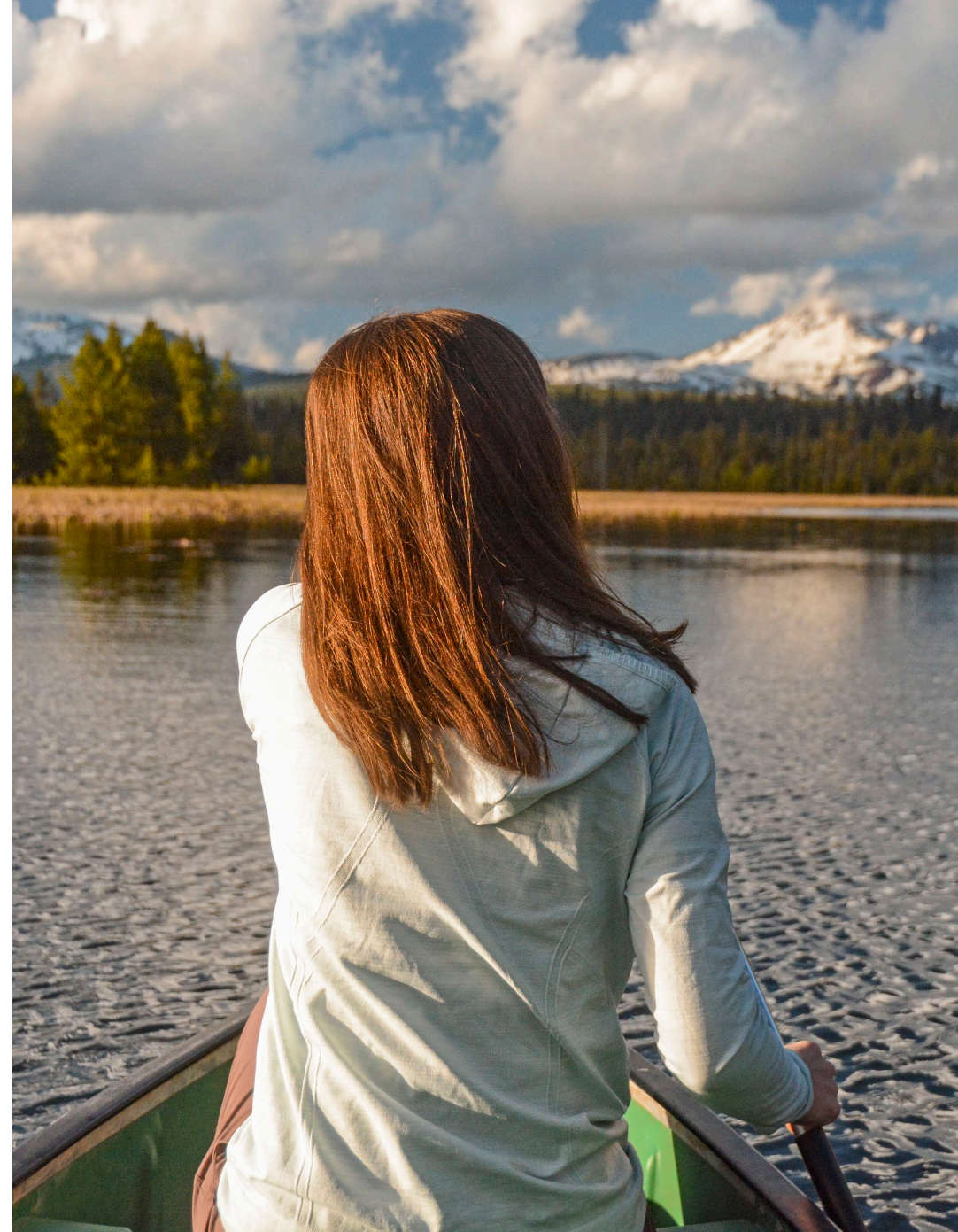


# OREGON VISITOR PROFILE

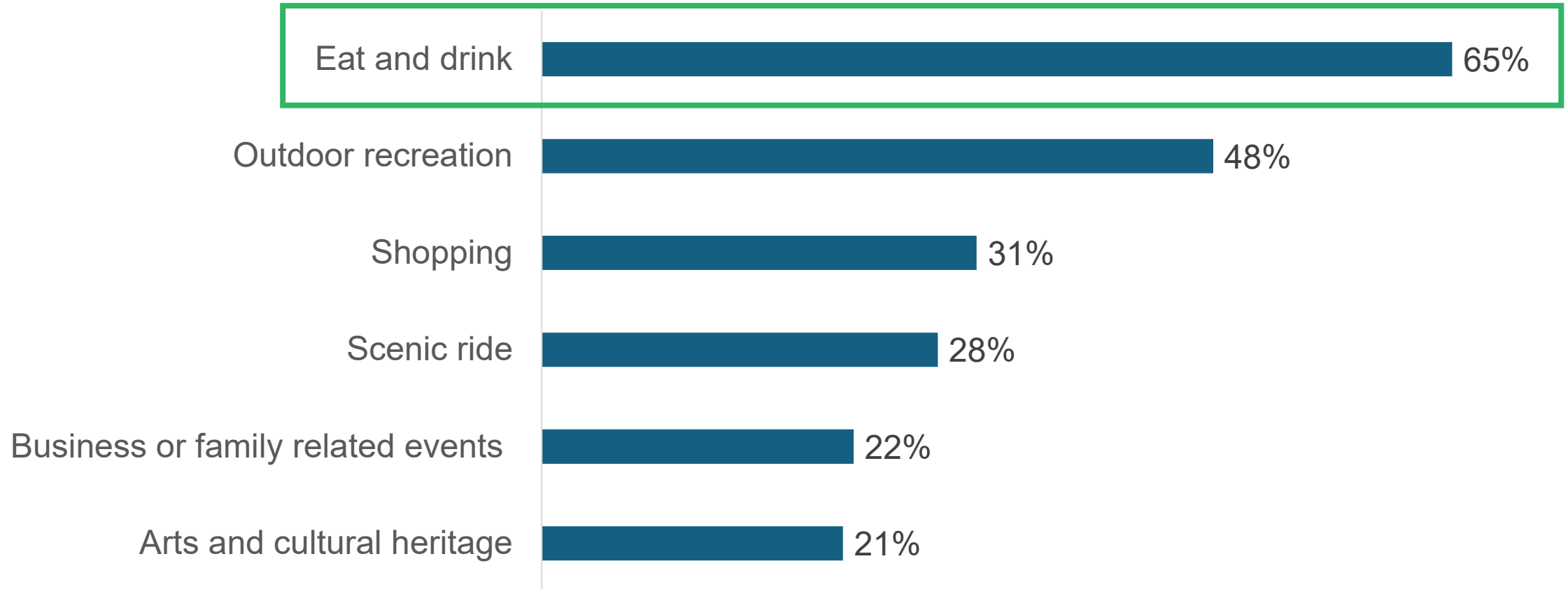


# PROJECT OVERVIEW

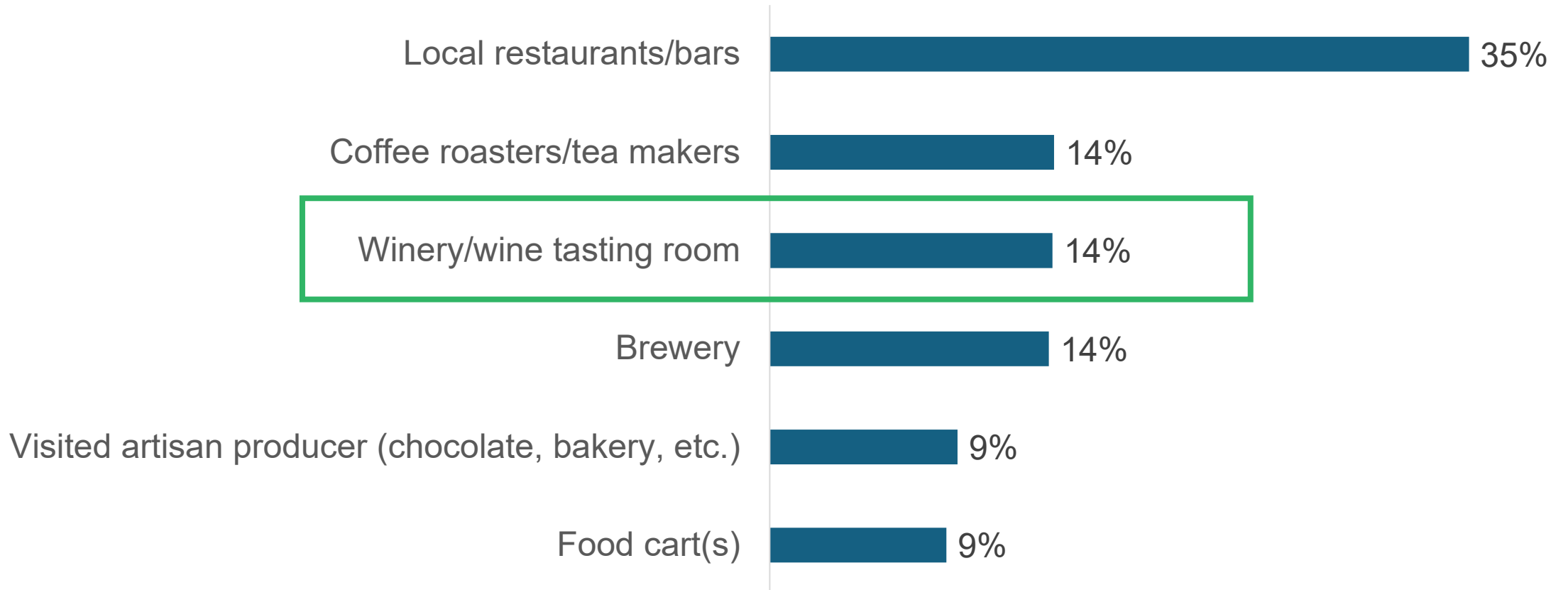
- Conducted 2022 – 2023
- Surveyed in-state and out-of-state travelers
- Explores travel behaviors, motivations, demographics and more
- Characterizes travel experiences



