

Tasting Room Report

2010 Annual Summary

VinoVisit is the first real-time, online reservation system for wineries. The data in this report is compiled from the reservations processed between January 1 and December 31, 2010.

- The average group size was 3.8.
- Tasting rooms' busiest time, day and month is 10:00 a.m., Sunday and August.
- Sixty-one percent of reservations are booked when the winery is open.
- Thirty-nine percent of reservations are booked "after hours."
- Californians comprise 34% of U.S. guests, while 6.5% were Texans. Five percent of guests came from New York and 5% from Florida.
- Canadians represent 45% of international guests, Britain and Brazil tied at 7% of international guests.
- VinoVisit has processed reservations for guests in all 50 states and 27 countries.

How many days in advance do guests book reservations?

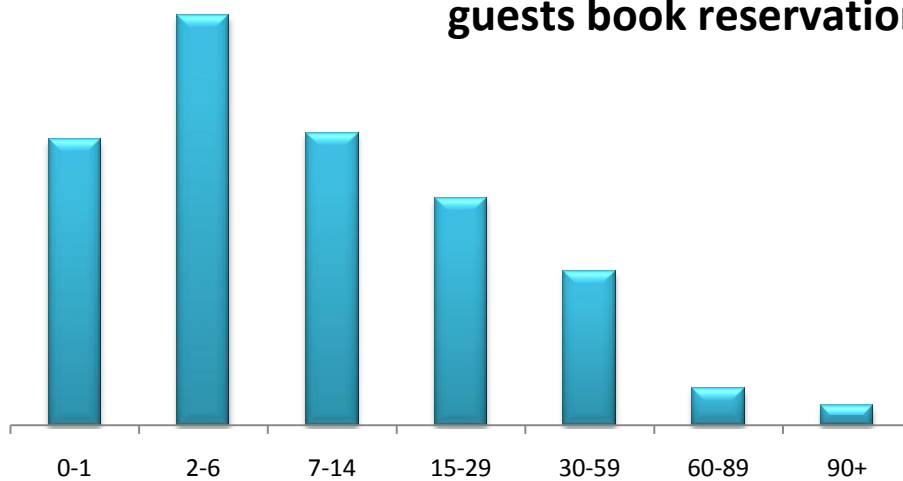


Figure 1

What time of day do guests book their reservations?

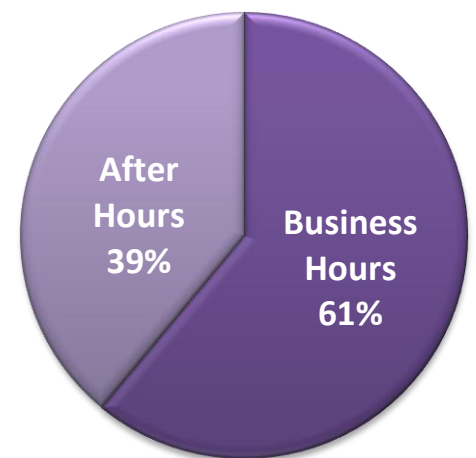


Figure 2

What days do guests book visits?

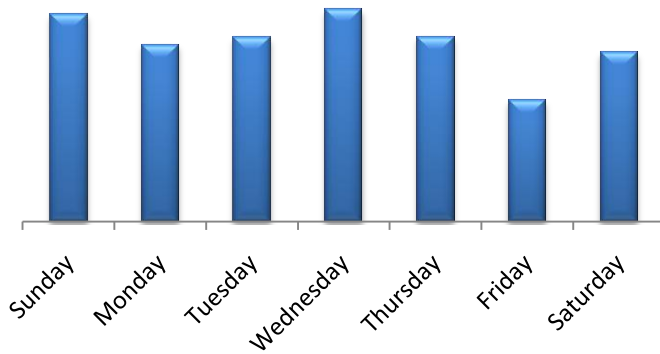


Figure 3

What days do guests visit wineries?

