

Economic contribution of the New Zealand wine sector (2015)

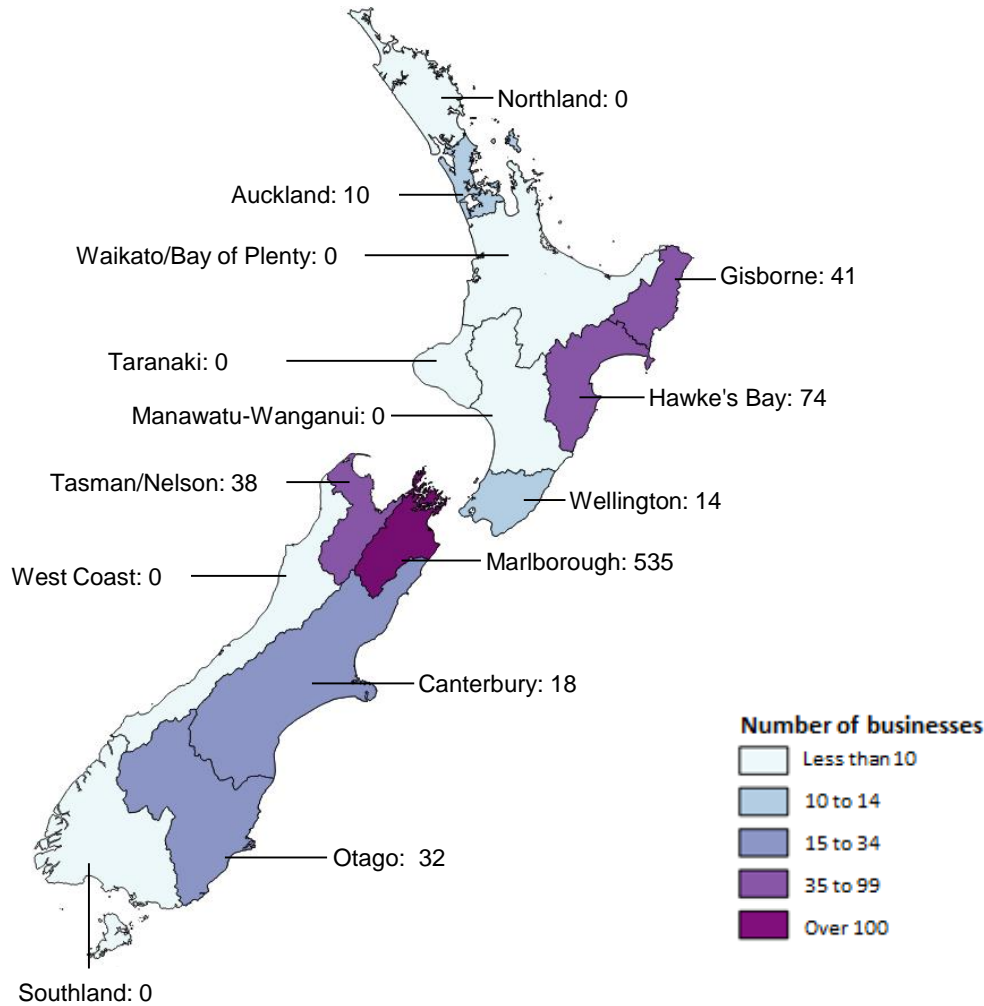
Summary

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

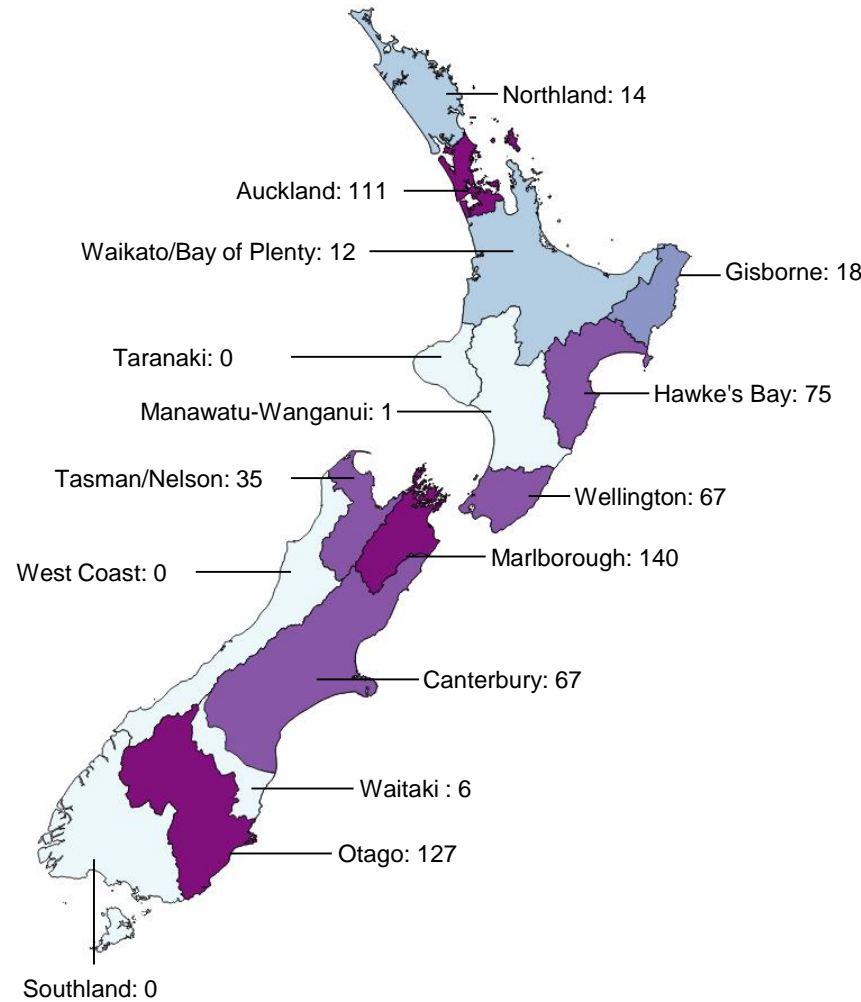
Source: NZ Winegrowers Annual Report, NZIER, MBIE