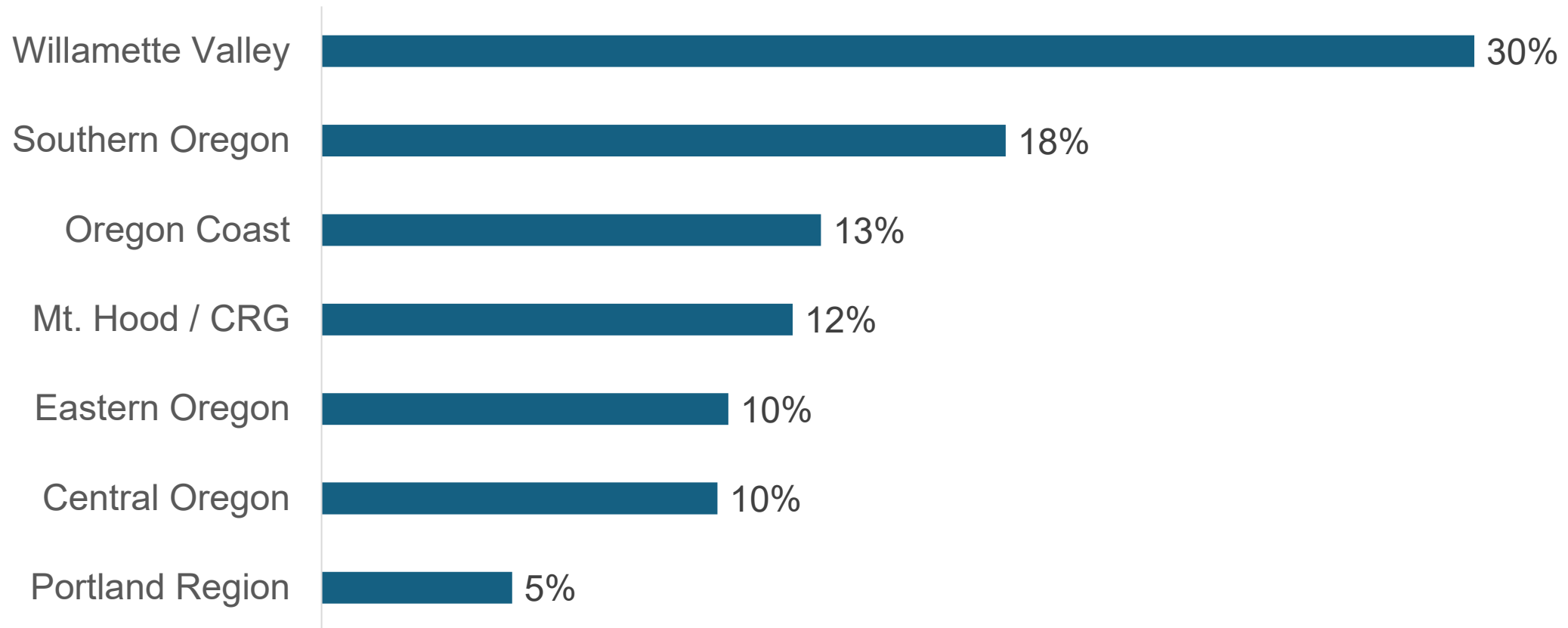
# ACTIVITIES



# EAT & DRINK



# WINERY/WINE TASTING ROOM BY REGION



# WINERY/WINE TASTING ROOM PERSONA



White: 84%



Household income: \$134K

Per person daily spend: \$294



Average age: 56



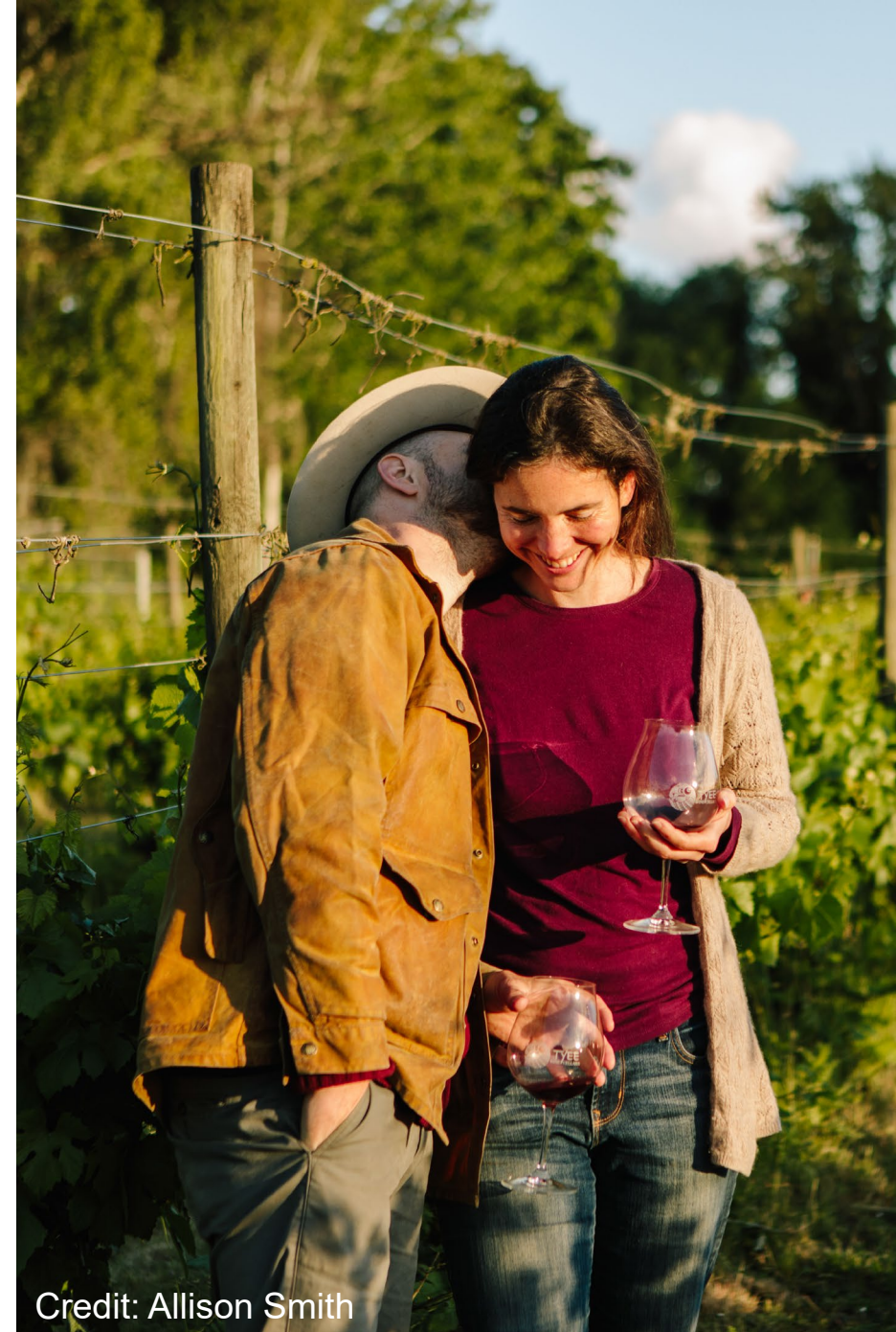
Has a disability: 16%

# WINERY/WINE TASTING ROOM PERSONA

- Most likely staying at a hotel (55%)
- Arrived by car (59%) or plane (28%)
- Came for leisure (72%)
- Is motivated by environmental quality (66%), value for money (65%) and a relaxing environment (65%)



**TRAVEL  
OREGON**



Credit: Allison Smith

# WINERY/WINE TASTING ROOM PERSONA



- Engages in a variety of experiences:
  - Outdoor Recreation (50%)
  - Shopping (46%)
  - Scenic Rides (45%)
- Average Planning window: 3.9 months
- Planning relies heavily on previous experiences, internet search and destination websites

# TRAVEL OREGON WINE CONTENT



**South Willamette Valley Wineries**  
Eugene, Willamette Valley



