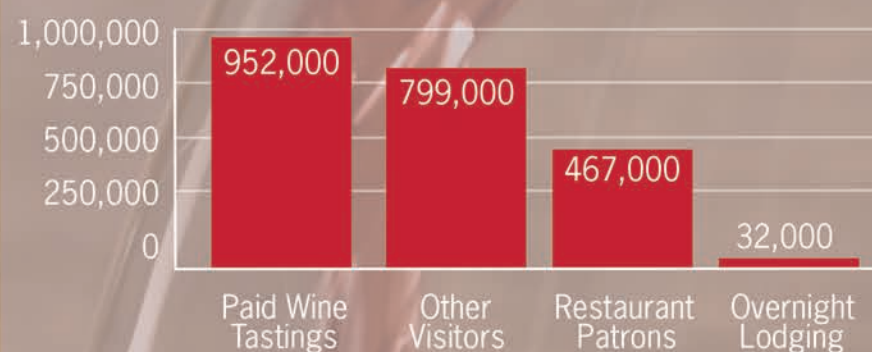
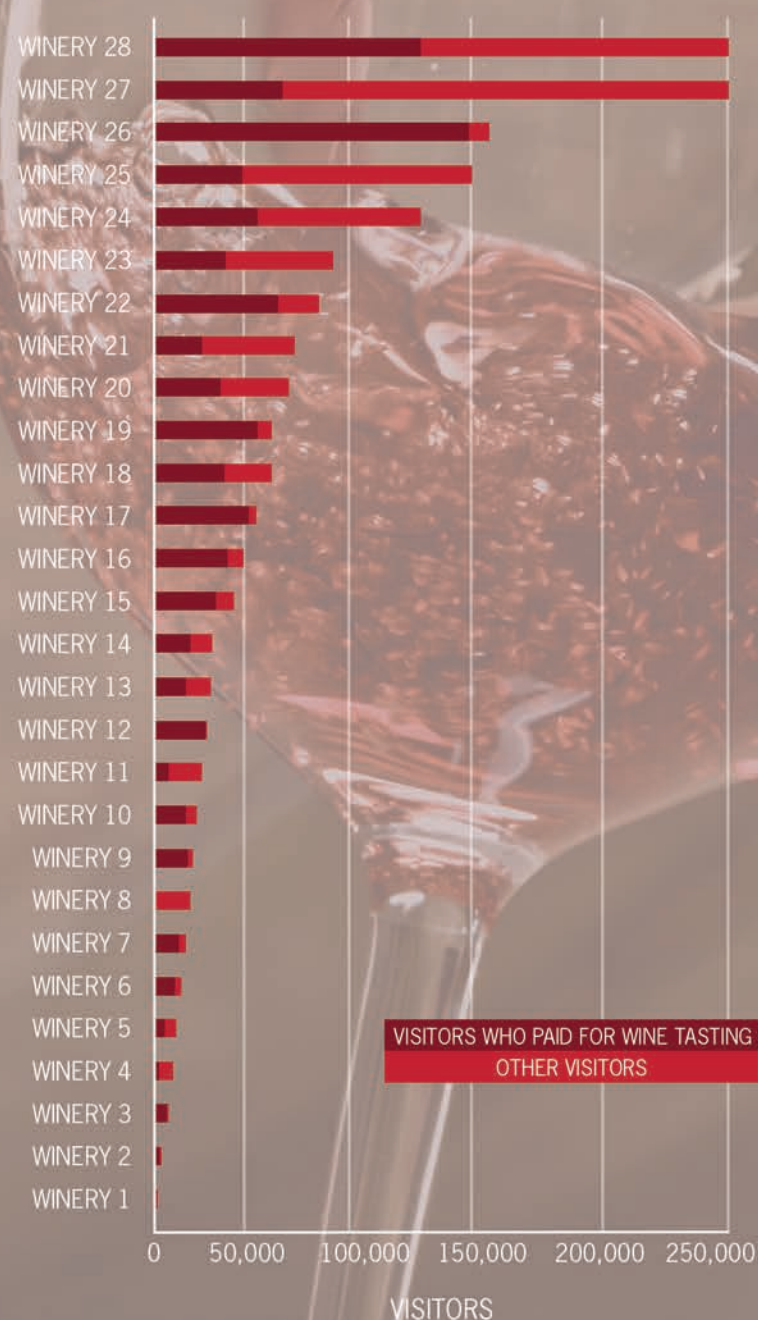