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

762 grape growers

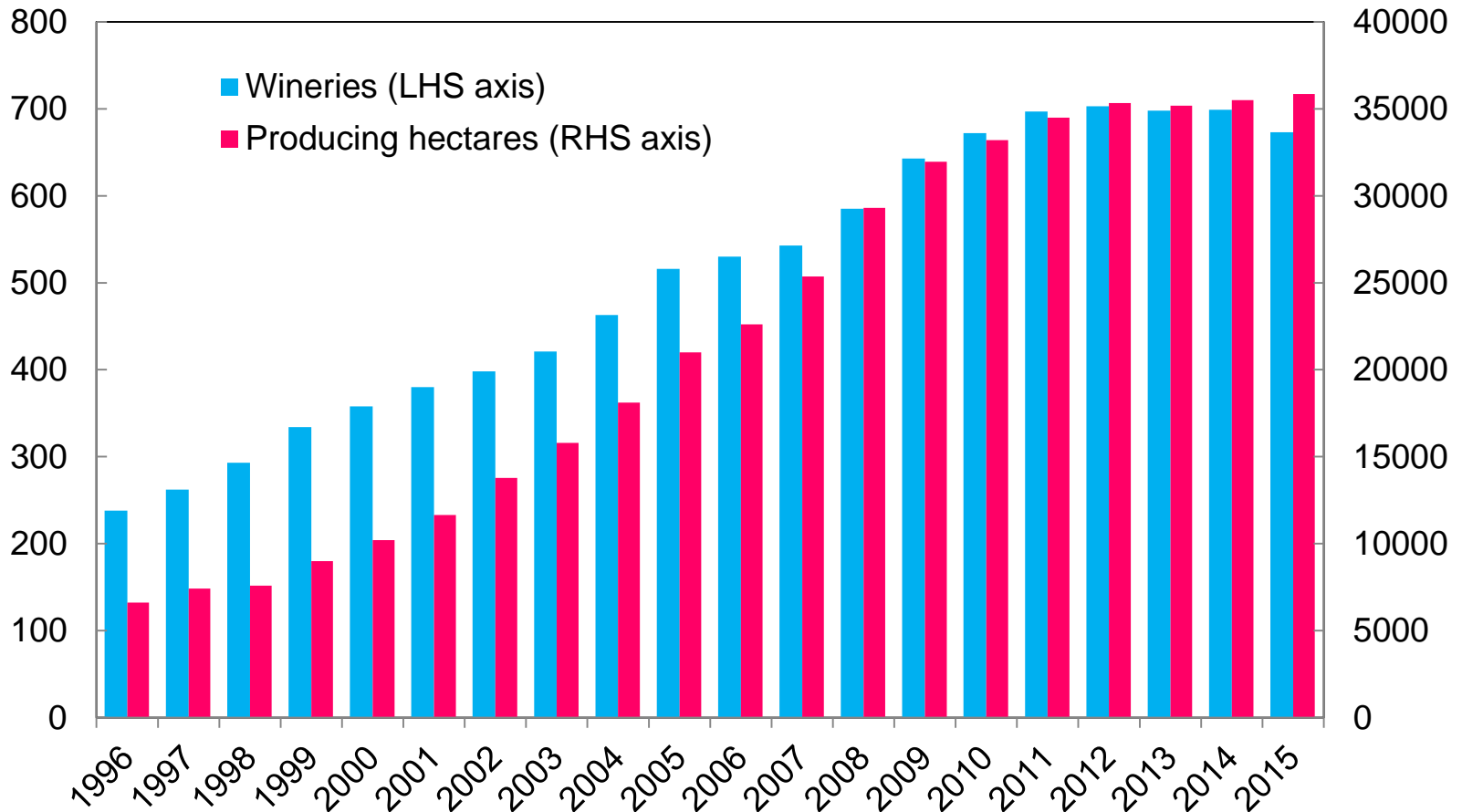


673 wineries



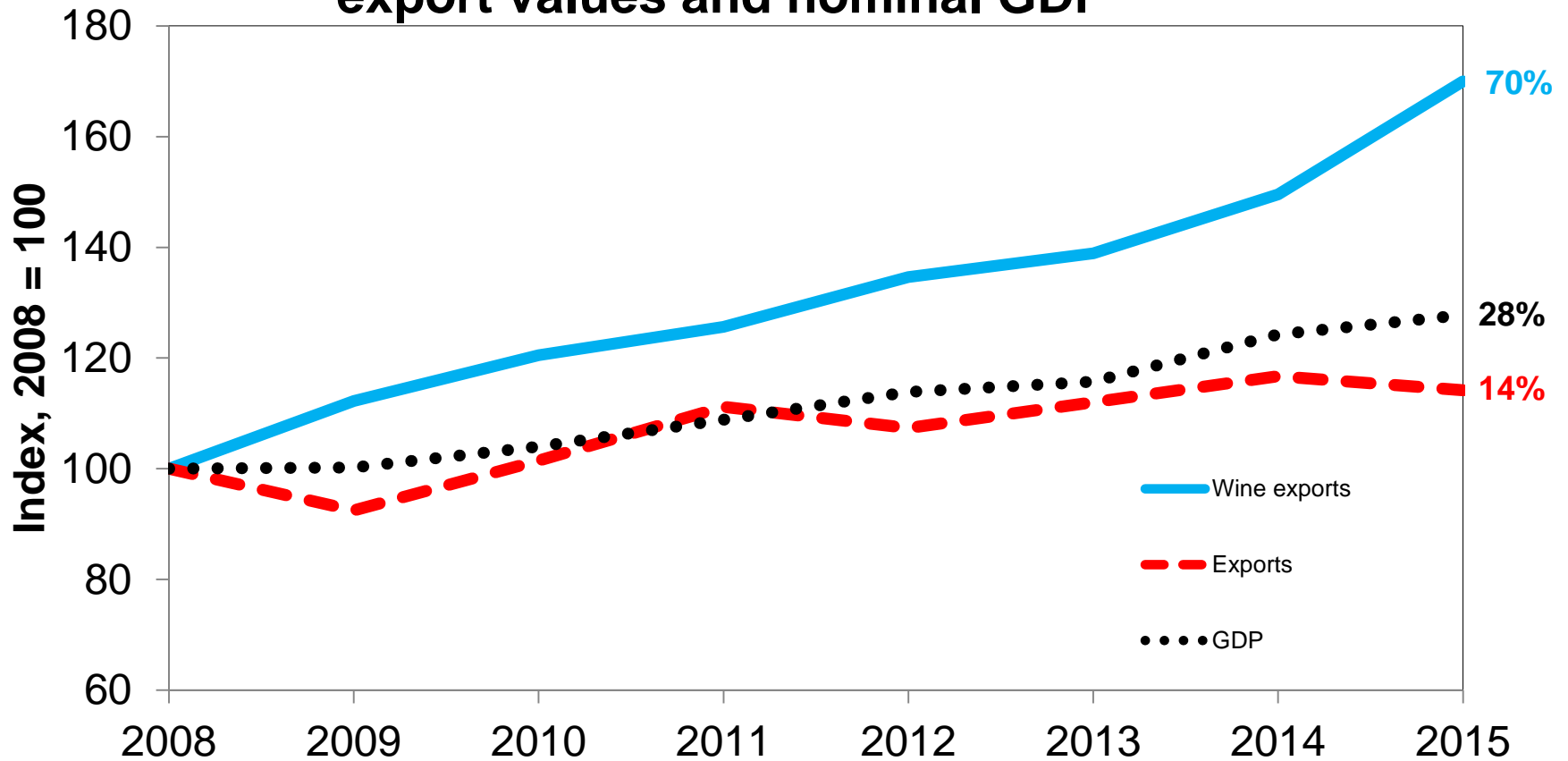
More hectares; fewer wineries