**Wine Tasting in Bend**  
Bend, Central Oregon



**Wines of the Gorge**  
Mosier, Mt. Hood & Columbia River Gorge



**Noir and Nosh: Wine Tasting in the  
Rogue and Umpqua Valleys**  
Southern Oregon



**Willamette Valley Winemaking, the  
Communal Way**  
Carlton, Portland Region



**5 Fabulous Willamette Valley Tasting  
Experiences to Try**  
Eugene, Willamette Valley



**How to Explore Tualatin Valley  
Wineries**  
Sherwood, Portland Region



**To Taste Oregon's Terroir, Retrace the  
Missoula Floods**

**TRAVEL  
OREGON**

 **OREGON WINE  
SYMPOSIUM**  
PORTLAND

# TRAVEL OREGON WINE CONTENT

- People who view wine content on TO.com:
  - + Engagement rate (69% vs 55%)
  - + Engagement Time (2.2 minutes)
  - + Pages viewed (12.6 per session)
  - Come from organic search channels



# Travel Profiles

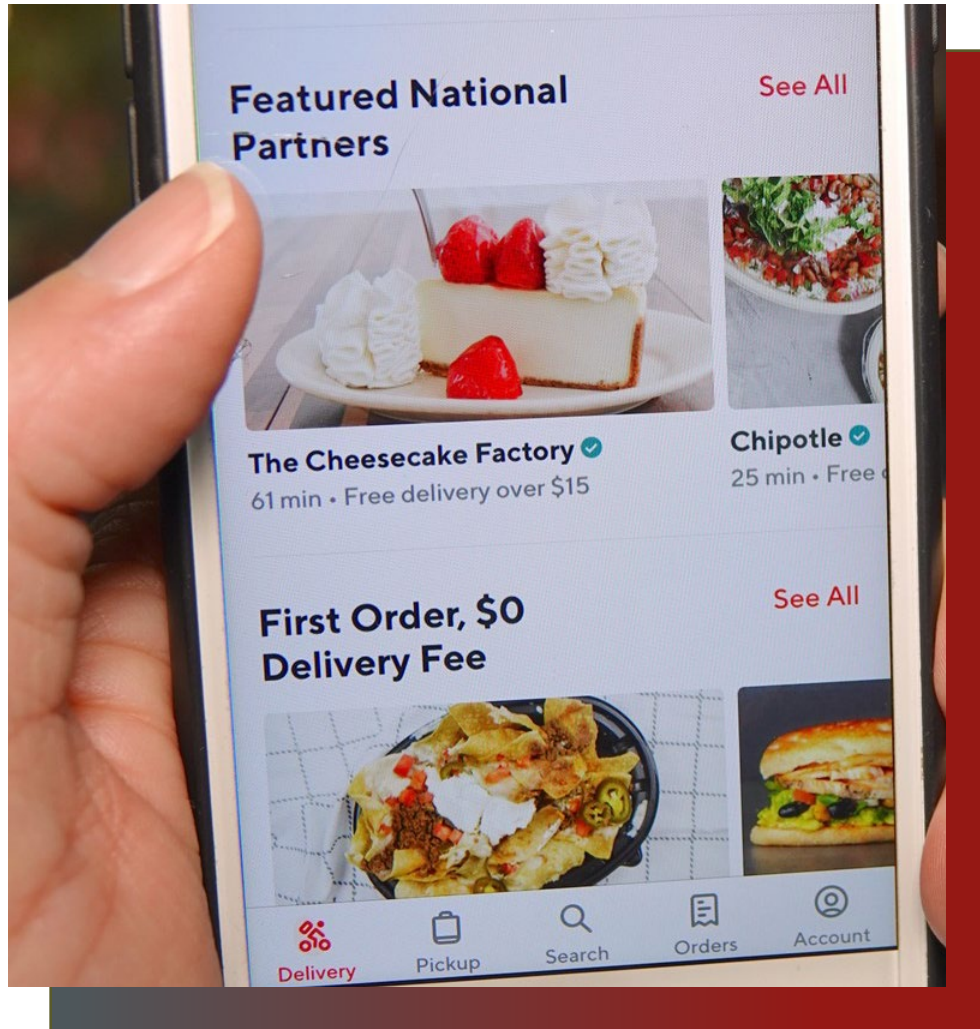
Diving Into the Complex Web of Motivations By Generation