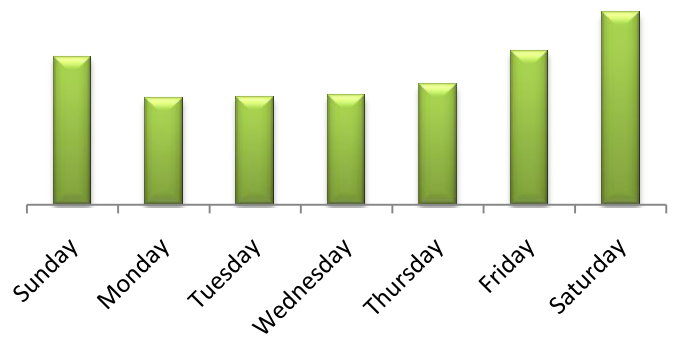


Figure 4

Time the execution of your email campaigns to arrive on Monday or Tuesday to take advantage of the fact that people are more likely to plan a visit to your winery on a Tuesday, Wednesday or Thursday (see Figure 3)

Staff your winery’s tasting room based on the traffic patterns in Figures 4 and Figure 5. Since 60% of reservations are made more than a week in advance, you have the ability to plan ahead accordingly.

What times do guests prefer to visit wineries?

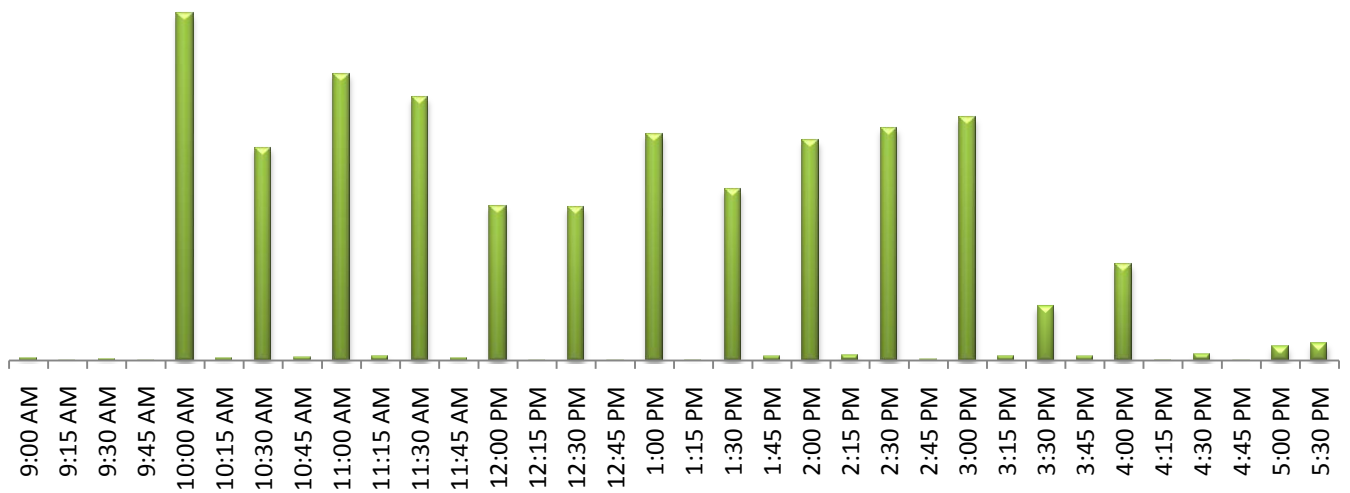


Figure 5

When Do Guests Visit Wine Country?