Wineries & grape-producing hectares



Wine exports performing strongly

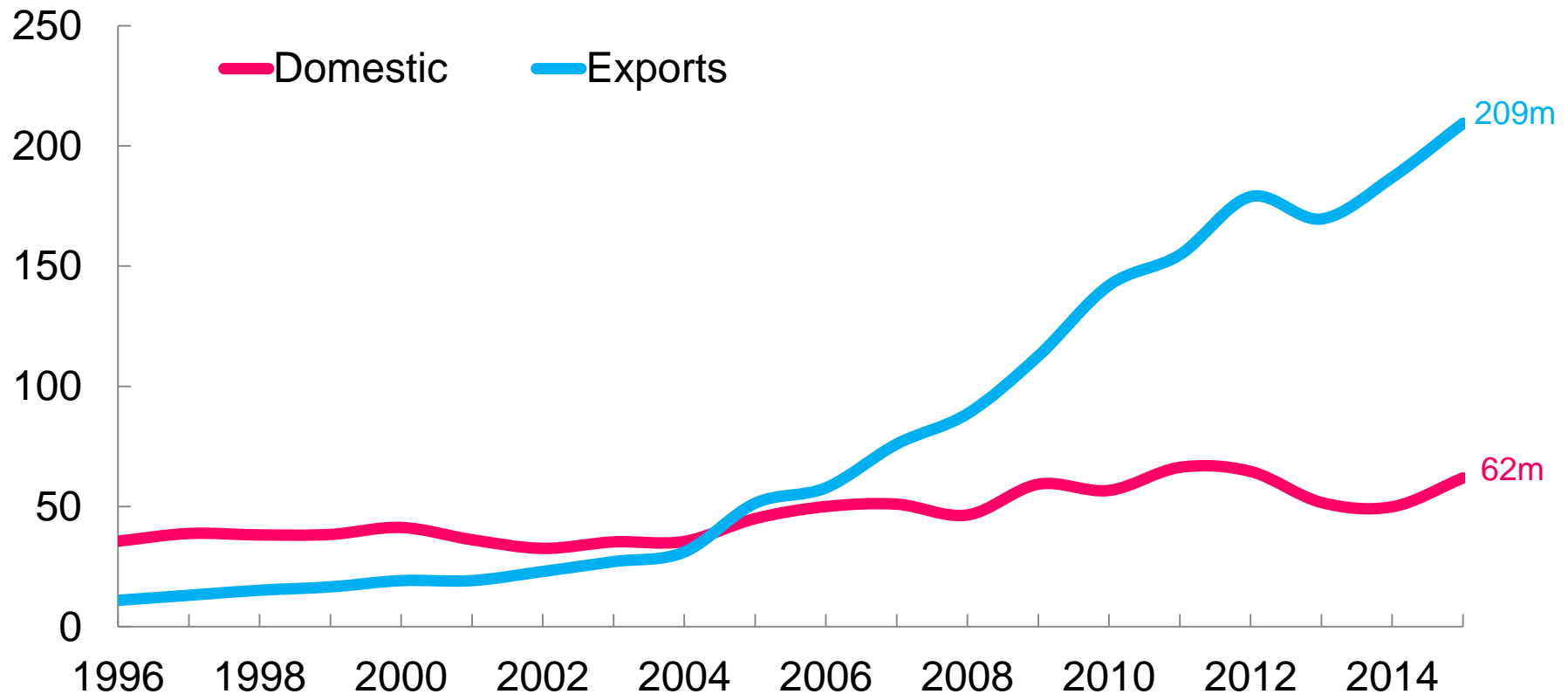
Wine sector export values vs. economy wide export values and nominal GDP



