

## 3 POTENTIAL VISITOR TARGETS TO CHOOSE FROM

In our research, we have identified the following three “ideal visitor” targets who exhibit a higher inclination to visit a New York winery:

- Millennials were the most likely to say they “want to visit more”.
- Gen X women were most likely to be wine drinkers and open to wine tourism – and would bring friends, a spouse or significant other along.
- Boomers+ were most knowledgeable about wine and likely to have visited a New York wine region already.

These three groups represent a mindset or attitude towards wine more so than an age or demographic, for that reason we will refer to them by mindset rather than by age or generation and we recommend you don't strictly target to them that way – i.e. a Gen X woman may be a Next Generation in her outlook.



### THE NEXT GENERATION

- “Millennials” ages 21 – 37
- More often living in urban centers
- Just as likely to be male as female
- They find a varietal they like and they stick with it, but they also want to learn more



### WINE IS LIFE

- “Gen X” ages 38 – 54, female
- She likes live music and dining out when she's in wine country. She won't be camping or hiking
- She considers herself a wine travel enthusiast, and she's likely to visit as many wineries as she can



### FINE VINTAGE

- “Boomers +” ages 55+, primarily female
- You'll most likely find them outside of the cities – they're in the suburbs or even a little further out.
- They have a great knowledge base regarding wine: its history, what it pairs with, etc.