## TYPE OF WINERY VISITOR (NUMBER OF VISITORS)



## VISITORS WHO PAID FOR WINE TASTING BY WINERY



# 2016 WINE COUNTRY IMPACT REPORT

Vineyards & Wineries: A pillar of Temecula Valley's Tourism Economy

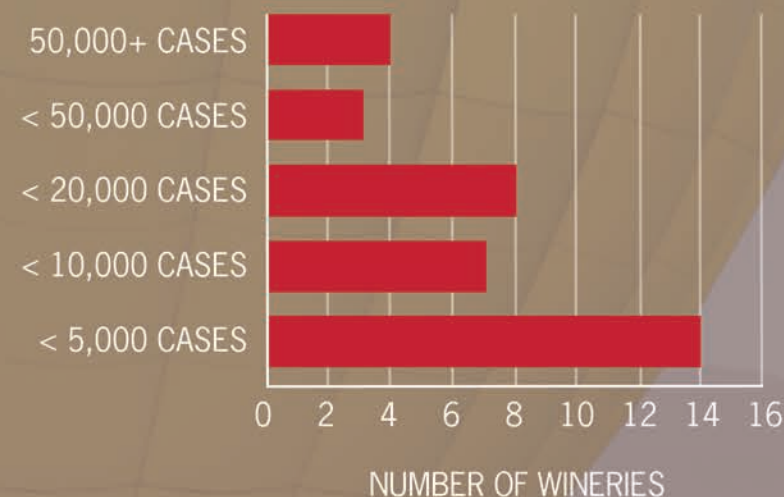
Visit  
*Temecula Valley*  
SOUTHERN CALIFORNIA  
WINE COUNTRY

**TEMECULA VALLEY**  
WINEGROWERS





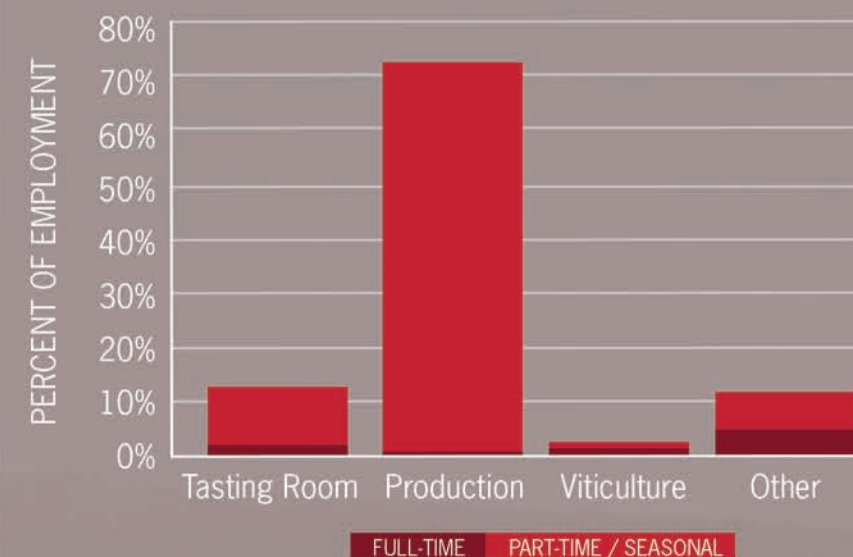
## ANNUAL CASE PRODUCTION



## FULL- & PART-TIME EMPLOYMENT



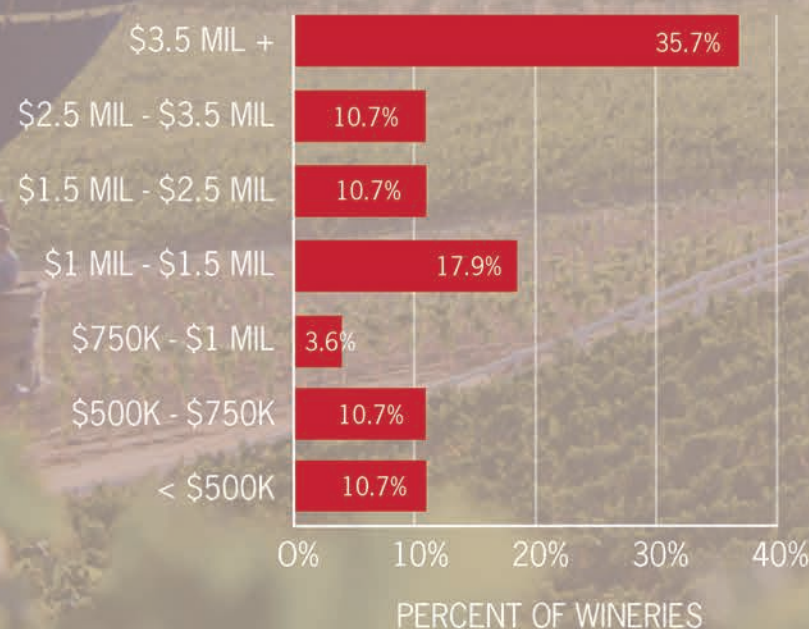
## TYPE OF EMPLOYMENT



## ANNUAL REVENUE

6.2%

**\$65.3** TOTAL ANNUAL REVENUE



## DISTRIBUTION OUTSIDE OF WINERY



## VISITATION

(MORE THAN 1.7 MILLION WINERY VISITS)

31%



**2,460 HARVESTED ACRES** WINE GRAPES  
YIELDING **8,100 TONS**  
TOTAL GRAPE SALES  
**\$12.4 MILLION**



**TEMECULA VALLEY  
WINE COUNTRY  
BRINGS**

**JOBS,  
BUSINESS  
& BENEFITS**

**TO OUR LOCAL  
ECONOMY**