Export volume has doubled since 2008

Volume of New Zealand wine sold

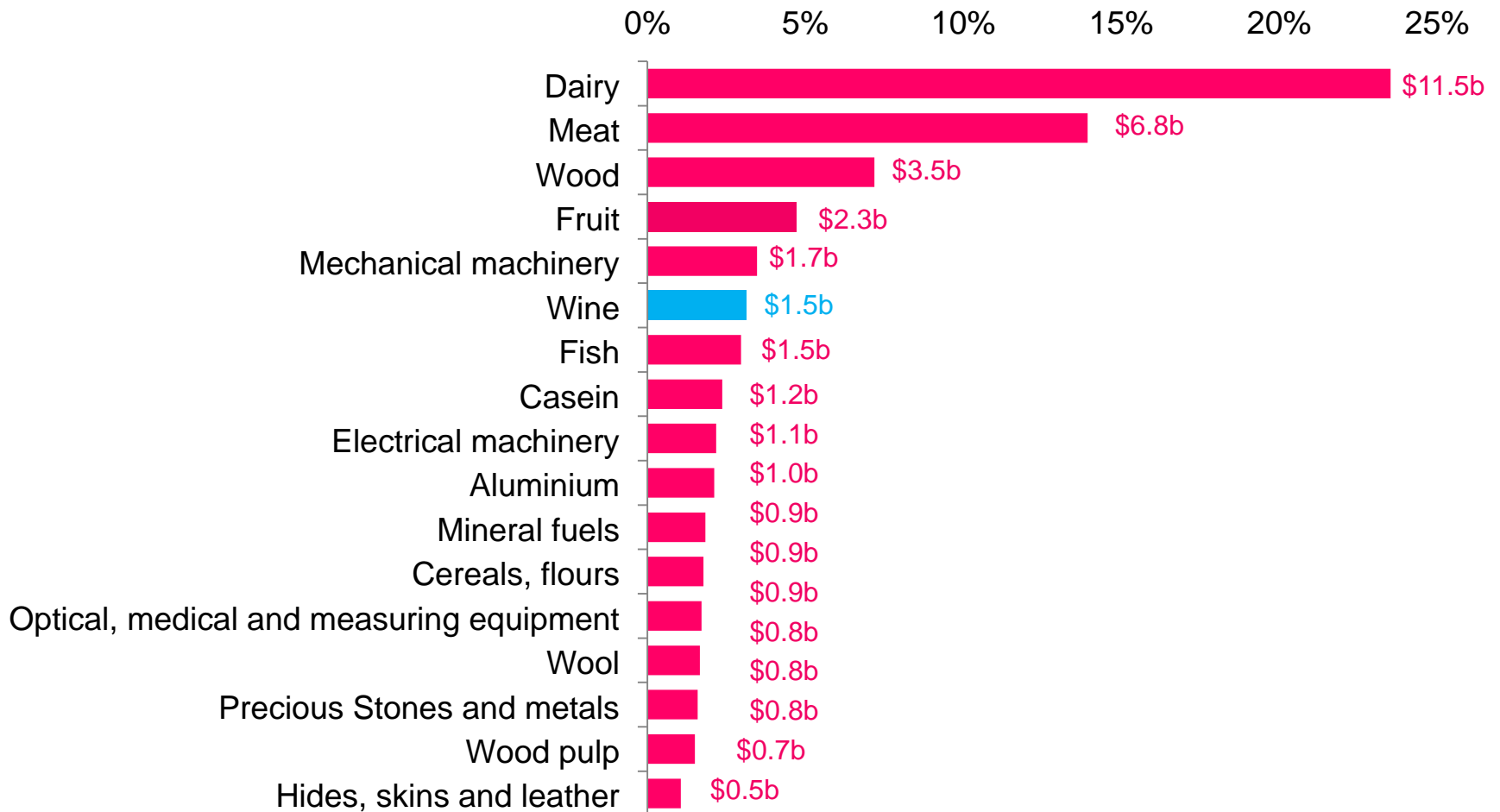
(m of litres)