# It's Not Age...It's Technology



- Decision-Making
  - Research
  - Speed
  - Risk Tolerance

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- Social Environment & Influence
- Importance of Product Versus Company

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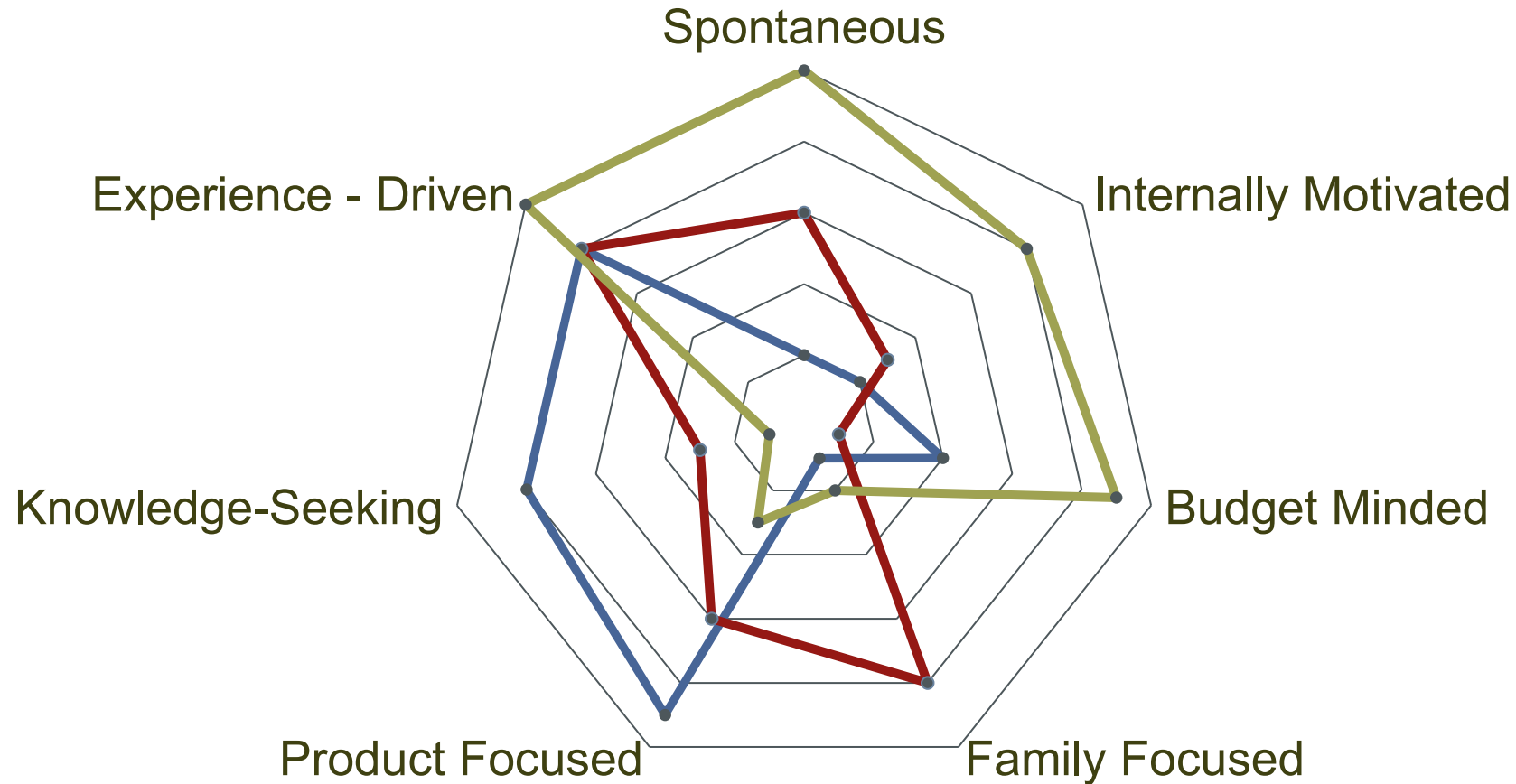
- Decision-Making
  - Research
  - Speed
  - Risk Tolerance
- Value Structure
- World View
- Individuality & Privacy
- Social Environment & Influence
- Importance of Product Versus Company
- Purpose of a Vacation

