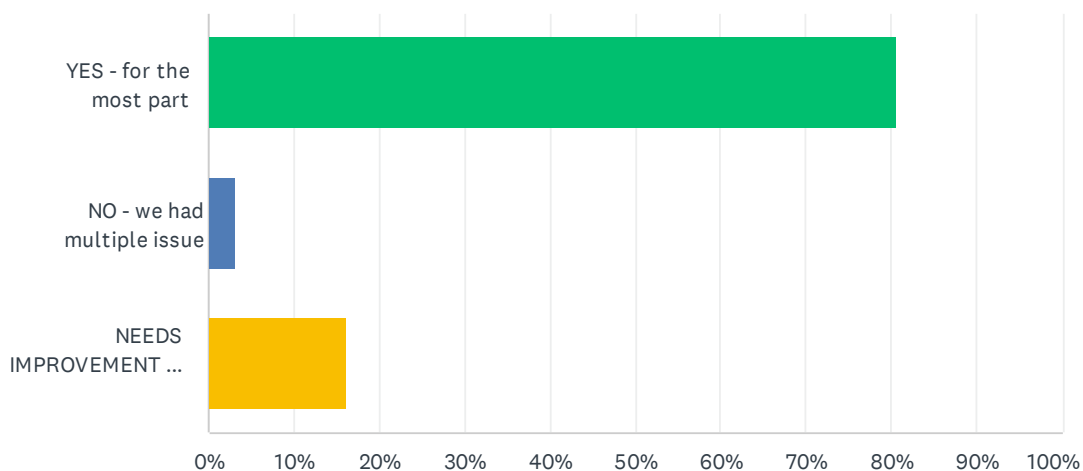


Q1 Winery Name

Answered: 31 Skipped: 0

Q2 Broad Brush Answer - did the event work at your winery

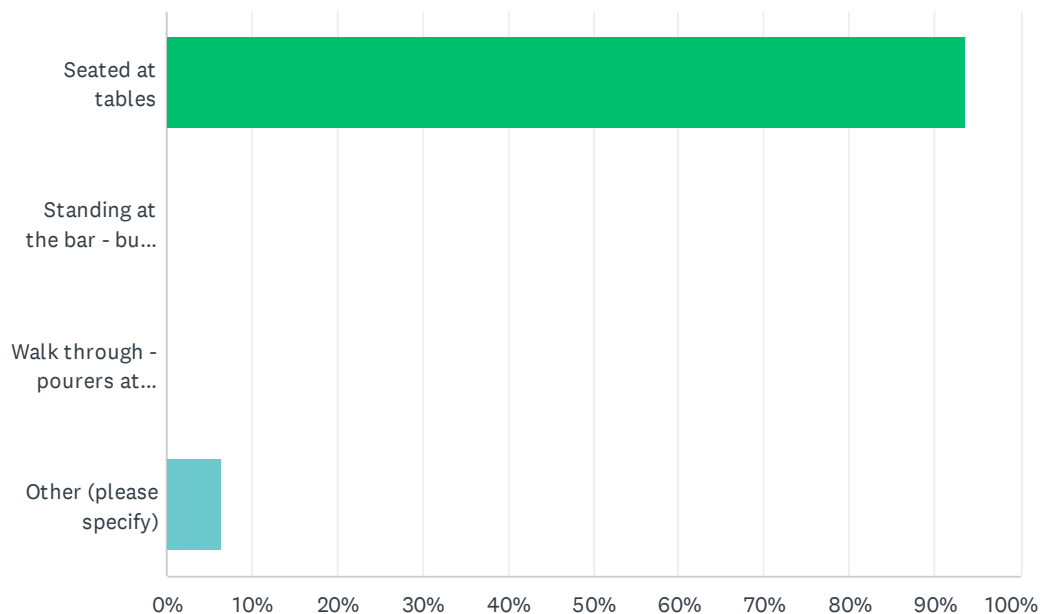
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
YES - for the most part	80.65%	25
NO - we had multiple issue	3.23%	1
NEEDS IMPROVEMENT - would try again, but need to make some changes in the way it is designed	16.13%	5
TOTAL		31

Q3 How was your tasting set up?

