

Tasting Room Report

2011 Q3 Summary

VinoVisit is the first real-time, online reservation system for wineries. The data in this report is compiled from the reservations processed between July 1 – September 30, 2011.

- The average group size was 2.75.
- Sixty percent of reservations are booked when the winery is open.
- Forty percent of reservations are booked “after hours.”
- VinoVisit has processed reservations for guests in all 50 states and 28 countries.

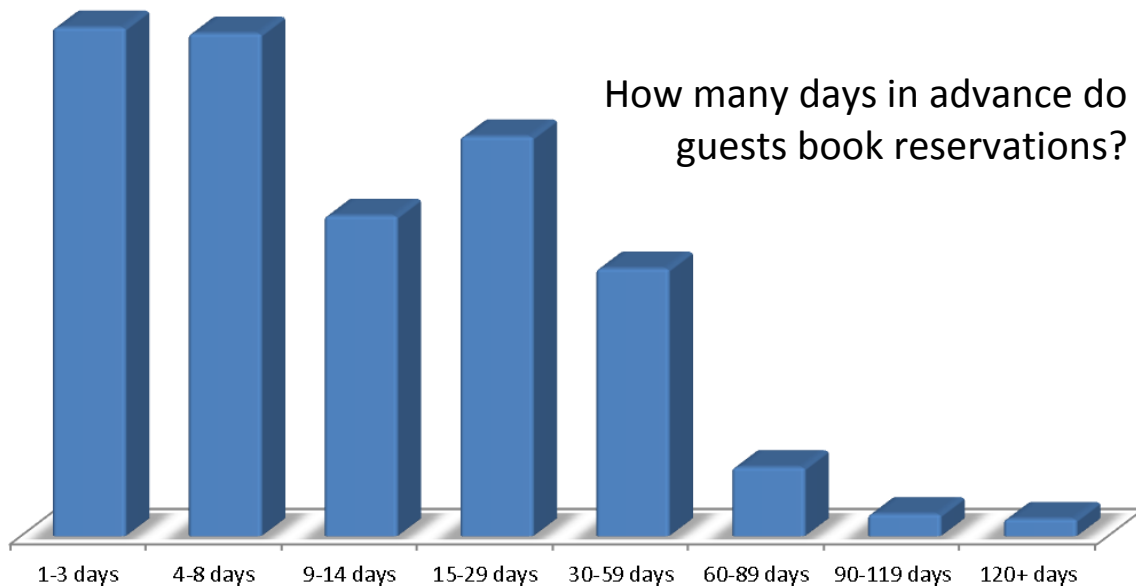


Figure 1

What time of day do guests book their reservations?

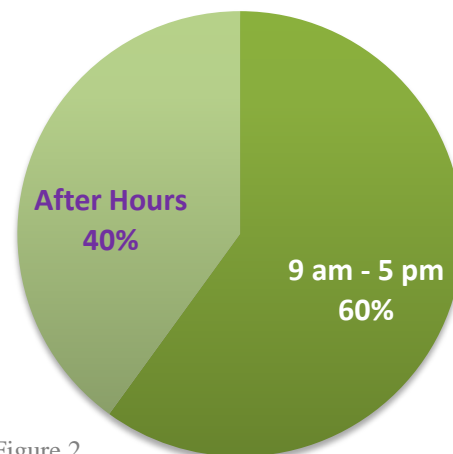


Figure 2

What days do guests book visits?

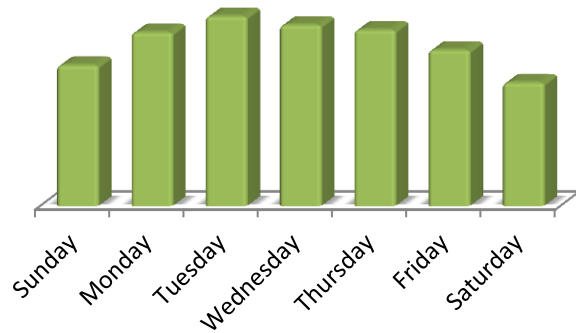


Figure 3

What days do guests visit wineries?

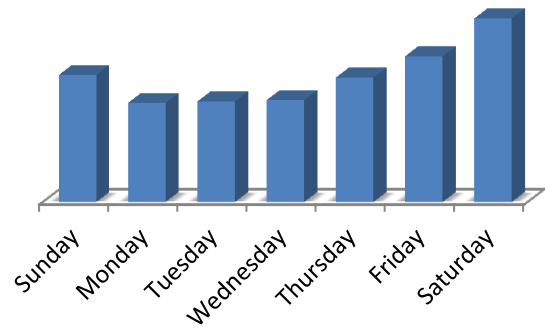


Figure 4

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 52% of reservations are made more than 8 days in advance, you have the ability to plan ahead accordingly.

What times do guests prefer to visit wineries?

