



THE ECONOMIC IMPACT *of* CALIFORNIA WINES

California is America's number one wine state and the fourth largest producer in the world. California wine makes a significant contribution to the nation and all 50 states by providing quality jobs, bolstering economies through hospitality, taxes and tourism and enhancing communities through environmental stewardship.



ECONOMIC IMPACT OF CALIFORNIA WINE ON THE CALIFORNIA ECONOMY



EMPLOYS 325,000 CALIFORNIANS



GENERATES \$57.6 BILLION IN ANNUAL ECONOMIC ACTIVITY



PAYS \$7.6 BILLION IN TAXES

\$7.6 billion annual total: \$4.5 billion in federal taxes, \$3.1 billion in California and local taxes



PAYS \$17.2 BILLION IN WAGES ANNUALLY



ATTRACTS 23.6 MILLION TOURIST VISITS TO CALIFORNIA WINERIES EACH YEAR



GENERATES \$7.2 BILLION IN ANNUAL TOURISM EXPENDITURES



ECONOMIC IMPACT OF CALIFORNIA WINE ON THE U.S. ECONOMY



EMPLOYS 786,000 AMERICANS



GENERATES \$114 BILLION IN ANNUAL ECONOMIC ACTIVITY



PAYS \$15.2 BILLION IN TAXES

Annual local, state and federal business, excise taxes & personal taxes



PAYS \$34.9 BILLION IN WAGES ANNUALLY

2015 Economic Impact Report on Wine prepared by John Dunham & Associates, New York.

Contact communications@wineinstitute.org for methodology or see www.wine-economy.com.