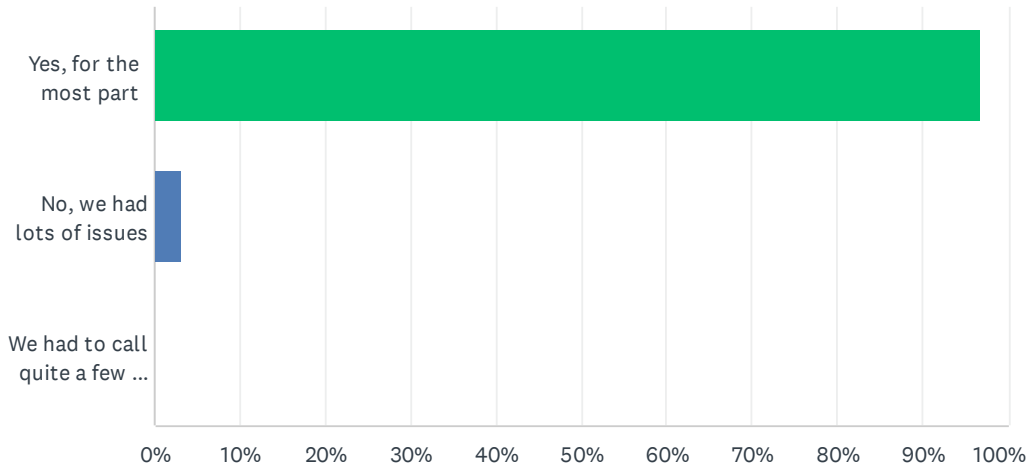
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Seated at tables	93.55%	29
Standing at the bar - but socially distanced	0.00%	0
Walk through - pourers at barrels, customer walked from barrel to barrel (or table to table)	0.00%	0
Other (please specify)	6.45%	2
TOTAL		31

Q4 Did your guests show up on time?

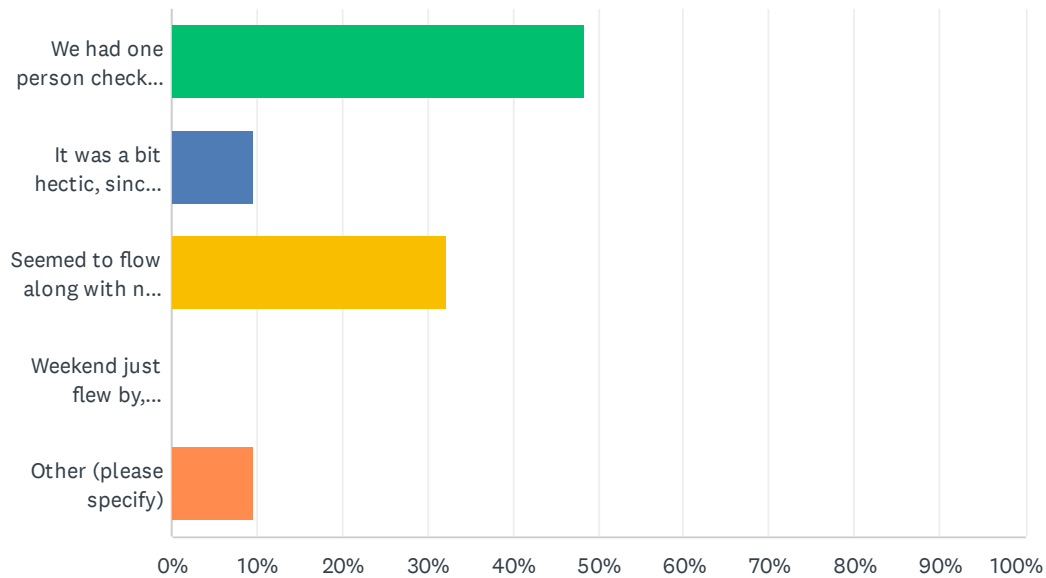
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, for the most part	96.77%	30
No, we had lots of issues	3.23%	1
We had to call quite a few to check on their arrival times, see if they were still coming	0.00%	0
TOTAL		31

Q5 How was check-in, was it easier since it was limited by reservation?

