

NGWB GRANT FINAL REPORT

Contract Number

18-13-099

NWGGA 2010 Wine Tour Passport Program

Contact Information

Group: Nebraska Winery and Grape Growers Association

Contact: Jennifer K. Montgomery

Phone: (703) 405-4540

Address: P.O. Box 82081
Lincoln, NE 68501-2081

Email: jmontgomery@nebraskawines.com

Issue of Interest

2010 Passport Program Grant

Approach to Problem

The Nebraska Wine Tour Passport Program is designed to provide an incentive for consumers to encourage visits to a significant number of wineries and tasting rooms across the state. Under the program, a passport pamphlet is produced, which consumers who tour participating locations and purchase wine tastings will receive a stamp for each visited location. Based upon the number of stamps received, consumers receive gift cards for the purchase of Nebraska wine from any participating location.

Goals/Achievement of Goals

The program was designed to encourage tourism by providing an incentive for travelers to visit a number of localities, which contain wineries or tasting located within or nearby. It was anticipated that other businesses and tourist related services in these communities will additionally benefit from an increase in grape and wine industry related tourism and traffic.

The overall program goal was to make the Nebraska wine and grape industry a highly viable and sustainable industry throughout the state. An additional goal was to promote tourism and consumer demand for wine and grape related products produced in the State of Nebraska.

Results, Conclusions, Lessons Learned

At the January 2011 deadline for patrons mailing passports to the NWGGA office, 214 passports were received of which the following resulted in winery bucks being issued:

149 received \$50 winery buck certificates = \$7,450

9 received \$75 winery buck certificates = \$ 675

Total receiving winery bucks:
158 for a total of \$8,125

These gift certificates were issued in \$5 and \$10 increments based upon the participant attending at least 15 different wineries and 4 tasting rooms and getting their passport stamped at each one to receive \$50 worth of winery bucks, and visiting all 29 locations in order to receive \$75 worth of winery bucks.



(Winery Bucks – printed on white or tan paper with signature of executive director).

Progress Achieved According to Outcome Measures

Given the fact that 158 passport patrons received winery bucks that means that they had to visit at least 15 wineries to obtain the necessary total of winery buck stamps. That totals over 2,370 visits by passport patrons to Nebraska wineries and tasting rooms across the state.

Financial Report

A total of \$2,886.24 was paid to participating passport wineries who submitted redeemed winery buck certificates.