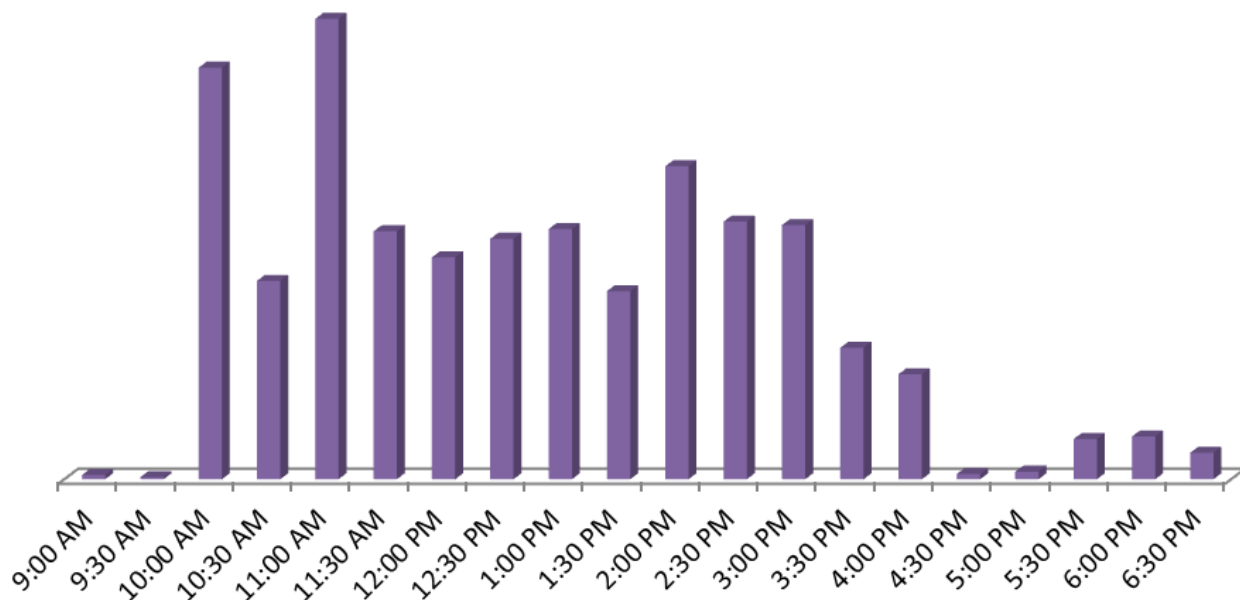


Figure 5

When Do Guests Visit Wine Country?

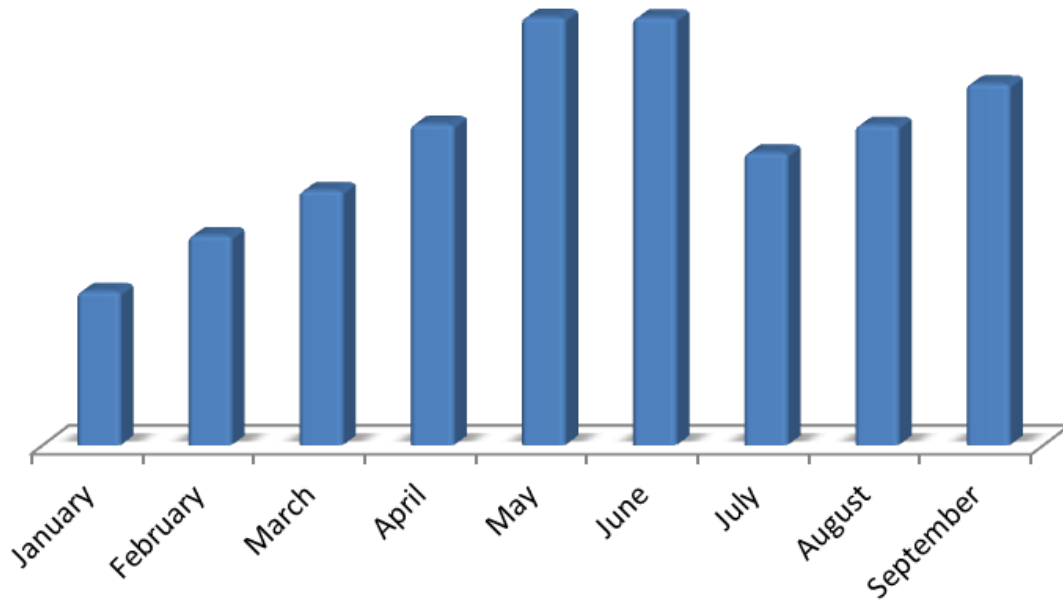


Figure 6

From Which States Do Guests Come?

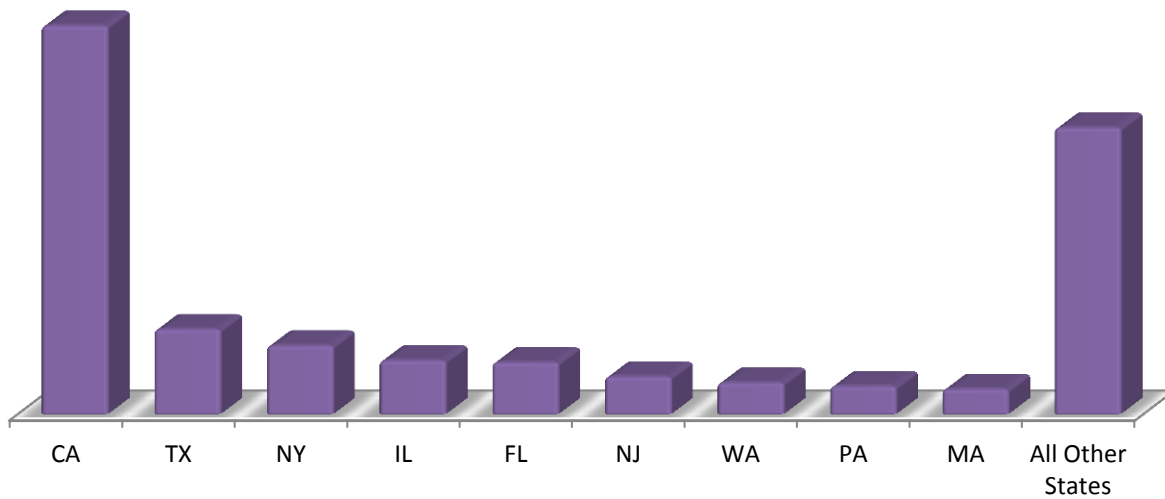


Figure 7