

TASMANIA'S WINE SECTOR

Released: July 2019

WINE TASMANIA



\$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

TASMANIA VS AUSTRALIA



Sales ABOVE \$15/bottle

100%

7%

Sales BELOW \$15/bottle

0%

93%

Average value -
wine sold in AUSTRALIA

\$22.44
per bottle

\$8.13
per bottle

Average value - wine sold
INTERNATIONALLY

\$14.39
per litre

\$5.63
per litre

Average value - WINE GRAPES

\$2,977
per tonne

\$609
per tonne