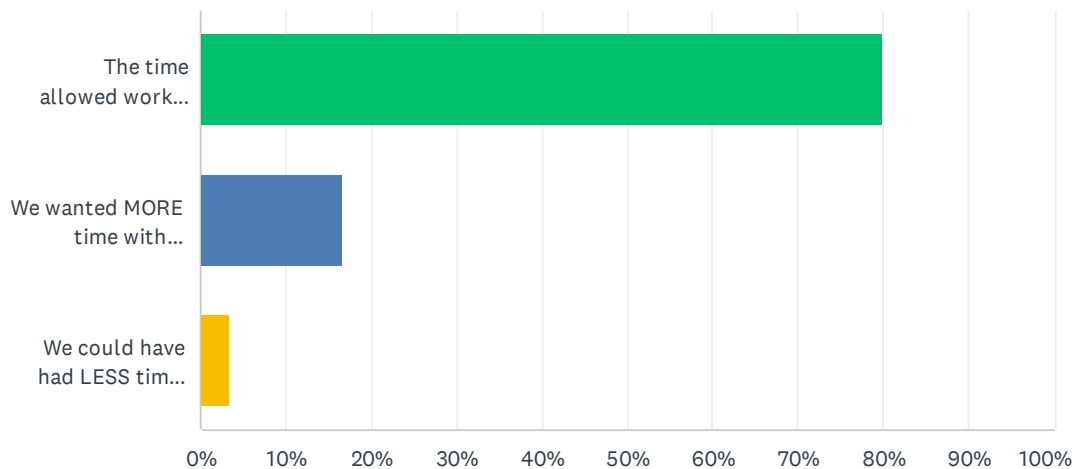
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
We had one person checking in guests, getting them seating and managing reservations	48.39%	15
It was a bit hectic, since so many people showed up at the same time	9.68%	3
Seemed to flow along with no problem, even got easier as the day went on and we got in the flow of it.	32.26%	10
Weekend just flew by, customers were for the most part on time, so it was easy	0.00%	0
Other (please specify)	9.68%	3
TOTAL		31

Q6 Were the reservation times, enough time, for tasting and purchasing? Times were 50 minutes for tasting, then 25 to drive to next location.

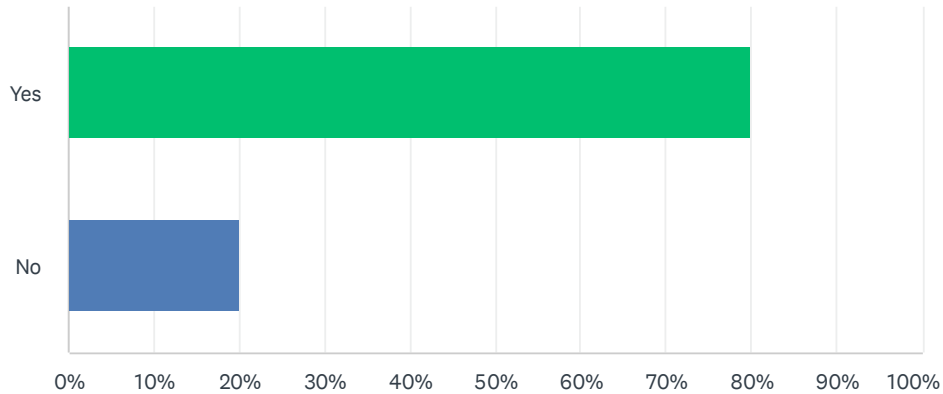
Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES	
The time allowed worked for us	80.00%	24
We wanted MORE time with guests	16.67%	5
We could have had LESS time, people were anxious to move on to next winery	3.33%	1
TOTAL		30

Q7 We know you need to confirm numbers with your caterers. Is 10 days prior to the event enough time for you to receive your RSVP list?