Wine is 6th largest export commodity in 2015

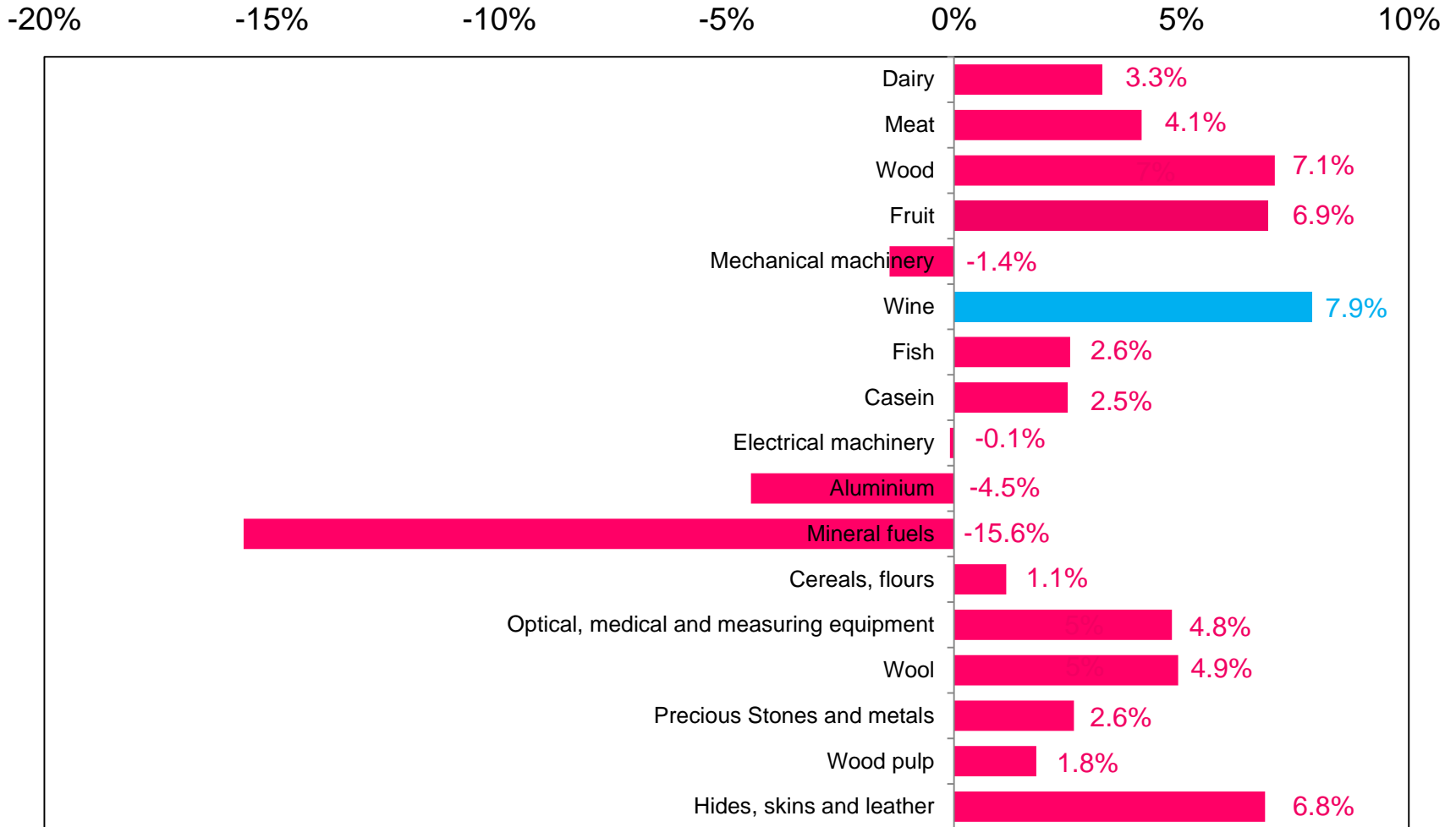


Share of total exports
December year



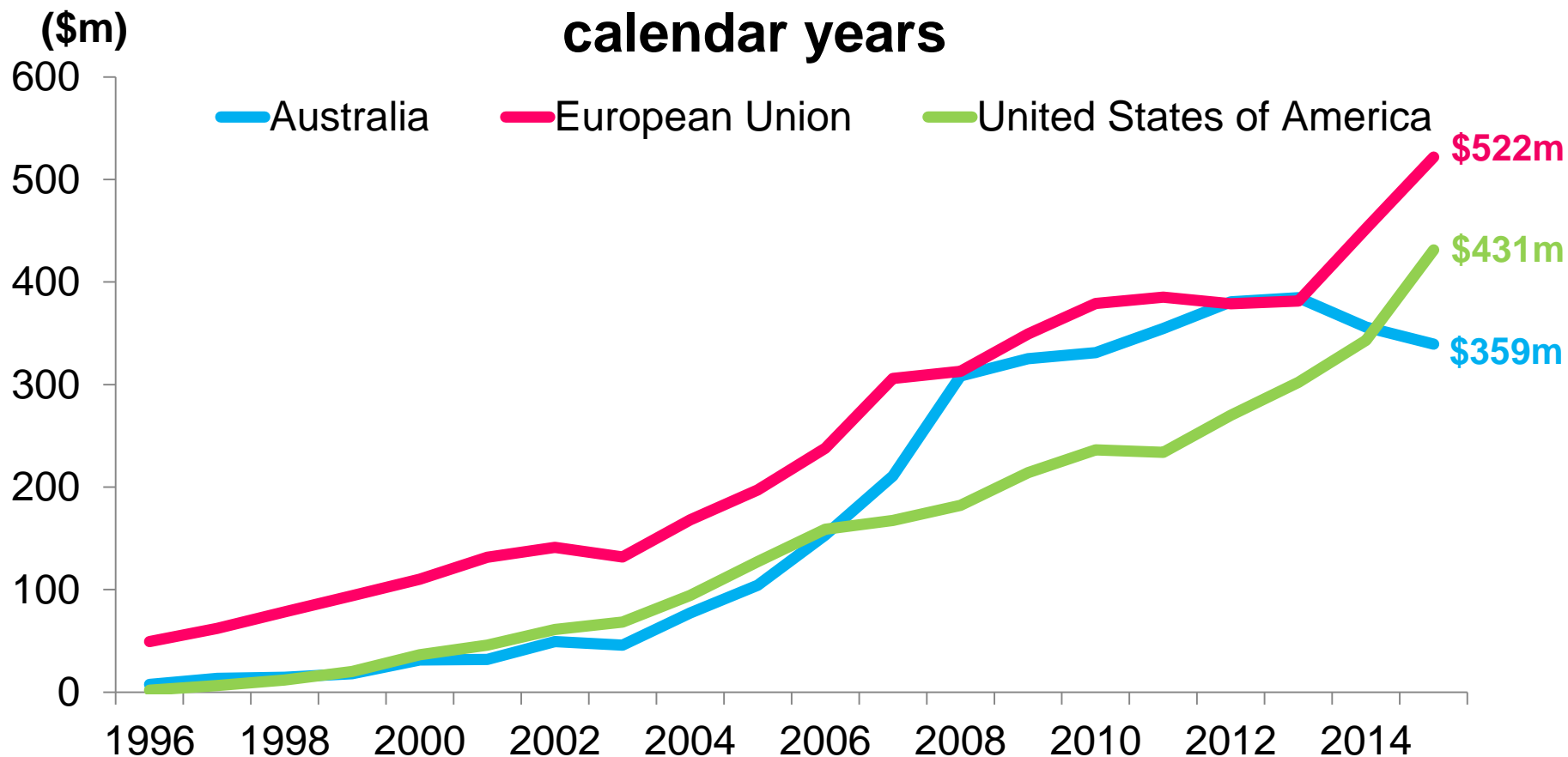