# Resulting in a Complex Web of Motivations

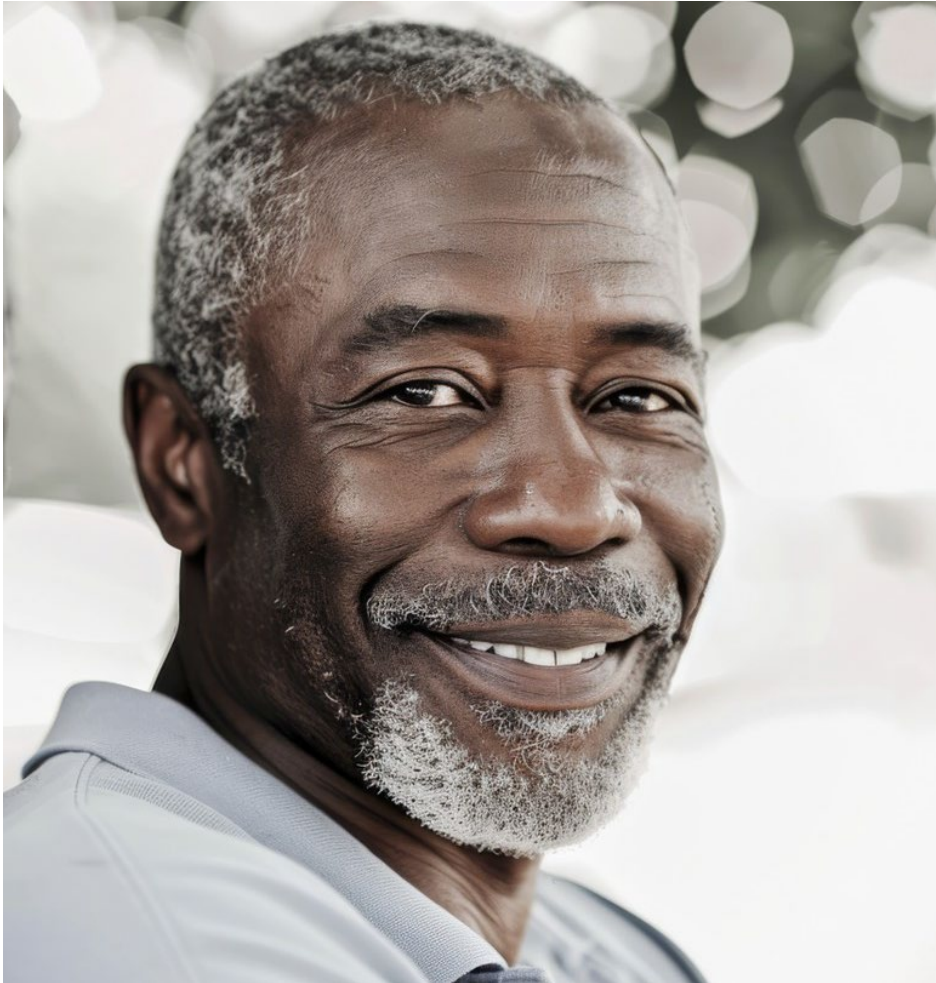
—●— 50+

—●— 30-40's

—●— 20's



# Roger's Weekend Retreat



**Age:** 67



**Occupation:** Semi-retired insurance agent



**Family:** Wife Linda of 35 years



**Approach:** Work hard, play hard — he's earned his leisure time, and he's going to do it right

# Takeaways From Roger's Journey



Research  
Driven



Experience  
Seeker



Savoring the  
Moment



Practical  
Yet Open

# Advice for Wineries with Older Audiences



- Offer guided and educational experiences
- Emphasize heritage and product quality
- Create pre-planned itineraries
- Offer on-site perks/special access
- Discounts

# Matt & Sarah's Weekend Escape



**Age:** 42



**Occupation:** Marketing Manager



**Family:** Married to Sarah (39), with their 2-year-old daughter, Chloe



**Approach:** Get out of the city and unplug with the family!

# Takeaways From Matt & Sarah's Journey



Family  
Friendly



Simplified  
Necessities



Balance Education  
And Fun



Create  
Memories

# Advice for Wineries Targeting 30's-40's



- Make it cross generational
- Simplify the booking experience
- Emphasize convenience – and it's ok to charge for it
- Market to people, not just wine lovers
- Provide range of prices
- Be transparent

# Kayla's Creative Getaway



**Age:** 24



**Occupation:** Social Media Coordinator



**Family:** Lots of friends – like her bestie, Jess



**Approach:** Be the main character, but on a budget – she's all about unique experiences she can share online

# Takeaways From Kayla's Journey



Impulsive



Experience of  
Expertise



Aesthetic  
Driven



Sustainability  
Matters

# Advice for Wineries With a Young Audience



- Curate Instagrammable moments
- Focus on fun and interaction
- Social Media with valuable content
- Encourage spontaneity
- Sustainability facts
- Keep booking mobile friendly

