

# WiVi 2019 Survey Summary

April 19, 2019



# 2019 Attendee Statistics

- Over 1,800 people attended (including exhibitors)
- 752 people from wineries
- 243 Wineries
  - 183 wineries from the Central Coast
  - 60 wineries from the Central Valley, North Coast, etc.

# Winery Attendance Increased 12% in 2019

	2018	2019
Number of attendees from wineries	670	752
Number of Central Coast wineries that had a least one person attend	169	183
Percent of Central Coast wineries that had at least one person attend	20%	21%



# Attendance by Top Wineries on Central Coast

Annual Cases	Company	2019 # Attendees
76,000,000	E & J Gallo Winery / Edna Valley / Bridlewood	26
52,000,000	The Wine Group	4
50,000,000	Constellation / Wild Horse	11
17,000,000	Trinchero Family Estates / Joel Gott	20
12,400,000	Treasury Wine Estates	51
9,500,000	Delicato Family Vineyards	4
6,000,000	Jackson Family Wines /Cambria /Byron/Carmel Road	11
2,400,000	ASV Wines	1
1,900,000	O'Neill Vintners & Distillers	4
1,900,000	Robert Hall Winery	3
1,800,000	J. Lohr	41
1,300,000	Foley / Chalone / Firestone/Lincourt	1
1,000,000	Rack & Riddle Custom	2
750,000	Wente	1
625,000	Riboli/San Antonio	4
600,000	Scheid Vineyards	4
500,000	KrushWerks	1
465,000	Caymus / Wagner / Conundrum / Mer Soleil	2
450,000	Hope Family Wines	24
375,000	Hahn Family Wines	13
352,000	Crimson Winery Group / Chamisal	8
328,000	Thornhill / Miller Family / Turn Key /Bien Nacido	5
300,000	Monterey Wine Co.	1
235,000	Justin Vineyards / The Wonderful Co.	9
168,000	Bianchi	2
120,000	Broken Earth	1
	<b>Report Total</b>	<b>254</b>



# 2019 Winery Attendees by Function

By Function (2019 = 752 attendees; 2018 = 670 attendees)

	2018	2019
	Attendees Reporting Function	Attendees Reporting Function
Winemaking	216	265
Cellarmaster/Production	213	217
President/Owner/General Manager	118	164
Purchasing/Finance	82	83
Sales/Marketing	149	193
Direct to Consumer	131	174
Vineyard Management/Viticulture	93	93
Human Resources	33	52
Facilities Management	1	45