Wine exports are growing rapidly

Annual growth in value of exports from 2008 to 2015



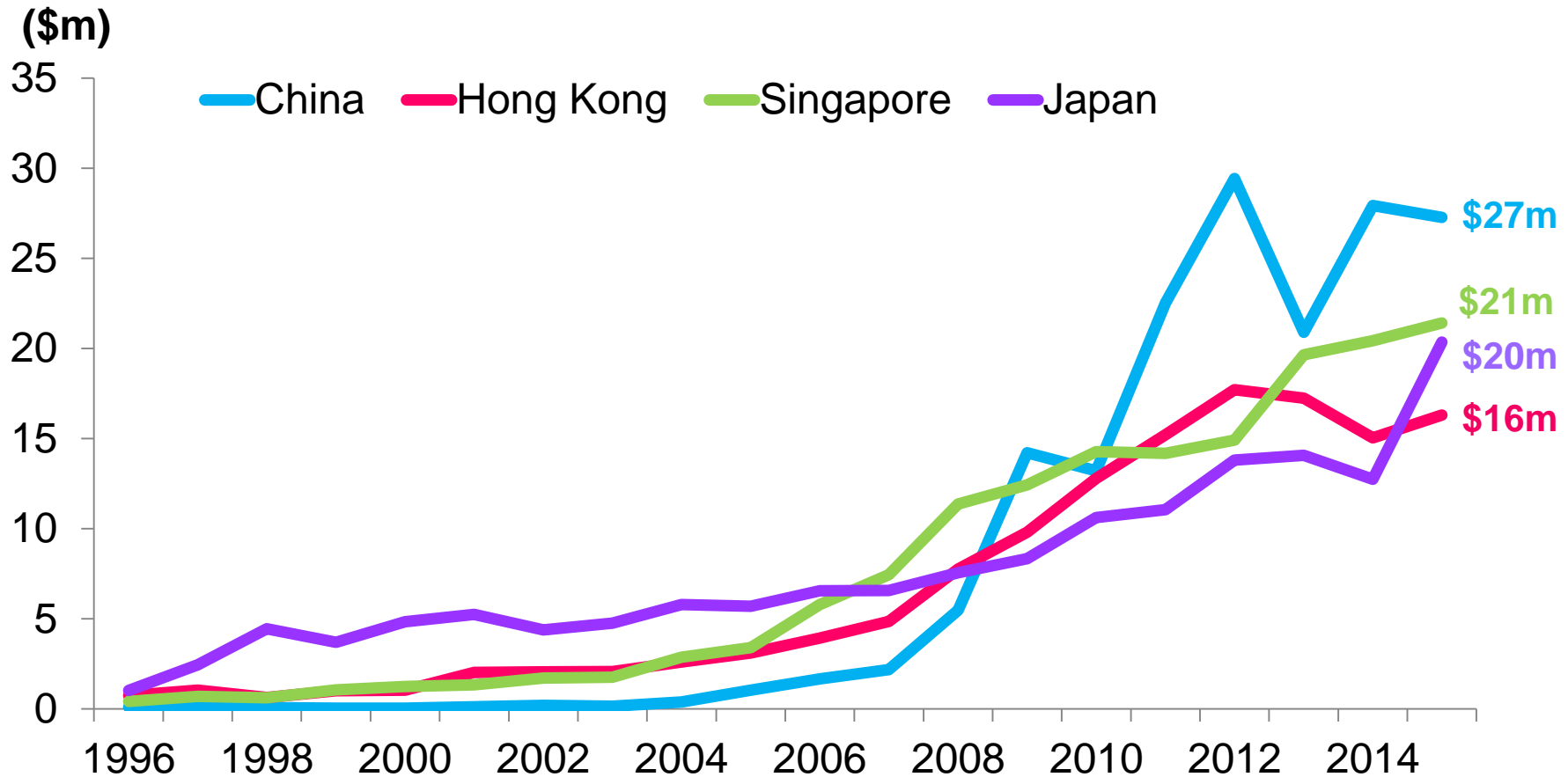
\$1.3 billion of wine to the EU, US and Australia