30's – 40's



Simplicity & Variety

Older



Structure & Tradition

Younger



Spontaneous & Sharable

Structure & Tradition



Simplicity & Variety



Spontaneous & Sharable

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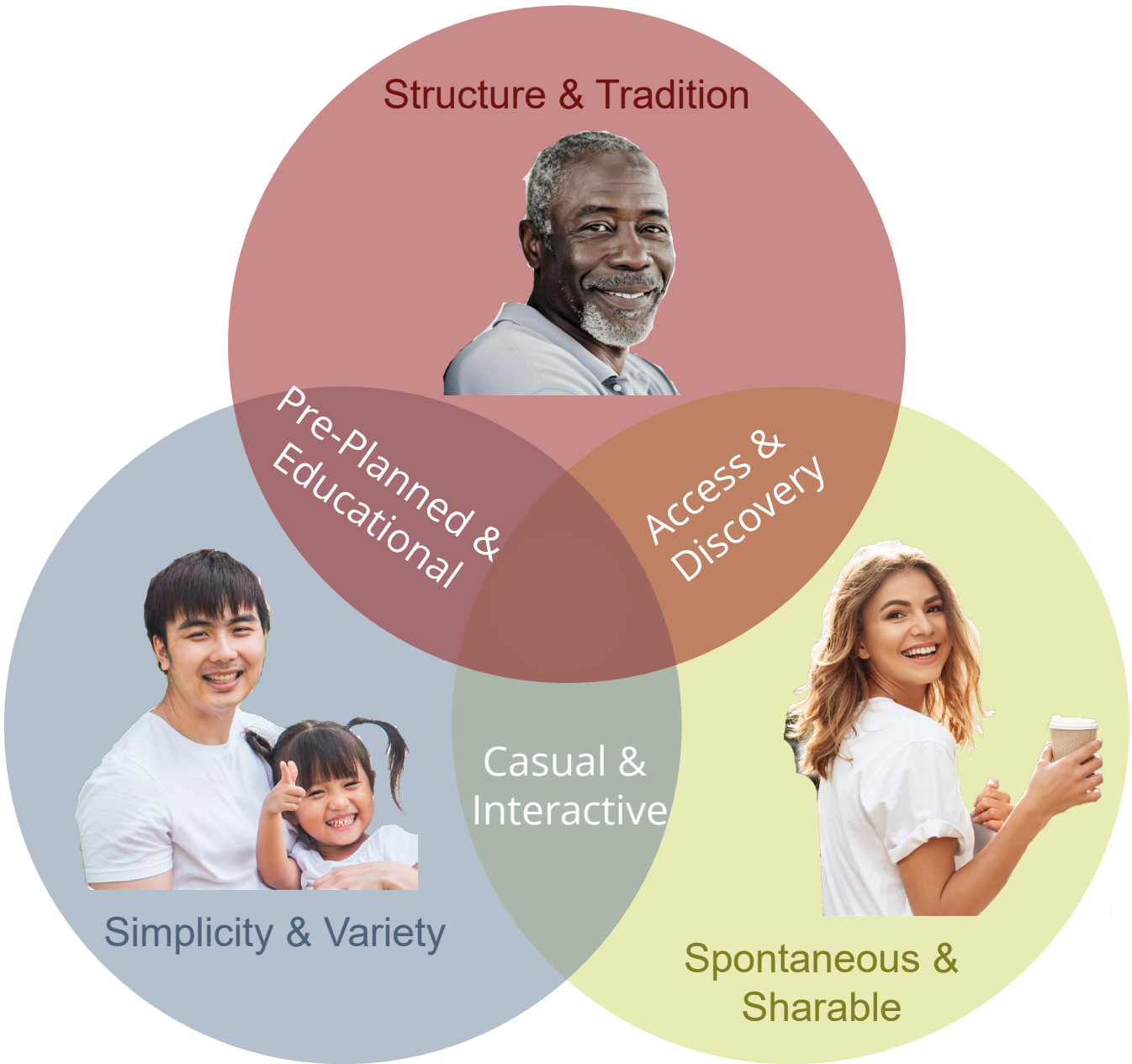
Pre-Planned & Educational



