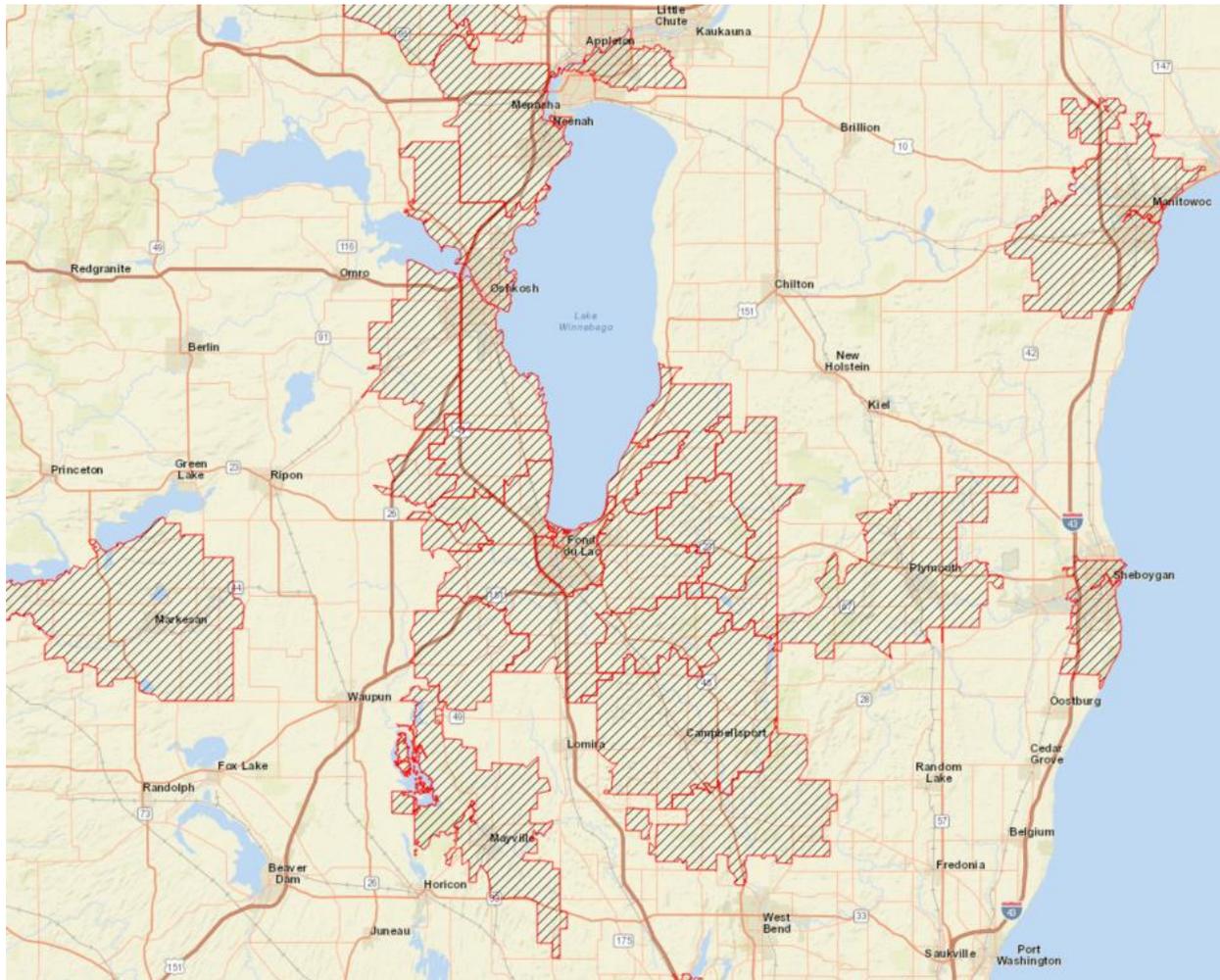


# WINE WALK IMPACT

The Downtown Fond du Lac Partnership hosted an inaugural wine walk event in June, 2016. The walk attracted 332 individuals who purchased admission to the event, which allowed them to sample wine at 30 downtown locations. As a follow-up to the event, 85 attendees provided additional data and feedback on their activities over the course of the evening.

## VISITOR PROFILE

In total, 332 individuals purchased tickets to the event. Of these, 76 percent were residents of the City or adjacent towns, and an additional 11 percent reside elsewhere in the Fond du Lac retail trade area. The remaining 13 percent live in the broader region or elsewhere in the state, generally traveling an hour or more to the event. A map of the origin for local and regional visitors is provided below.



## **SPENDING**

Based on a survey of 85 attendees, 65 percent of participants spent money downtown in addition to the price of admission to the event. Of those that spent money, the average participant spent \$45. The average spending per attendee (including those who purchased nothing) was \$37.

Visitor spending included additional dollars spent at the 30 participating businesses as well as at an additional 12 identified businesses downtown. Just shy of 20 percent of attendees (18.8%) visited at least one additional downtown business outside of the event stops. Both participating vendors and additional visitors represent a wide variety of shopping, dining and service providers. A large number of participants reported visiting businesses that were new to them as part of their experience, with attendees visiting an average of 8 new businesses. Again, the type of businesses introduced to participants included a wide variety of food, beverage and retail establishments.

Participating businesses and artists offering sales during the event were also surveyed. Unanimously, survey respondents indicated that they would participate in the event if it were held again. Individual locations received a wide range of visitors, largely dependent on geographic location, with the lowest recording only 62 attendees, while several had virtually all attendees visit their establishment. Of respondents, 45 percent indicated that they experienced increased sales as a result of participating in the event. Reported increases ranged from 42 percent to more than 200 percent. However, even those businesses or artists with no sales during the event reported positive exposure as a result of participating.

## **IMPACT**

Total spending as part of the event included \$24,032 in direct spending downtown, and more than \$30,000 in total regional spending.