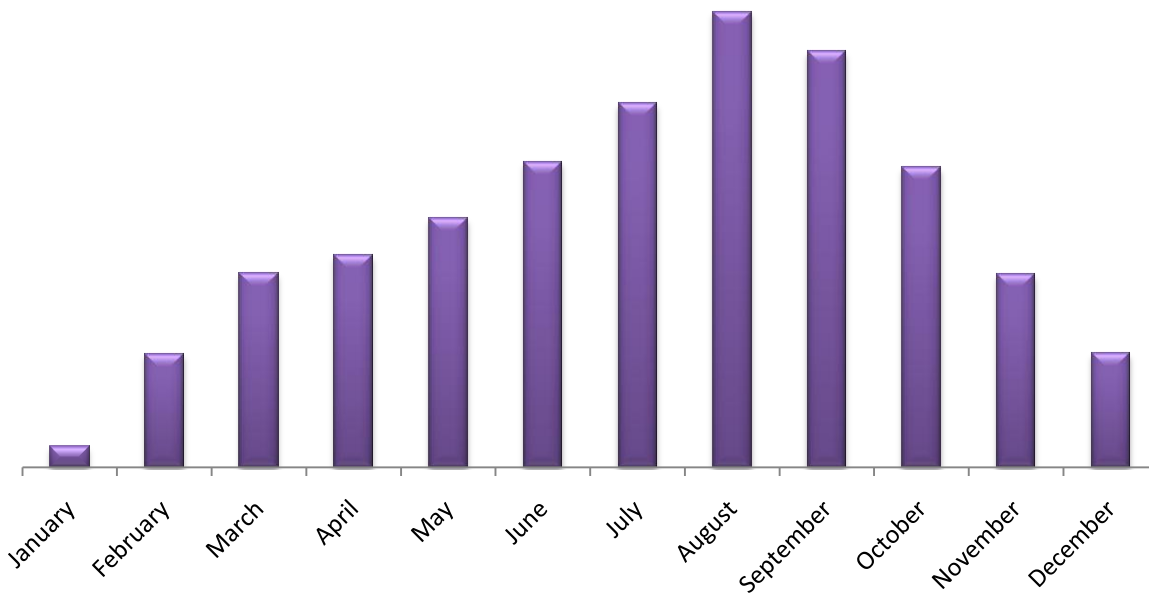


Figure 6

Where Do Guests Live?

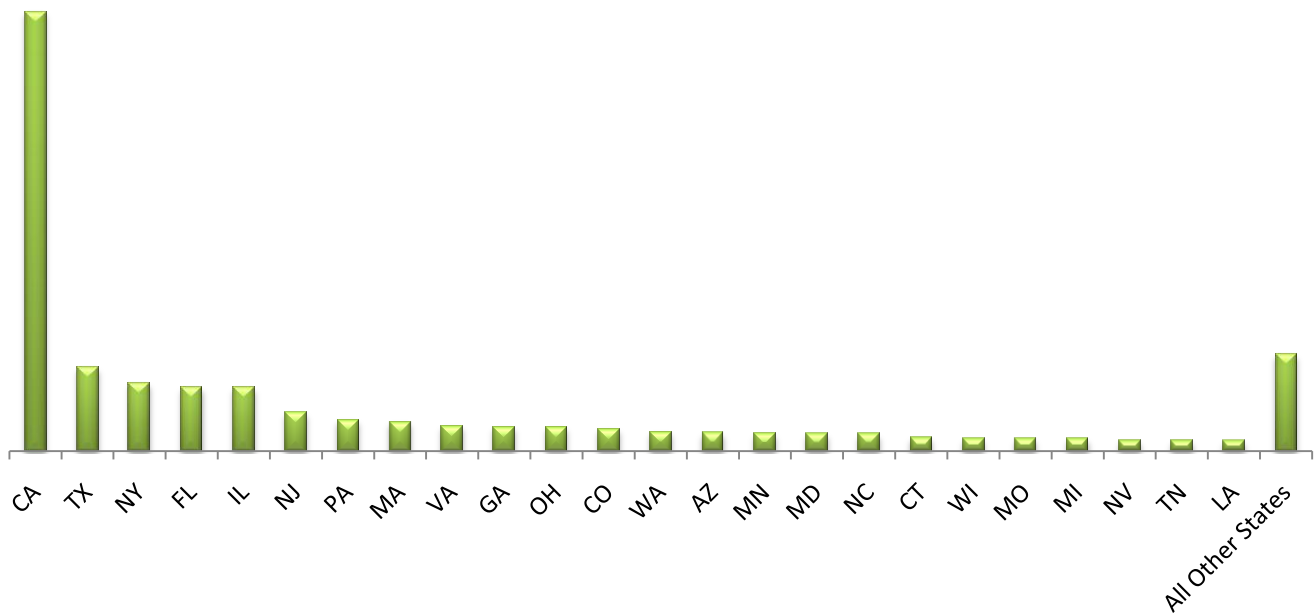


Figure 7

Are you marketing to the right states? How does the composition of your database of guests compare?