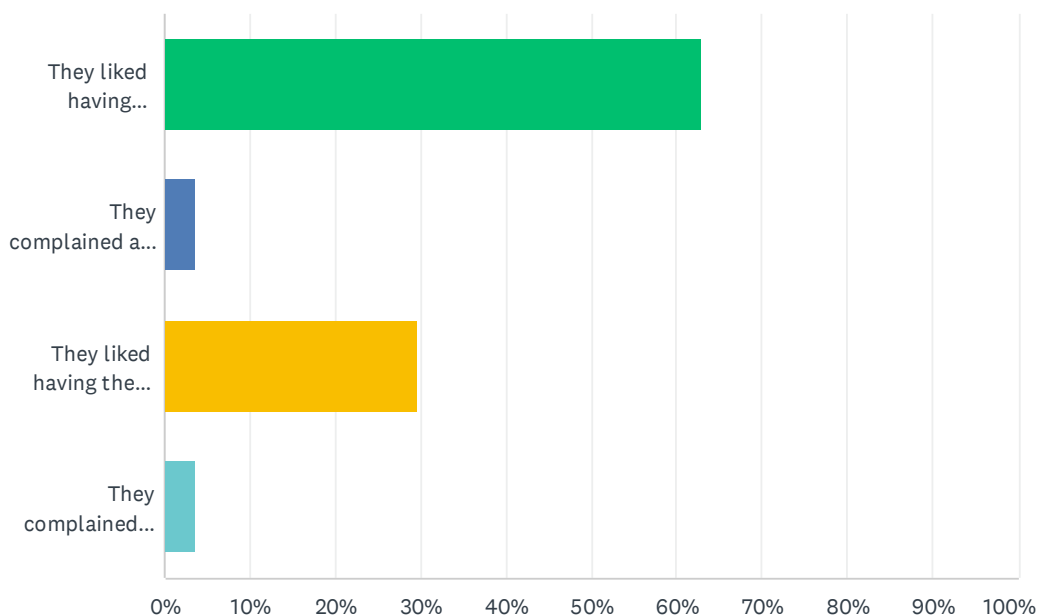
Answered: 30 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	80.00%	24
No	20.00%	6
TOTAL		30

Q8 Customer feedback about the reservation system...

Answered: 27 Skipped: 4



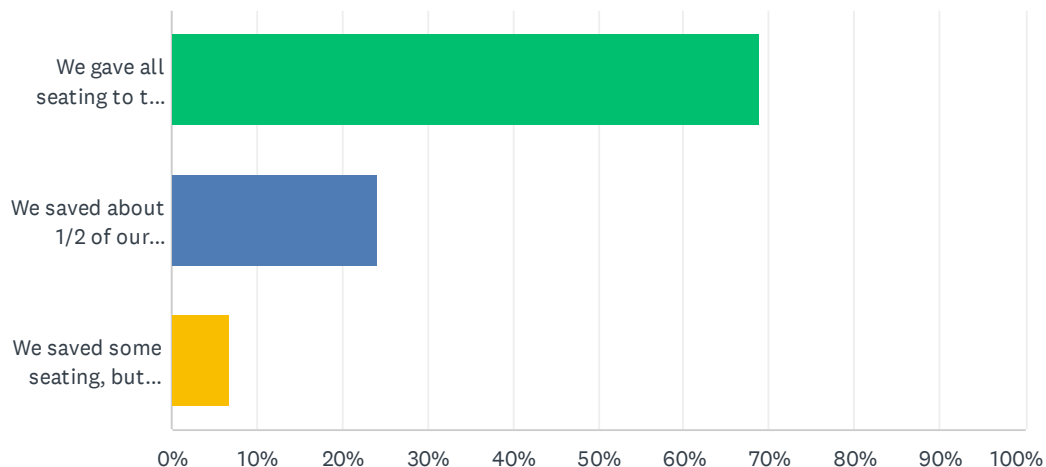
ANSWER CHOICES	RESPONSES	
They liked having reservations and being seated - we were expecting them - they felt special	62.96%	17
They complained all day. They can't wait to go back to the "way it was before".	3.70%	1
They liked having the reservations, but thought the system for booking was complicated.	29.63%	8
They complained about having problems getting the itinerary they wanted	3.70%	1
TOTAL		27

Q9 As a winery, what information would have made it easier for you to plan and manage this event (and events going forward).

Answered: 27 Skipped: 4

Q10 Did you save some seating to sell yourself and did you manage to fill those with non-event tasters?

