

Online Supplementary Materials

Table 1. The length of residency.

How long you have been living in the area?	N	%
Less than 6 months	1	1.79
6-12 months	0	0.00
1-3 years	5	8.93
4-6 years	8	14.29
7 or more years	32	57.14
Other	10	17.86

Table 2. What is the primary reason for settling in the area?

What is the primary reason for settling in the area?	N	%
Recreation	2	3.77
Wine and culture	3	5.66
Proximity to family and friends	13	24.53
Real estate value	0	0.00
Geography	2	3.77
Prior connection with the area	6	11.32
Retirement related relocation	5	9.43
Employment oppurtunities	12	22.64
Other	10	18.87

Table 4. Wine related activities (Finger Lakes residents).

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	N/A
Signature and seasonal wine events	21.95	17.07	14.63	4.88	12.20	7.3	0.00	0.00	2.44	0.00	19.61
Holiday festival and parties	2.44	14.63	17.07	12.20	7.32	9.76	7.32	2.44	4.88	0.00	21.95
Weddings at the wineries/vineyards	0.00	12.20	7.32	4.88	14.63	2.44	9.76	4.88	7.32	4.88	31.71
Charity events at the wineries/vineyards	0.00	2.50	5.00	7.50	7.50	17.50	10.00	10.00	7.50	0.00	32.50
Business events at the wineries/vineyards	0.00	2.38	0.00	4.76	2.38	0.00	0.00	4.76	0.00	28.57	57.14
Art festivals at the wineries/vineyards	2.44	4.88	2.44	9.76	14.63	9.76	14.63	9.76	7.32	2.44	21.95
Music festivals at the wineries/vineyards	32.56	13.95	11.63	6.98	6.98	6.98	2.33	0.00	2.33	2.33	13.95
Recreation (sports and hobbies) at the wineries/vineyards	2.50	2.50	7.50	7.50	5.00	7.50	15.00	10.00	15.00	2.50	25.00

Food and culinary festivals at the wineries/vineyards	25.58	23.26	20.93	9.30	4.65	2.33	0.00	4.65	2.33	0.00	6.98
Wine education classes at the wineries/vineyards	15.91	6.82	9.09	18.18	6.82	4.55	6.82	9.09	9.09	2.27	11.36

Table 5. The length of the stay (Finger Lakes visitors).

What is the length of your stay?	N	%
Day trip	15	10.20
1–2 days	22	14.97
2–3 days	55	37.41
4–6 days	40	27.21
7+ days	7	4.76
Other (please specify)	8	5.4

Table 6. Accommodations.

What are your accommodations?	N	%
Short-term stay	58	40.28
Long-term stay	3	2.08
Hotel	50	34.72
Bed and breakfast	20	13.89
Airbnb	30	20.83
Family or friends	32	22.22
Camping	9	6.25
Other (please specify)	27	18.75

Table 7. Primary goals of the trip.

What is the primary goal of your trip?	N	%
Discovering wineries	56	38.10
State parks and historic sites	3	2.04
Arts and culture	0	0.00
Sports and adventure	1	0.68
Shopping	0	0.00
Family/friends gathering	40	27.21
Weekend getaway	22	14.97
Fishing	1	0.68
Hunting	0	0.00
Business	0	0.00
Conferences	0	0.00
Education and college related events	2	1.36
Wedding	1	0.68
Other (please specify)	21	14.29

Table 9. Wine related activities (non-Finger Lakes residence).

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
Signature and seasonal wine events	40.74	16.30	6.67	4.44	2.96	4.44	0.00	0.00	0.74	0.00
Holiday festival and parties	5.93	20.00	8.15	9.63	6.67	5.93	2.96	4.44	1.48	0.00
Weddings at the wineries/vineyards	2.24	3.73	2.99	4.48	2.99	3.73	2.24	7.46	6.72	4.48
Charity events at the wineries/vineyards	1.50	3.76	2.26	12.03	5.26	3.01	13.53	8.27	4.51	0.00
Business events at the wineries/vineyards	0.74	0.74	2.94	1.47	3.68	2.94	0.00	4.41	7.35	12.50
Art festivals at the wineries/vineyards	2.27	6.82	13.64	9.09	11.36	11.36	8.33	3.79	2.27	0.00
Music festivals at the wineries/vineyards	3.68	5.15	13.24	15.44	14.71	8.82	7.35	2.21	2.21	0.74
Recreation (sports and hobbies) at the wineries/vineyards	2.21	2.21	2.21	3.68	7.35	5.88	11.76	5.88	6.62	5.15
Food and culinary festivals at the wineries/vineyards	15.11	16.55	12.95	10.79	7.91	4.32	1.44	3.60	2.88	0.72
Wine education classes at the wineries/vineyards	10.07	7.19	8.63	4.32	5.04	9.35	6.47	3.60	4.32	5.04