



For Immediate Release:
August 15, 2011

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Wine Industry Tourism Economic Impact

Arizona wineries provide excellent visitor experience

PHOENIX – Visitors to Arizona wineries or tasting rooms indicated that their experience was better than they expected (67.1%) according to a recently published study *The Arizona Wine Tourism Industry* funded by the Arizona Office of Tourism and completed by Northern Arizona University. Additionally, two-thirds of all visitors are in-state residents, travel in groups, and have a higher than the state average annual income at \$76,000. According to the study, they are also spending money during their visits to the wineries and tasting rooms. On average they spend \$70 and purchase an average of 3.3 bottles. Additionally they spend money on other items such as food and merchandise.

“This is great news for Arizona wineries statewide as well as for the state’s economy as a whole,” Peggy Fiandaca, President of the Arizona Wine Growers Association said. The wineries collected the survey instruments from visitors and worked closely with authors. The study concluded that Arizona wine visitors had an estimated \$22.7 million in direct expenditures, which resulted in an indirect economic impact of \$4.3 million, and induced impacts of \$10.5 million for a total industry economic impact of \$37.6 million. Indirect business taxes based on direct expenditures produced an additional \$5.9 million, and the total economic impact supported 265 direct jobs and 140 induced jobs, for a total of 405 jobs.

“Wine grape growing and wine production is a growing industry in Arizona that offers tremendous opportunity to create jobs and wealth in rural areas. It brings visitors to the rural regions of the state and exposes them to family farming. The wine industry is preserving an important part of Arizona’s agriculture heritage and rural lifestyle; providing a reason for young people to stay or come back to rural areas” Fiandaca said.

To learn more about the wine industry and to download a copy of the study visit <http://www.ArizonaWine.org> or <http://www.azot.gov/research-and-statistics/arizona-research-reports-and-presentations>. Additionally, the *Horizon* program, Arizona Channel 8 Public Broadcast television station did a roundtable discussion about the study. It can be viewed at www.azpbs.org/horizon/detailvid.php?id=3013 or on YouTube: <http://www.youtube.com/user/AZPBS#p/a/u/4/nUeJLg6LG5o>



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About the Arizona Wine Growers Association (AWGA)

The AWGA serves grape growers and winemakers in Arizona, allying its members for representation, promotion and education. The association strives to advance with integrity the sustainable growth and production of authentic Arizona-grown wines.

Arizona has over 50 licensed and bonded wineries. Several Arizona wines have been served in the White House, and more than 20 wines from eight Arizona wineries have scored at least an 88 rating from *Wine Spectator*. In a recent blind taste test featuring several high-profile judges, Arizona wines beat out noted wines from around the world, grabbing three of the top five spots in both the red and white competitions. Arizona wines also took first place for both red and white. For more information visit www.ArizonaWine.org.