

TASMANIAN WINE

GROWING SUCCESS TOGETHER.



The Tasmanian wine sector known and respected by wine lovers around the world is:

- **VALUED AT \$374.2 MILLION ANNUALLY** (plus wine tourism)
- **\$420 MILLION WINE PRODUCT {12 MILLION BOTTLES}** produced annually
- **3,600 JOBS (& GROWING)**
Tasmania's grape growing workforce grew by 74% between 2011-2022 (Australia's reduced by 29%)
- **98-115% INCREASE IN FEMALES** (2011-2021 & the only state where females in grape growing roles increased)



TOP CONTRIBUTOR TO THE TASMANIAN ECONOMY:

- #3 – agricultural sectors
- #6 – by value of output across all sectors (7.28%)
- #7 – by value added across all sectors
- #8 – by total employment



How We Stack Up

TASMANIA		AUSTRALIA
895,000 dozen	Bottles of wine produced	110,000,000 dozen
\$3,377 per tonne	Average value of wine grapes (2023)	\$642 per tonne
100%	Wine sold ABOVE \$15 per bottle (2013)	7%
0%	Wine sold BELOW \$15 per bottle (2013)	93%

(2022-2023)	ALL VISITORS	VISITORS TO CELLAR DOORS
Visitors to Tasmania	1,280,000	301,019 (24%)
Average Spend	\$3,010	\$4,352

By 2040 the Tasmanian wine sector will be the Tasmanian economy's highest contributor, producing approximately \$2B in wine value annually and outperforming all other sectors.