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

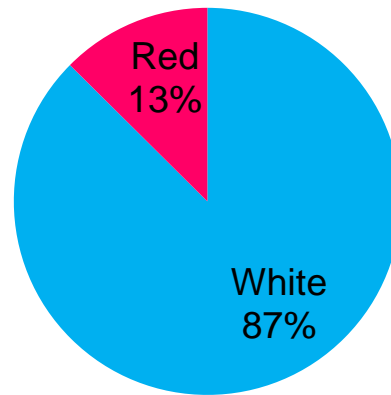


Growth in exports to Asia

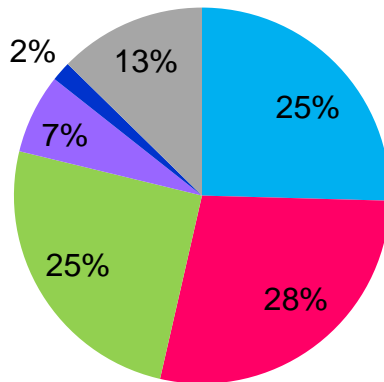
Wine export values to Asia, calendar years



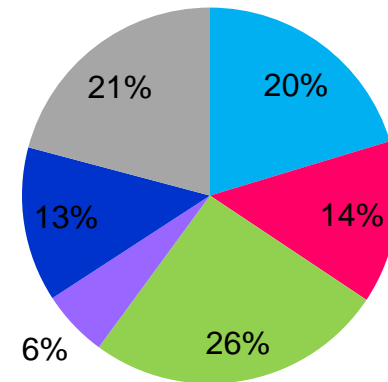