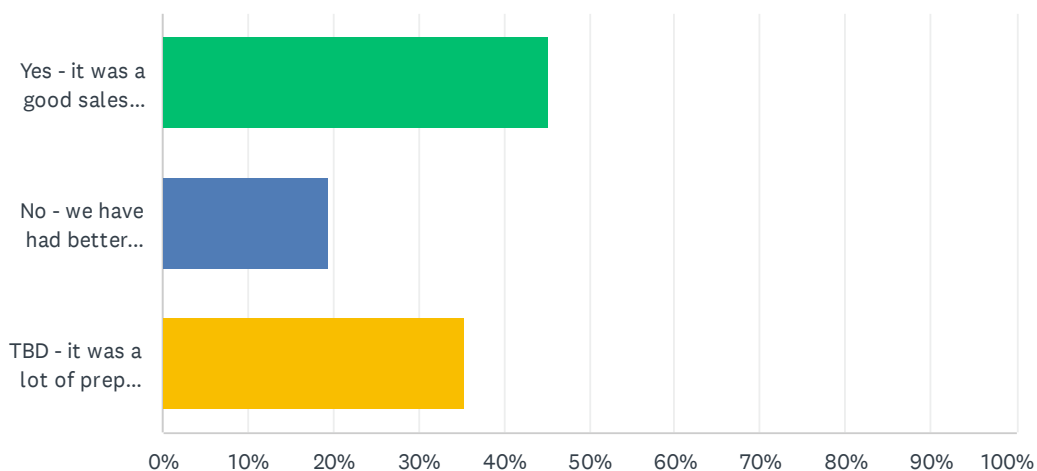
Answered: 29 Skipped: 2



ANSWER CHOICES	RESPONSES	
We gave all seating to the event	68.97%	20
We saved about 1/2 of our seating to sell and we did sell some of those	24.14%	7
We saved some seating, but didn't sell them	6.90%	2
TOTAL		29

Q11 Did the sales pay off, were you happy with the results?

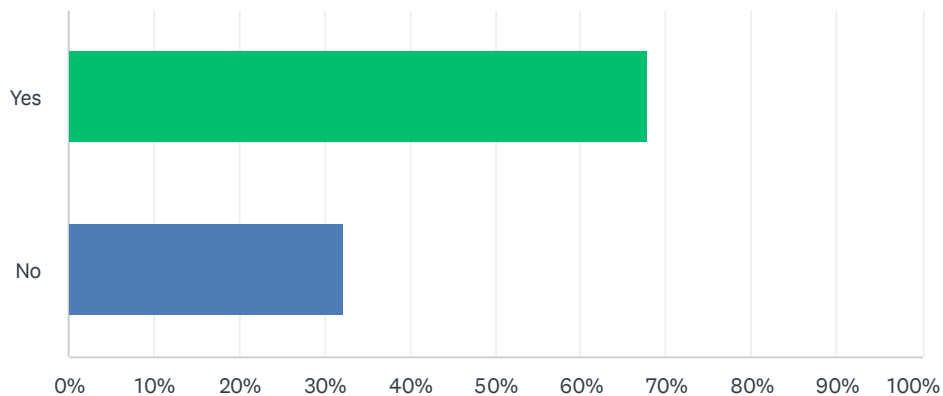
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes - it was a good sales weekend for us	45.16%	14
No - we have had better sales without an event	19.35%	6
TBD - it was a lot of prep work, food costs, etc, we need to work through the final numbers	35.48%	11
TOTAL		31

Q12 Did you sign up some wine club members? They are usually the bonus of event participation - new customers!