Attendees could report multiple functions



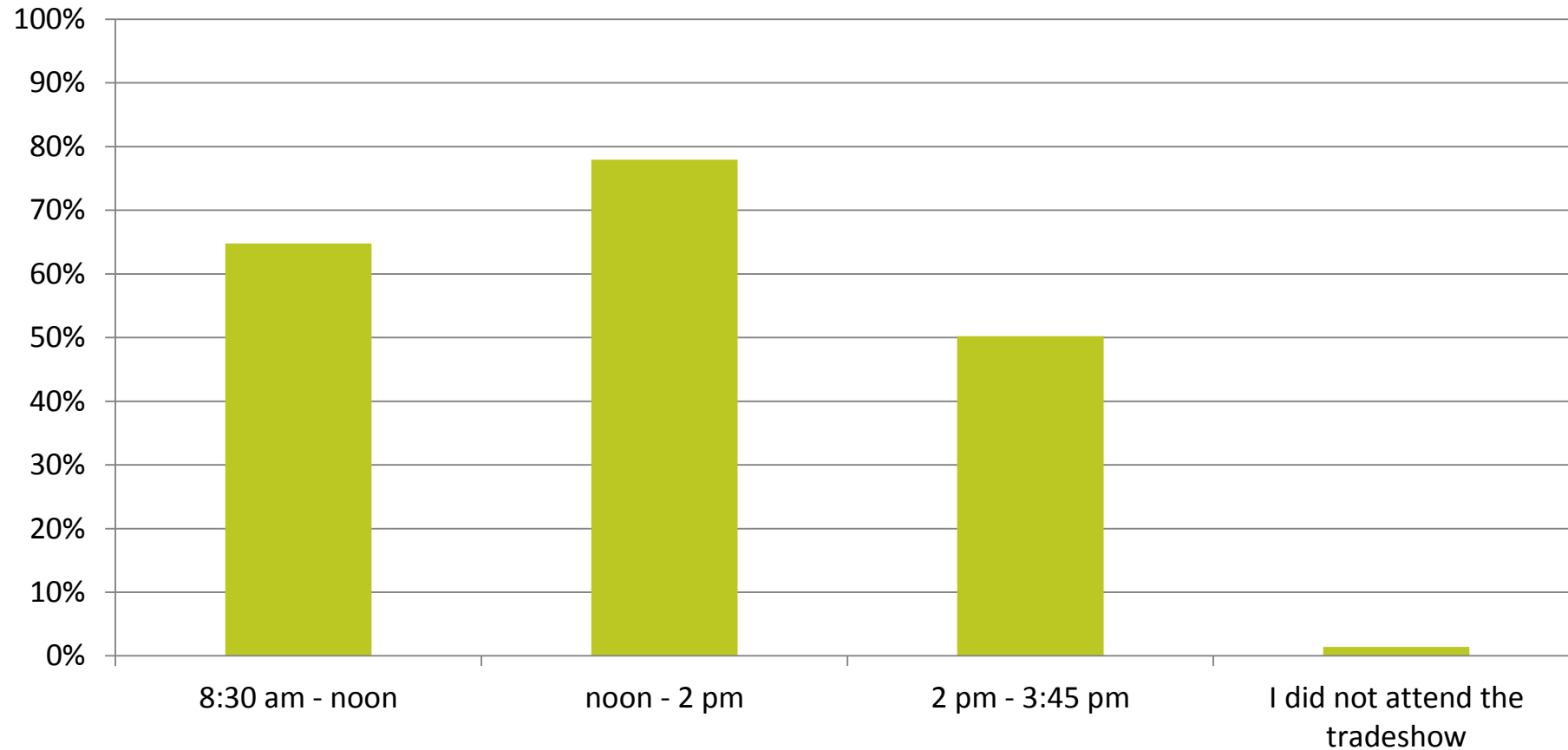
# Attendee Survey

Results and Analysis

# 2019 Attendee Survey Summary

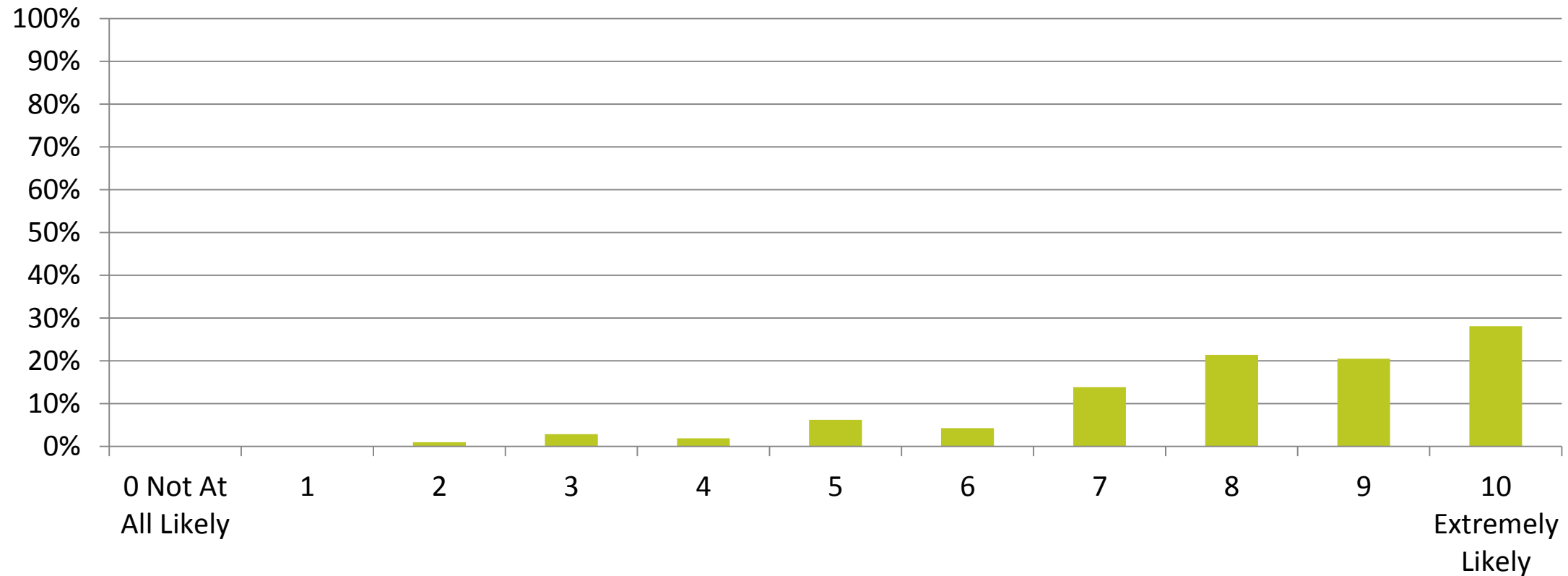
- When asked how likely they would be to recommend WiVi to colleagues on a scale of 0 to 10, the average attendee response was 8.1, very similar to the 8.0 in 2018 and 7.8 in 2017. 70% of attendees responded 8 or higher (versus 67% in 2018 and 60% in 2017).
- Attendees suggestions for improving WiVi:
  - Continue to improve and diversify session content
  - Improve schedule (less overlap of tradeshow/trials/sessions)
  - Provide more heaters and seating

# Most Attendees Attend the Tradeshow Mid-Day





When asked how likely they would be to recommend WiVi to colleagues on a scale of 0 to 10, the average attendee response was 8.1. 70% of attendees responded 8 or higher (versus 67% in 2018 and 60% in 2017).

