## TASMANIA'S WINE SECTOR

Released: August 2018

<table>
<thead>
<tr>
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### TASMANIA VS AUSTRALIA

| **Sales ABOVE $15/bottle** | **100%** |
| **Sales BELOW $15/bottle** | **0%** |

**Average value - wine sold in AUSTRALIA**

- **Average value:** $22.44 per bottle
- **Average value:** $14.36 per litre
- **Average value:** $2,977 per tonne

**Average value - wine sold INTERNATIONALLY**

- **Average value:** $22.44 per bottle
- **Average value:** $8.13 per bottle
- **Average value:** $5.94 per litre

**Average value - WINE GRAPES**

- **Average value:** $2,977 per tonne
- **Average value:** $526 per tonne

### Economic Impact

- **$100M** annually injected into economy
- **+$15.2M** through wine-related tourism
- **2,063 FTE** direct employment
- **297,882** annual visits to cellar doors

23% of all visitors to Tasmania

### Wine-Related Tourism

- **2,063 FTE** direct employment
- **297,882** annual visits to cellar doors

23% of all visitors to Tasmania

**References:**
- Economic impact of the Tasmanian wine industry 2018, Professor John Mangan, University of Queensland
- Tourism Tasmania Tourism Visitor Survey
- Wine Tasmania Vintage Report
- Wine Australia Grape Dispersion Report
- Winemakers' Federation of Australia
- IRI MarketEdge

**Website:** [WWW.WINETASMANIA.COM.AU](http://WWW.WINETASMANIA.COM.AU)