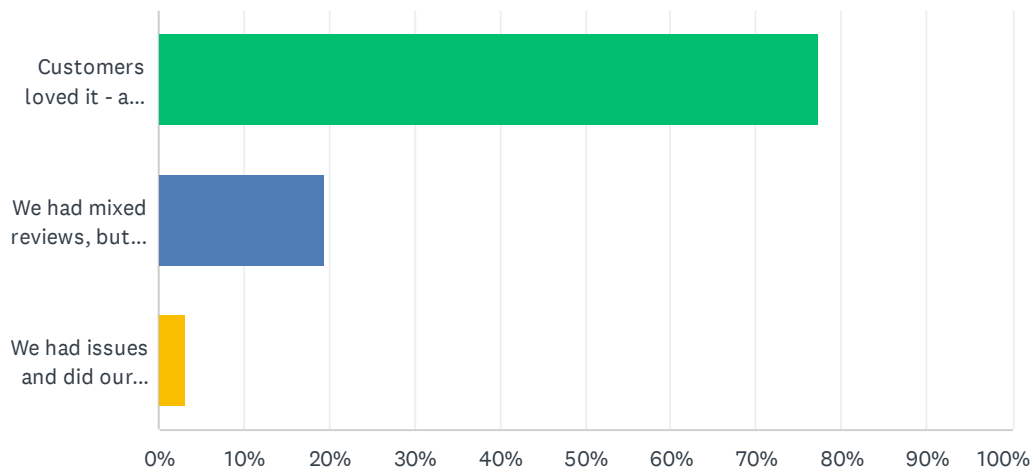
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	67.74%	21
No	32.26%	10
TOTAL		31

Q13 Did your food pairing work, were customers happy about it and did you have enough?

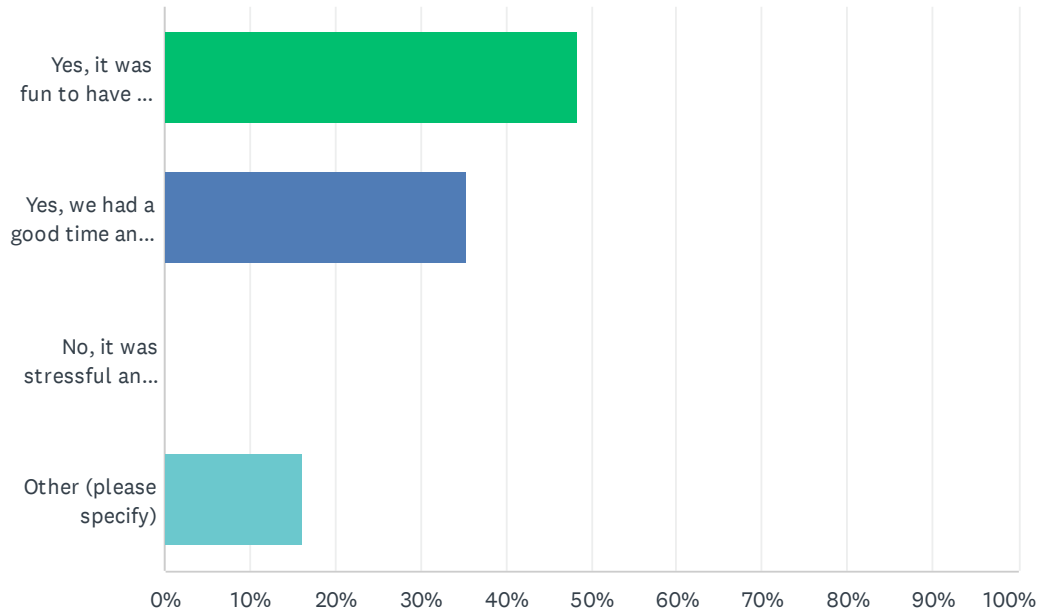
Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Customers loved it - all worked out	77.42%	24
We had mixed reviews, but we did have plenty. People seem to just want MORE	19.35%	6
We had issues and did our best to make everyone happy with our food pairing.	3.23%	1
TOTAL		31

Q14 Are you EXCITED to have this big event done? Do you have some ideas to make it better the next time around?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, it was fun to have a full weekend of event guests	48.39%	15
Yes, we had a good time and have ideas to make it better for our next event	35.48%	11
No, it was stressful and customers were not appreciative	0.00%	0
Other (please specify)	16.13%	5
TOTAL		31

Q15 How can we make it better for the next event (Winter Wineland). Your suggestions, or things customers mentioned. This is new territory for all of us, there's a learning curve to Cellar Pass for us, for you and for our customers. The more input the better. The clock is ticking... Wineland tickets go on sale in about 2 weeks. So we need your input now.

Answered: 24 Skipped: 7