2018 WINE COUNTRY IMPACT REPORT
Vineyards & Wineries: A pillar of Temecula Valley's Tourism Economy

INFORMATION PROVIDED BY VISIT TEMECULA VALLEY & TEMECULA VALLEY WINEGROWERS ASSOCIATION
VISITTEMECULAVALLEY.COM • TEMECULAWINES.ORG
TOTAL PRODUCED IN TEMECULA VALLEY

ANNUAL CASE PRODUCTION

- 50,000+ cases: 15%
- 50,000 cases: 10%
- < 20,000 cases: 20%
- < 10,000 cases: 10%
- < 5,000 cases: 5%

ANNUAL MILLION REVENUE

- $99.6 million

ANNUAL WAGE & SALARY

Annual Case Production:
- 50,000+ cases: 15%
- 50,000 cases: 10%
- < 20,000 cases: 20%
- < 10,000 cases: 10%
- < 5,000 cases: 5%

FULL-TIME & PART-TIME EMPLOYMENT

- Full-time: 30%
- Part-time: 57%
- Seasonal: 7%

WINE SALES MADE THROUGH DISTRIBUTORS

- Yes, 5%
- No: 23%

TYPE OF EMPLOYMENT

- Tasting Room: 10%
- Production: 15%
- Vineyard: 20%
- Office: 25%
- Restaurant/Hotel: 30%

ANNUAL WAGE & SALARY

- $15 million - $25 million: 11.6%
- $10 million - $15 million: 7.9%
- $5 million - $10 million: 17.6%
- $4 million - $5 million: 8.8%
- $3 million - $4 million: 4.2%
- $2 million - $3 million: 4.2%
- $1 million - $2 million: 4.2%
- $500k - $1 million: 11.6%
- < $500k: 17.6%

PERCENT OF WINERIES

- 0%: 15%
- 5%: 10%
- 10%: 20%
- 15%: 20%
- 20%: 10%

TEMPERATURE (ESTIMATED MORE THAN 1.5 MILLION WINERY VISITS)

- Visitors: 10,000 - 99,999
- < 10,000: 10,000

2,190 HARVESTED ACRES WINE GRAPES

- Yielding 8,500 tons

TOTAL GRAPE SALES

- $14.025 million

2016 Riverside County Agricultural Report

Information for each chart based on number of respondents to question. Number of respondents will vary.