

NGWB GRANT FINAL REPORT

Contract Number

18-13-175

Contact Information

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Issue of Interest

2011-2012 Passport Program Grant

Approach to Problem

The Nebraska's 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 2012 deadline for patrons mailing passports to the NWGGA office, we received 186 passports of which the following resulted in winery bucks being issued:

119 received \$50 winery buck
certificates = \$5,950

10 received \$75 winery buck
certificates = \$ 750

Total receiving winery bucks:
129 for a total of \$6,700

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).

Winery Bucks were used by participants upon returning to their favorite wineries and tasting rooms. The 2011 Winery bucks expired on May 31, 2011, of the \$6,700 winery bucks issued, only \$5,130 were redeemed by participating wineries prior to June 30, 2012.

Progress Achieved According to Outcome Measures

Given the fact that 129 passport patrons received winery bucks that means that they had to visit at least fifteen wineries to obtain the necessary total of winery buck stamps. That totals over 1,935 visits by passport patrons to Nebraska wineries and tasting rooms across the state. Of these, over 102 patrons returned to local wineries and tasting rooms to redeem their winery bucks.

Financial Report

A total of \$5,130 was paid to participating passport wineries who submitted redeemed winery buck certificates.