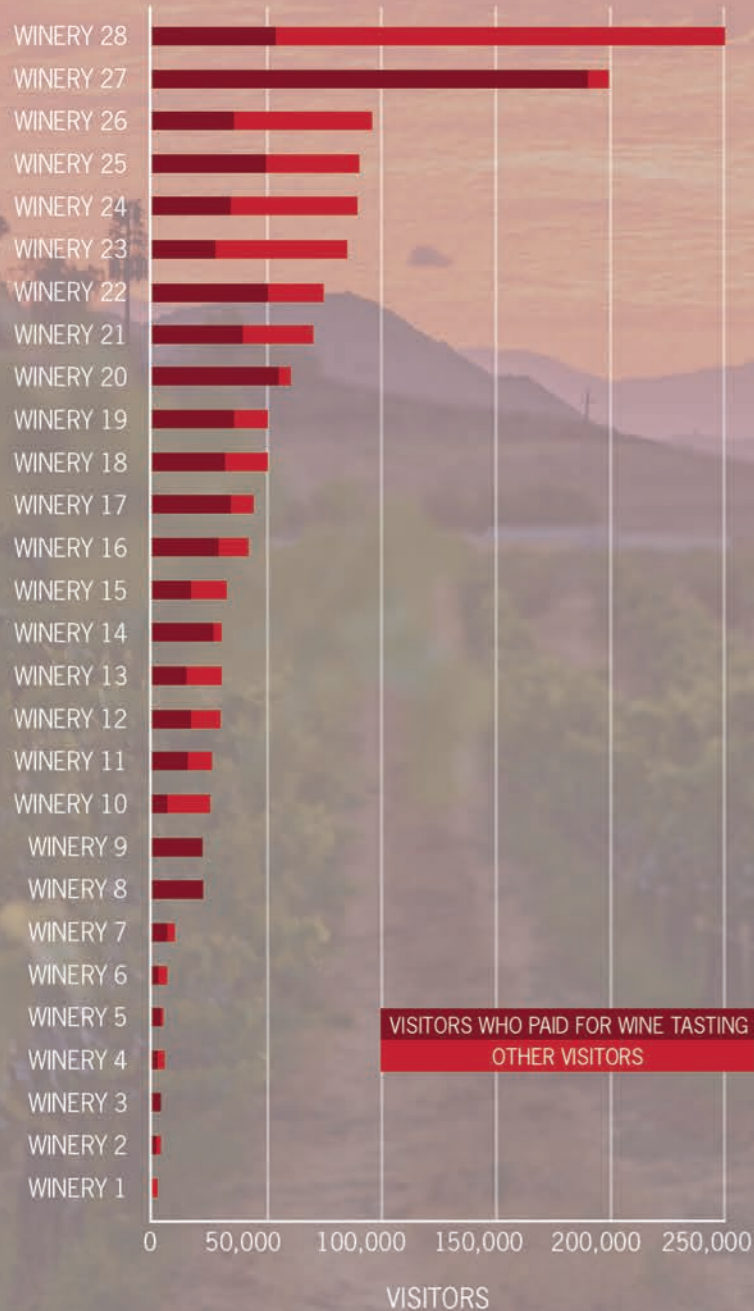




### TYPE OF WINERY VISITOR (NUMBER OF VISITORS)



### VISITORS WHO PAID FOR WINE TASTING BY WINERY



# 2017 WINE COUNTRY IMPACT REPORT

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

TEMECULA VALLEY WINE COUNTRY

1968 50 2018

PEOPLE PERSEVERANCE PASSION

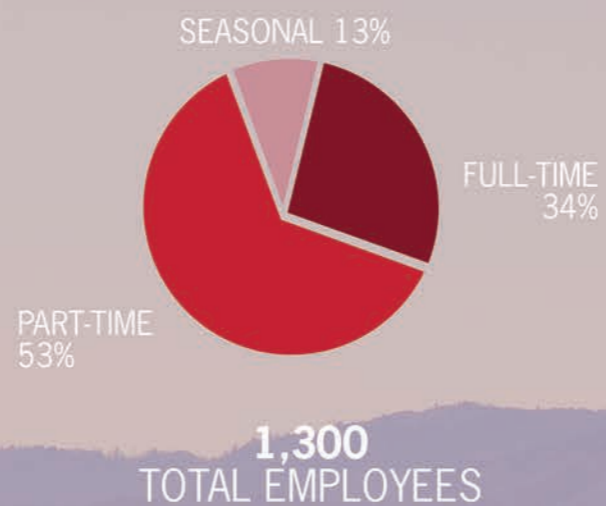


### ANNUAL CASE PRODUCTION

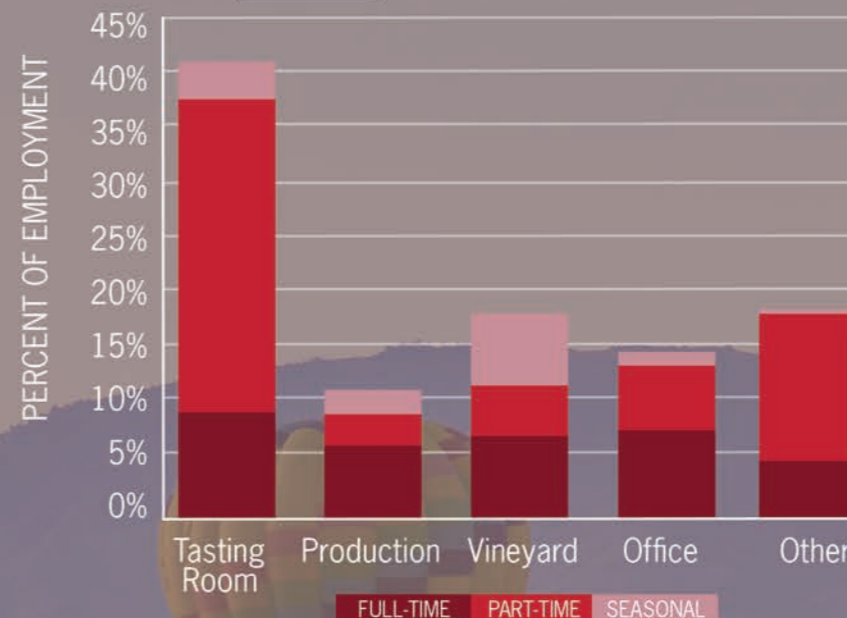


TOTAL PRODUCED IN TEMECULA VALLEY