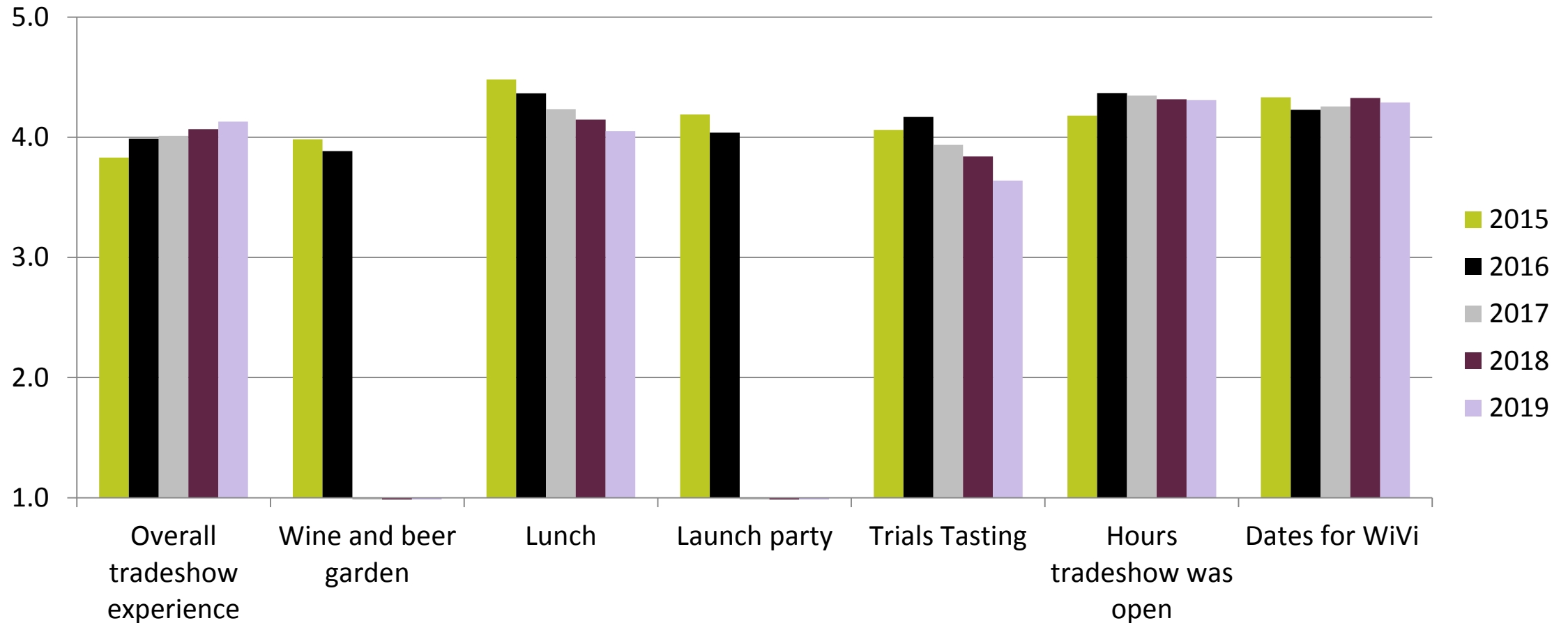


Attendees are consistently likely to recommend WiVi to colleagues.

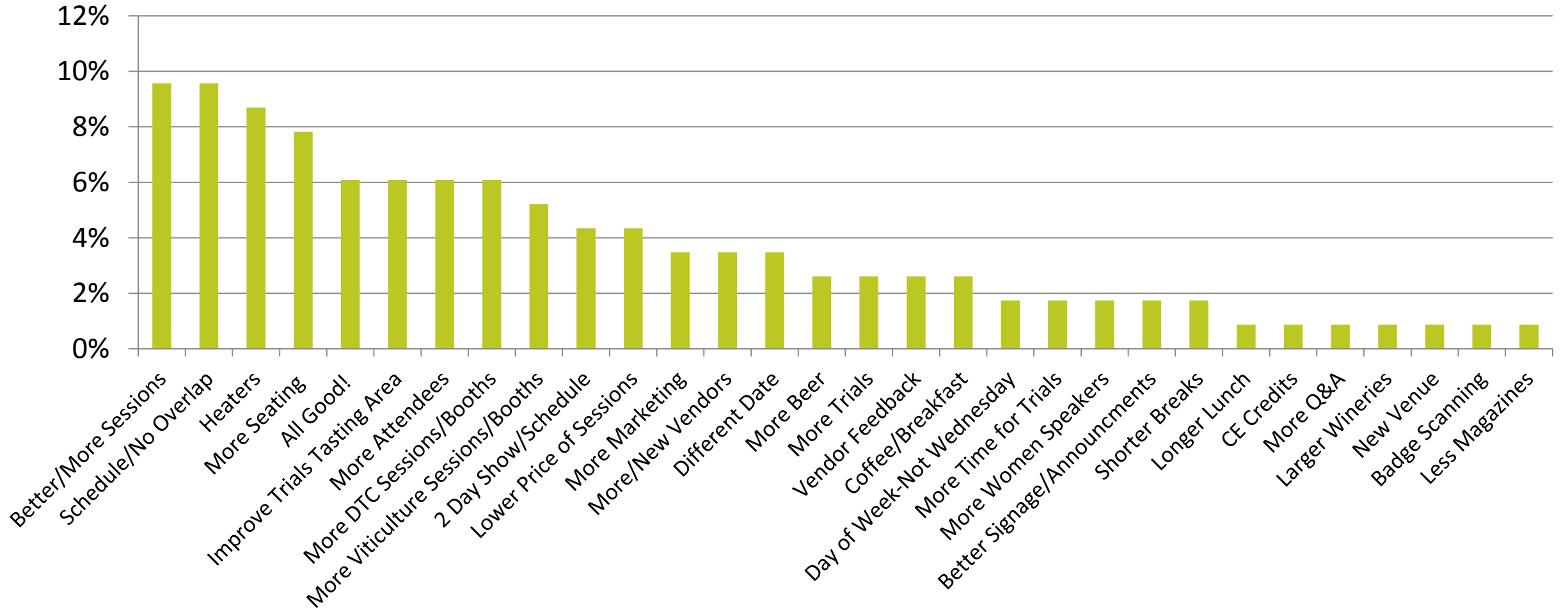
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
How likely are you to recommend WiVi to colleagues?	7.9	8.0	7.8	8.0	8.1



