**ANNUAL WINE PRODUCTION 2016**

TASMANIA

15,343 Tonnes

= 4 X OLYMPIC SWIMMING POOLS

AUSTRALIA

1,810,000 Tonnes

= 520 X OLYMPIC SWIMMING POOLS

**TOTAL SALES**

By volume and value

- **0%** BELOW $15
- **100%** ABOVE $15

**AVERAGE VALUE**

- **$22.62** Average value of bottled wine (domestic – off-premise)#
- **$13.66** Per Litre – Export Markets 2016
- **$2707** Per Tonne – All Wine 2016
- **$11.48** Average value of bottled wine (domestic – off-premise)#
- **$5.48** Per Litre – Export Markets 2016
- **$526** Per Tonne – All Wine 2016

**A TASMANIAN FOCUS**

- **266,332** people
- 21% of all visitors
  +22.5% on the previous year

- Key varieties of Tasmanian wine produced
  - Cabernet Sauvignon
  - Pinot Noir
  - Pinot Gris
  - Sauvignon Blanc
  - Riesling
  - Chardonnay
  - Sparkling
  - Sauvignon

**EXPORT MARKETS**

- **2016**
- **$13.66** Per Tonne – All Wine 2016
- **$2707** Per Tonne – All Wine 2016
- **$5.48** Per Litre – Export Markets 2016
- **$526** Per Tonne – All Wine 2016

**REFERENCES**

- Wine Tasmania
- Wine Australia
- Winemakers' Federation of Australia
- Centaurus Partners
- Tourism Tasmania

# bottled wine only