Economic contribution of the New Zealand wine sector (2015)
# Summary

<table>
<thead>
<tr>
<th>Measurement</th>
<th>2015</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of wineries</td>
<td>673</td>
<td>703</td>
</tr>
<tr>
<td>Number of grape growers</td>
<td>762</td>
<td>824</td>
</tr>
<tr>
<td>Productive hectares</td>
<td>35,859</td>
<td>33,400</td>
</tr>
<tr>
<td>Estimated employees</td>
<td>7,580</td>
<td>7,700</td>
</tr>
<tr>
<td>Estimated wages</td>
<td>$282 million</td>
<td>$225 million</td>
</tr>
<tr>
<td>Export sales revenue (FOB)</td>
<td>$1,536 million</td>
<td>$1,202 million</td>
</tr>
<tr>
<td>Share of NZ total goods export revenue (%)</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Gross output (total revenue)</td>
<td>$2,096 million</td>
<td>$1,786 million</td>
</tr>
<tr>
<td>Estimated excise and HPA levies</td>
<td>$179.6 million</td>
<td>$178 million</td>
</tr>
<tr>
<td>Estimated GST contribution</td>
<td>$124 million</td>
<td>$135 million</td>
</tr>
<tr>
<td>Contribution to national GDP (%)</td>
<td>0.4%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Contribution to national GDP ($)</td>
<td>$1,092 million</td>
<td>$760 million</td>
</tr>
<tr>
<td>Number of international wine tourists (visitors)*</td>
<td>551,807</td>
<td>220,000</td>
</tr>
<tr>
<td>Spending by wine tourists *</td>
<td>$2.8 billion</td>
<td>$814 million</td>
</tr>
</tbody>
</table>

Source: NZ Winegrowers Annual Report, NZIER, MBIE

* Change in methodology of International visitors survey, results not comparable
762 grape growers

673 wineries

Source: NZ Winegrowers Annual Report
More hectares; fewer wineries

Winegrowers & grape-producing hectares

- Wineries (LHS axis)
- Producing hectares (RHS axis)

Source: NZ Winegrowers Annual Report
Wine exports performing strongly

Wine sector export values vs. economy wide export values and nominal GDP

Source: Statistics New Zealand, NZIER
Export volume has doubled since 2008

Volume of New Zealand wine sold

(m of litres)

Source: NZ Winegrowers Annual Report
Wine is 6th largest export commodity in 2015

Source: NZIER, Statistics NZ
Wine exports are growing rapidly

Annual growth in value of exports from 2008 to 2015

-20%  -15%  -10%  -5%  0%  5%  10%

<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy</td>
<td>3.3%</td>
</tr>
<tr>
<td>Meat</td>
<td>4.1%</td>
</tr>
<tr>
<td>Wood</td>
<td>7.1%</td>
</tr>
<tr>
<td>Fruit</td>
<td>6.9%</td>
</tr>
<tr>
<td>Mechanical machinery</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Wine</td>
<td>7.9%</td>
</tr>
<tr>
<td>Fish</td>
<td>2.6%</td>
</tr>
<tr>
<td>Casein</td>
<td>2.5%</td>
</tr>
<tr>
<td>Electrical machinery</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Aluminium</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Mineral fuels</td>
<td>-15.6%</td>
</tr>
<tr>
<td>Cereals, flours</td>
<td>1.1%</td>
</tr>
<tr>
<td>Optical, medical and measuring equipment</td>
<td>4.8%</td>
</tr>
<tr>
<td>Wool</td>
<td>4.9%</td>
</tr>
<tr>
<td>Precious Stones and metals</td>
<td>2.6%</td>
</tr>
<tr>
<td>Wood pulp</td>
<td>1.8%</td>
</tr>
<tr>
<td>Hides, skins and leather</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

Source: NZIER, Statistics NZ
$1.3 billion of wine to the EU, US and Australia

Wine export values to NZ’s top markets, calendar years

Source: NZIER, Statistics NZ
Growth in exports to Asia

Wine export values to Asia, calendar years

Source: NZIER, Statistics NZ
Wine exports by type
June 2015 year

White wine exports

- United Kingdom: 25%
- U.S.A.: 28%
- Australia: 13%
- Canada: 7%
- China & Hong Kong: 2%
- Other: 2%

Red wine exports

- United Kingdom: 21%
- U.S.A.: 14%
- Australia: 26%
- Canada: 13%
- China & Hong Kong: 20%
- Other: 6%

Source: NZIER, Statistics NZ
The sector pumps $280 million directly to Kiwi households.

![Total salary and wages paid chart](chart.png)

Source: NZIER, Statistics NZ
Over 7,500 wine sector jobs are spread around New Zealand

Source: Statistics NZ
Contributing as much as 10% of local employment in Marlborough in 2015

Source: Statistics NZ
GST and excise taxes contribute 1% to total tax take

Indirect taxes paid in 2015

- GST: $124m
- Excise & HPA: $179.6m

Source: NZIER, NZ Winegrowers Annual Report
20% of international tourists visit a winery

Selected activities & locations visited by tourists
June 2015 year

- A beach
- Native birds
- National park
- Seals
- Glacier
- Winery
- Marae
- Film location
- Dolphins
- Te Papa
- Casino
- Whales
- Skiing
- Bungy jumping
- Playing golf

Source: NZIER, MBIE
Wine tourists* stay longer than others in New Zealand

Length of stay of international tourists
June 2015 year

- All tourists
- Wine

Source: NZIER, MBIE

*A wine tourist is an international visitor who visits a winery
Australians, Americans & Chinese are the most common visitors to wineries.

Number of tourists who visited a winery
June 2015 year

- Australia
- USA
- China
- England
- Germany
- Japan
- Fiji
- Thailand
- Singapore
- Canada

Source: NZIER, MBIE
Wine tourists spend more per visit to New Zealand

Average spending per international tourist
June 2015 year

Source: NZIER, MBIE