Simplicity & Variety



Spontaneous & Sharable



Structure & Tradition



Country Ambiance  
and  
Social Connection



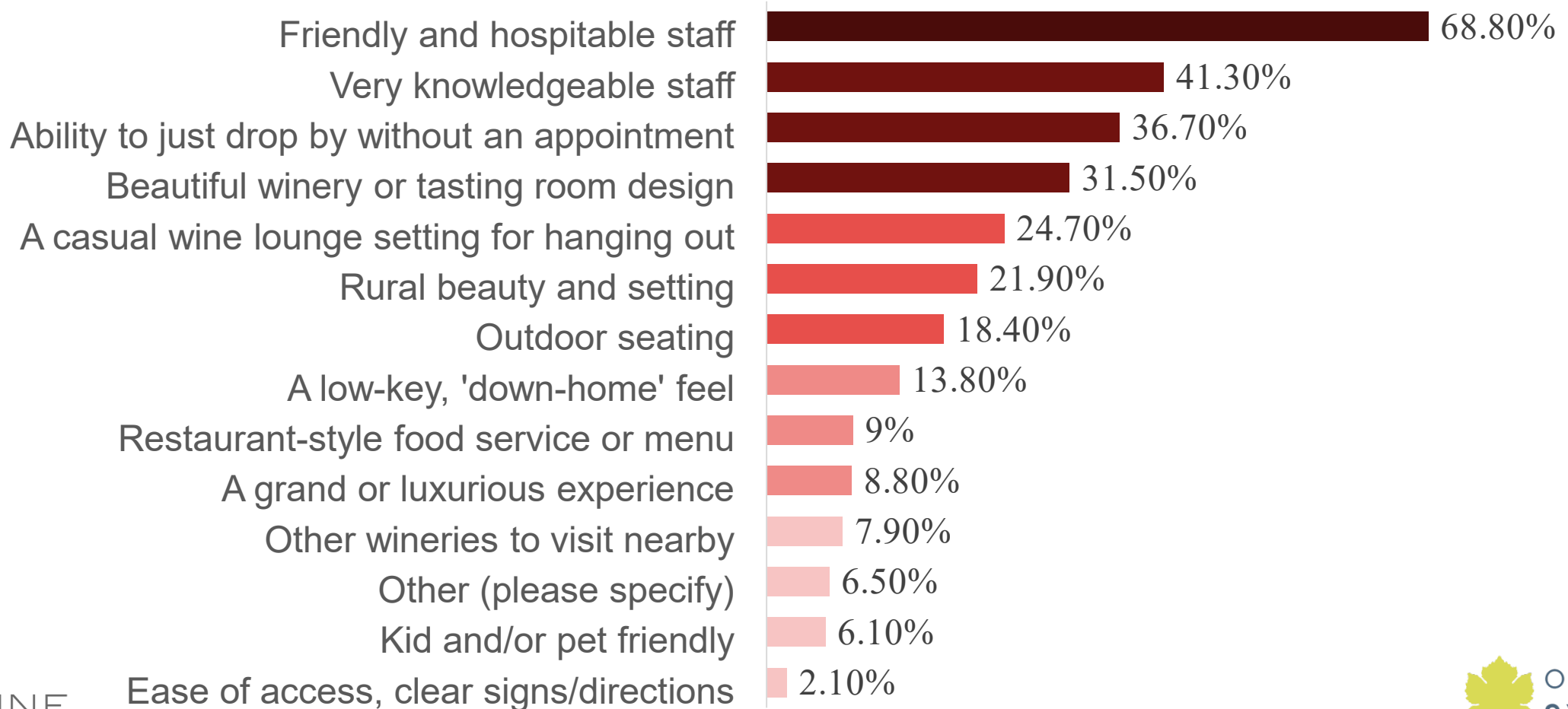
Simplicity & Variety



Spontaneous &  
Sharable

# Hospitality Remains a Top Draw for Consumers

Q: When visiting a winery, please check the 3 most important winery FEATURES for you.

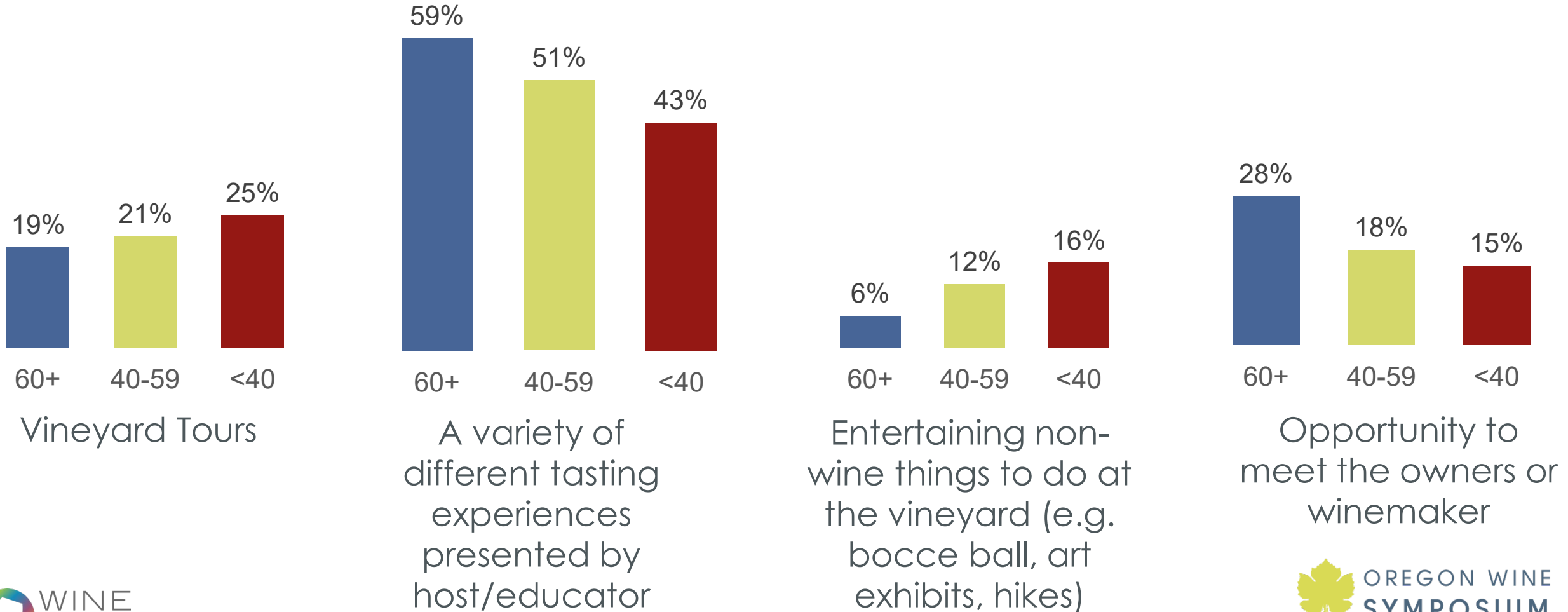


# Variety and New Experiences Are Key

Q: When visiting a winery, please check the 3 most important winery ACTIVITIES for you.



# There Are Some Generational Differences



# Trends Impacting Travel

Looking Forward to 2025

# 2025 Travel Trends



- Wellness, Sleep and Longevity

# 2025 Travel Trends



- Wellness, Sleep and Longevity
- Astro-Tourism/Noctourism

# 2025 Travel Trends



- Wellness, Sleep and Longevity
- Astro-Tourism/Noctourism
- Set Jetting

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- Wellness, Sleep and Longevity
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- Wellness, Sleep and Longevity
- Astro-Tourism/Noctourism
- Set Jetting
- Calmcations
- Coolcations
- Off Beaten Path

# 2025 Travel Trends



- Wellness, Sleep and Longevity
- Astro-Tourism/Noctourism
- Set Jetting
- Calmcations
- Coolcations
- Off Beaten Path
- Multi-Generational Travel

# THANK YOU

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