

WFA Wine Industry Tourism Toolkit

COLLECTING VISITOR DATA

The following template contains a range of information you can gather from your visitors during the normal course of conducting a tasting. In keeping with good customer service techniques, your visitors should not be aware that you're actually gathering specific information. Subtlety is the key.

The data is quantitative in nature and can therefore be integrated easily into a customised spreadsheet. You can very quickly build a database of extremely valuable planning information while learning more about your visitors. Use it to calculate conversion rates, yield per person, primary visitor origin and trends (such as busy periods) over time. The outcomes of your research are limited only by the original data you capture.

You may require additional fields if you offer different types of tastings or food facilities. However, the key is to keep it simple, or you'll find it too difficult to retain the data and your interaction may become more like an inquisition!

Key to Visitor Data Sheet

Data Type	Description
Date	Day and date format
Staff	Staff working that day
Special Info	List weather extremes, local events taking place, school or public holidays, etc.
Time	Time of arrival (You can also list departure time if you want to get a feel for how long visitors spend with you)
# Travel Party	Number in travel party; can also indicate gender i.e. 2 x M, 3 x F & Children
Age Range	Don't ask! General guide only: 18-25; 25-40; 40-55; 55+
Travel Mode	Car, coach, limo. etc.
Origin	Local, Intrastate (town/city), Interstate (list state), International (list country)
Day/Overnight	Day visitor or overnight visitor. This is useful to compare with regional and state data and assists in promotional decisions (such as working with accommodation properties, etc.)
Source	Find out how people found you. Source includes referral (tour operator, friends/family, winery, etc.), visitor guide, VIC, internet, radio, etc.
1st Time/Repeat	Find out whether this is a first or repeat visit- your sales and service strategy might be different in each case
Purchases	Indicate value of purchase and Docket# if you have a cash register (so you can reconcile sales with that visit or if you need to- i.e. If they have joined your mailing list)
Mailing List/Wine Club	Indicate whether they joined or not (Y/N), or if they're an existing member (E)
Name/Comments	If you've obtained a name (from an order or mailing list form), record it along with any special data that you might want to put on the database, or specific feedback about their visit

Basic Visitor Data Sheet – Number, Origin & Source

For Busy periods cellar doors, collecting in depth information about visitors is virtually impossible. Door counters can give you a guide (provided you factor correctly) and some advance models can even integrate into your point of sale system. However, if you've got multiple entry and exit points, their usefulness can be questionable.

It is still important to calculate your visitor numbers so that you can ascertain your conversation rate accurately. By linking the number of visitors to the time sequence, you can also gauge the peak sales period for converting visitors from your cash register reports.

Likewise, if you can go one step further and record visitor origin and how they found you, you will have some very useful information to assist you in designing your promotional activities. It needn't be in direct correlation to the time of visit or accurately reflect the actual number of visitors for the day.

Input the information collected into a simple spreadsheet that can be used to produce a monthly report indicating the overall numbers, visitation patterns and primary sources of referral and origin. You may be able to create the spreadsheet directly in your Point of Sale computer, enabling integration of sales data for deeper analysis and an instant report showing conversation rates and average dollar sale.

Below is a very simple Data Sheet Template that can be modified to suit your needs.

Hint: Record visitor numbers by a simple "I" for each visitor in groups of 5 for easy calculation at the end of the day. IIII = 5.

Visitor Data Sheet– Number, Origin & Source

Date: _____

Staff: _____

Special Comments: _____

Time	Number	Total
9.00-9.30		
9.30-10.00		
10.00-10.30		
10.30-11.00		
11.00-11.30		
11.30-12.00		
12.00-12.30		
12.30-1.00		
1.00-1.30		
1.30-2.00		
2.00-2.30		
2.30-3.00		
3.00-3.30		
3.30-4.00		
4.00-4.30		
4.30-5.00		
5.00-5.30		
Total:		

Visitor Data Sheet– Number, Origin & Source

Origin	Number	Total
Local		
Capital City *		
VIC		
NSW		
ACT		
QLD		
NT		
SA		
WA		
TAS		
**		

* List your capital city

** List common countries of origin for your cellar door