### JOBS FULL- & PART-TIME EMPLOYMENT



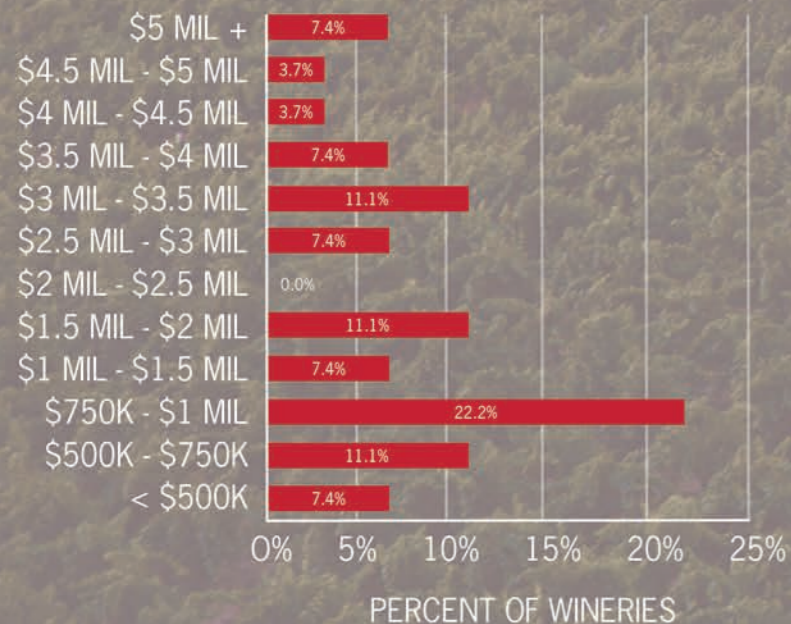
### TYPE OF EMPLOYMENT



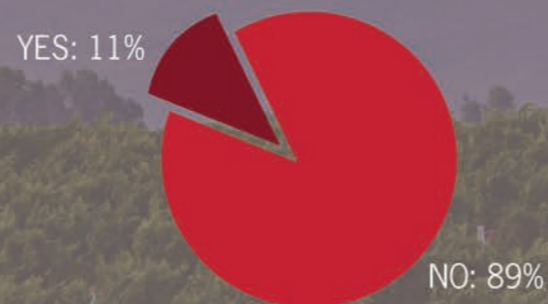
### ANNUAL REVENUE

1.2%

**\$64.5 TOTAL ANNUAL MILLION REVENUE**



### DISTRIBUTION OUTSIDE OF WINERY



### VISITATION (MORE THAN 1.5 MILLION WINERY VISITS)

12%



**2,530 HARVESTED ACRES WINE GRAPES**  
**YIELDING 8,700 TONS**  
**TOTAL GRAPE SALES**  
**\$13.2 MILLION**



**TEMECULA VALLEY WINE COUNTRY BRINGS**

**JOBS, BUSINESS & BENEFITS**

**TO OUR LOCAL ECONOMY**