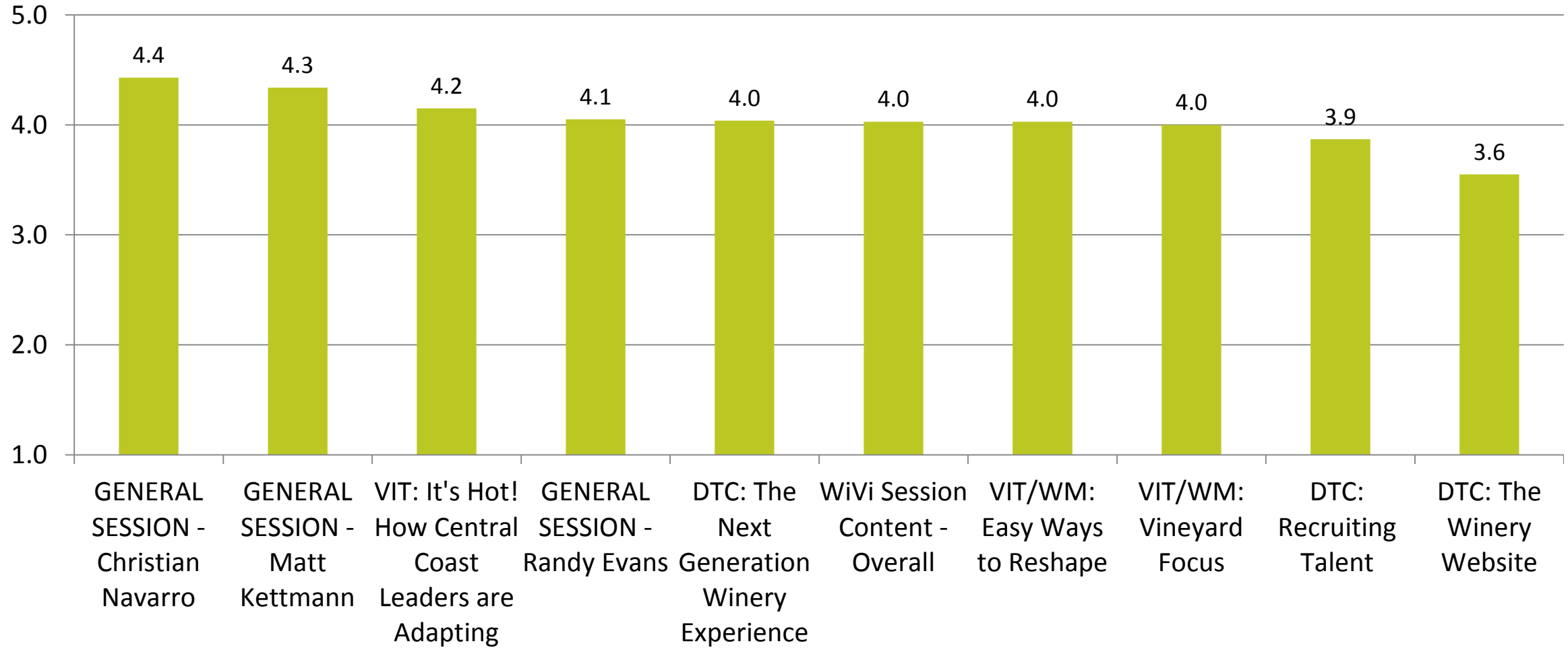
# Attendees Were Positive on Most Aspects of WiVi



