Online Supplementary Materials

Table 1. The length of residency.

How long you have been	N	%
living in the area?		
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	N	%
for settling in the area?		
Recreation	2	3.77
Wine and culture	3	5.66
Proximity to family and	13	24.53
friends		
Real estate value	0	0.00
Geoography	2	3.77
Prior connection with the area	6	11.32
Retirement related relocation	5	9.43
Employement oppurtunities	12	22.64
Other	10	18.87

 Table 3. Motivation factors (Finger Lakes residents).

	1	2	3	4	5	6	7	8	9	10	11	N/A
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
To taste wine	60.	11.	15.	6.6	2.2	0.0	0.0	0.0	0.0	4.44	0.00	0.00
	00	11	56	7	2	0	0	0	0			
For wine and	4.4	13.	4.4	11.	4.4	4.4	4.4	4.4	11.	13.3	0.00	24.44
members	4	33	4	11	4	4	4	4	11	3		
activities												
To buy wine	8.3	25.	22.	16.	8.3	6.2	2.0	8.3	2.0	0.00	0.00	0.00
	3	00	92	67	3	5	8	3	8			
To learn more	0.0	11.	9.5	4.7	11.	21.	16.	7.1	2.3	0.00	0.00	14.29
about grapes	0	90	2	6	90	43	67	4	8			
and wine												
making process												
To meet the	4.4	2.2	4.4	0.0	15.	13.	17.	22.	6.6	0.00	0.00	13.33
winemaker	4	2	4	0	56	33	78	22	7			
To have a	17.	14.	19.	23.	6.3	8.5	4.2	2.1	2.1	0.00	0.00	2.13
relaxing	02	89	15	40	8	1	6	3	3			
day/weekend												
For the rural	0.0	0.0	4.5	6.8	22.	11.	31.	9.0	6.8	0.00	0.00	6.82
setting	0	0	5	2	73	36	82	9	2			
To socialize	10.	18.	16.	20.	10.	6.2	8.3	4.1	4.1	0.00	0.00	0.00
with my	42	75	67	83	42	5	3	7	7			
partner/friends/f												
amily												
For a business	0.0	2.1	0.0	0.0	0.0	2.1	0.0	0.0	14.	19.1	0.00	61.70
trip/conference	0	3	0	0	0	3	0	0	89	5		
To go on wine	6.5	0.0	6.5	4.3	19.	15.	4.3	17.	13.	0.00	0.00	13.04
tour	2	0	2	5	57	22	5	39	04			
(Keuka/Seneca)												
Wine club	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.00
membership	0	0	0	0	0	0	0	0	0			
activities												

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

	1	2	3	4	5	6	7	8	9	10	N/A
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Signature and	21.9	17.0	14.6	4.88	12.2	7.3	0.00	0.00	2.44	0.00	19.6
seasonal wine	5	7	3		0						1
events											
Holiday festival	2.44	14.6	17.0	12.2	7.32	9.76	7.32	2.44	4.88	0.00	21.9
and parties		3	7	0							5
Weddings at the	0.00	12.2	7.32	4.88	14.6	2.44	9.76	4.88	7.32	4.88	31.7
wineries/vineyar		0			3						1
ds											
Charity events at	0.00	2.50	5.00	7.50	7.50	17.5	10.0	10.0	7.50	0.00	32.5
the						0	0	0			0
wineries/vineyar											
ds											
Business events	0.00	2.38	0.00	4.76	2.38	0.00	0.00	4.76	0.00	28.5	57.1
at the										7	4
wineries/vineyar											
ds											
Art festivals at	2.44	4.88	2.44	9.76	14.6	9.76	14.6	9.76	7.32	2.44	21.9
the					3		3				5
wineries/vineyar											
ds											
Music festivals	32.5	13.9	11.6	6.98	6.98	6.98	2.33	0.00	2.33	2.33	13.9
at the	6	5	3								5
wineries/vineyar											
ds											
Recreation	2.50	2.50	7.50	7.50	5.00	7.50	15.0	10.0	15.0	2.50	25.0
(sports and							0	0	0		0
hobbies) at the											
wineries/vineyar											
ds											

Food and	25.5	23.2	20.9	9.30	4.65	2.33	0.00	4.65	2.33	0.00	6.98
culinary	8	6	3								
festivals at the											
wineries/vineyar											
ds											
Wine education	15.9	6.82	9.09	18.1	6.82	4.55	6.82	9.09	9.09	2.27	11.3
classes at the	1			8							6
wineries/vineyar											
ds											

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

What is the length of your	N	%
stay?		
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	N	%
accommodations?		
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	N	%
your tip?		
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 8. Winery visitations reasonings (non-Finger Lakes residence).

	1	2	3	4	5	6	7	8	9	10
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
To taste wine	51.8	20.4	16.0	3.65	1.46	1.46	0.00	0.00	2.19	0.73
	2	4	6							
For wine and	3.62	2.90	3.62	3.62	5.80	4.35	2.90	7.97	18.1	9.42
members activities									2	
To buy wine	5.15	24.2	15.4	19.1	15.4	8.09	6.62	2.94	0.00	1.47
		6	4		4					
To learn more about	1.45	8.70	8.70	11.5	21.0	13.7	16.6	5.80	1.45	1.45
grapes and wine				9	1	7	7			
making process										
To meet the	1.42	3.55	22.2	10.6	9.93	16.3	18.4	19.8	4.26	0.71
winemaker			2	4		1	4	6		
To have a relaxing	17.0	19.2	8.63	15.5	13.3	3.70	3.70	1.48	1.48	1.48
day/weekend	4	6		6	3					
For the rural setting	1.44	7.91	13.6	14.3	13.6	19.4	15.8	10.7	1.44	0.72
			7	9	7	2	3	9		
To socialize with my	21.5	13.6	0.00	12.9	10.7	11.5	8.63	3.60	1.44	0.72
partner/friends/famil	8	7		5	9	1				
у										
For a business	2.13	0.00	0.71	0.00	0.00	0.71	0.71	6.38	14.1	19.8
trip/conference									8	6
To go on wine tour	0.00	1.40	6.29	4.20	5.59	10.4	13.2	22.3	17.4	4.20
(Keuka/Seneca)						9	9	8	8	
Wine club	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
membership										
activities										

 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