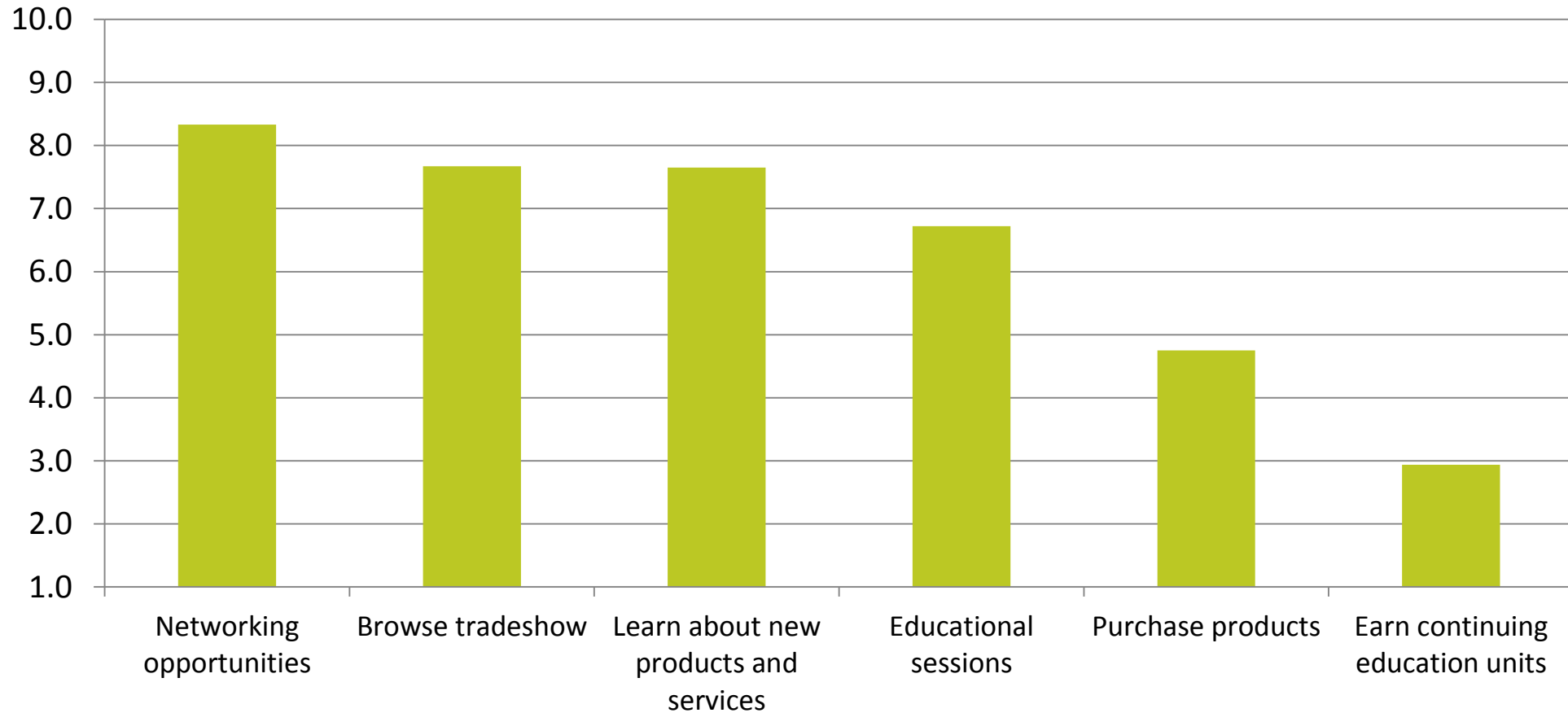
# Attendee Suggestions for Improving WiVi



# Attendees Were Positive on Most WiVi Sessions



# Networking is the #1 Reason People Attend WiVi



# Thank You!

- Thank you for attending WiVi 2019 and for taking our survey.
- See you at WiVi 2020, at the Paso Robles Event Center. Date will be announced soon.
- Attendee registration will open in December.