Wine exports by type June 2015 year



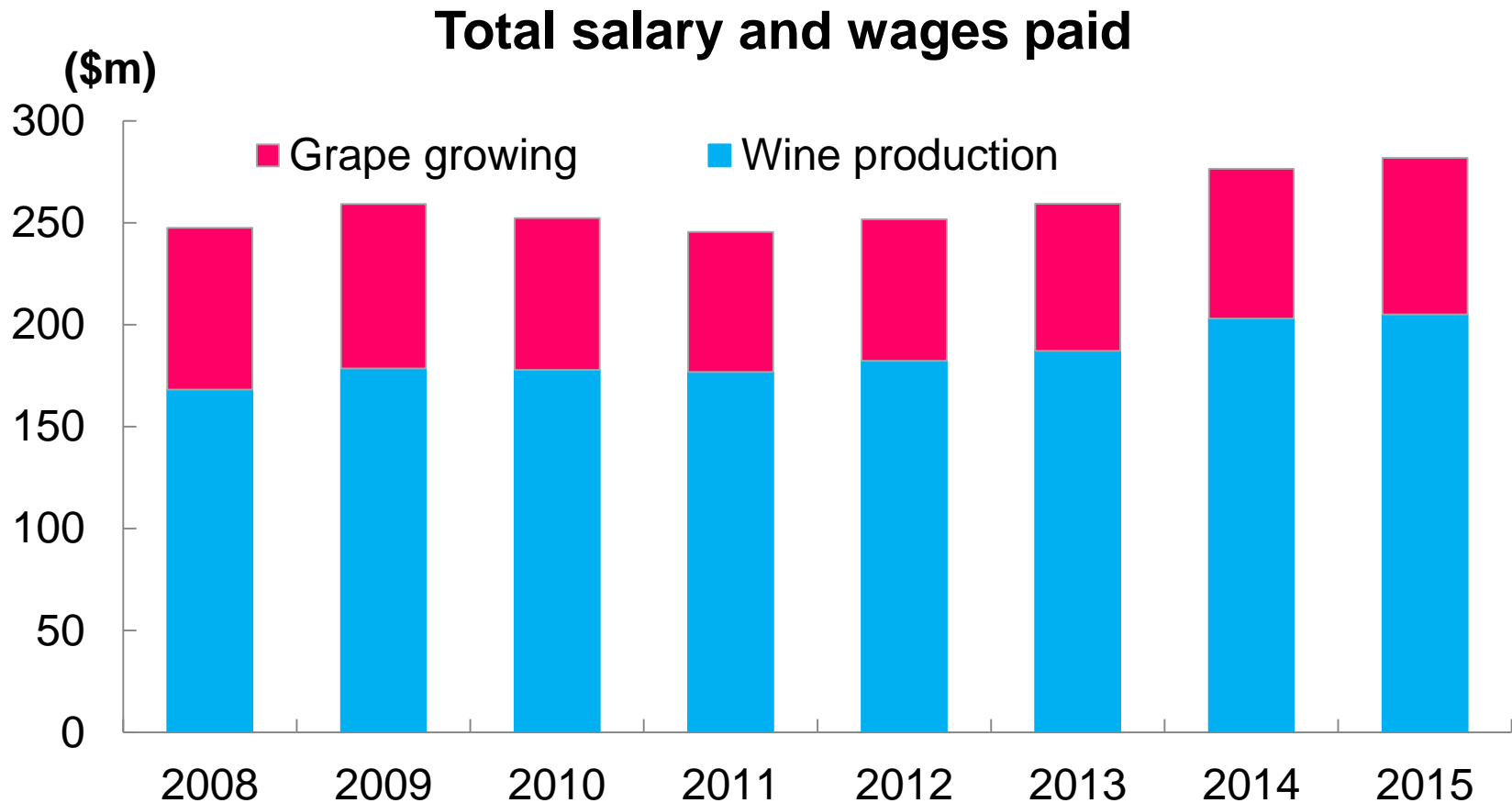
White wine exports



Red wine exports

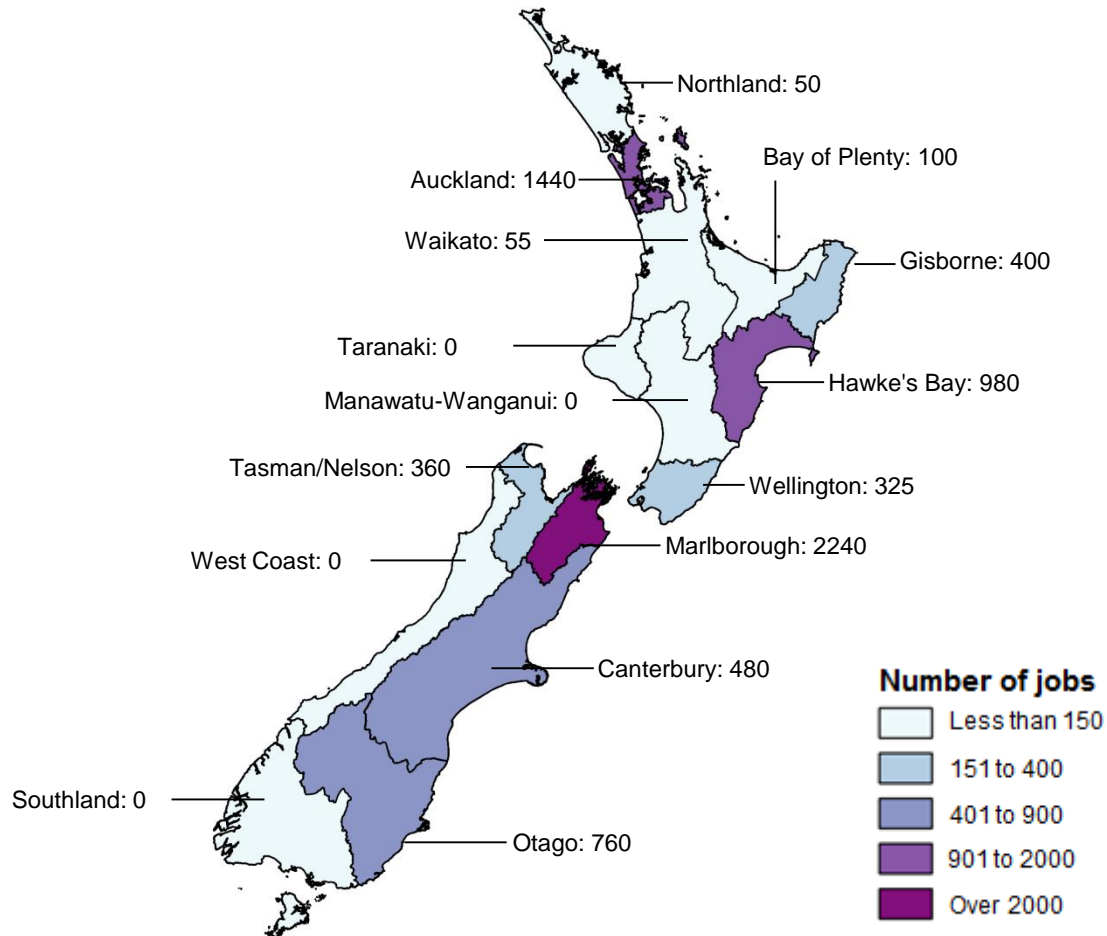


The sector pumps \$280 million directly to Kiwi households



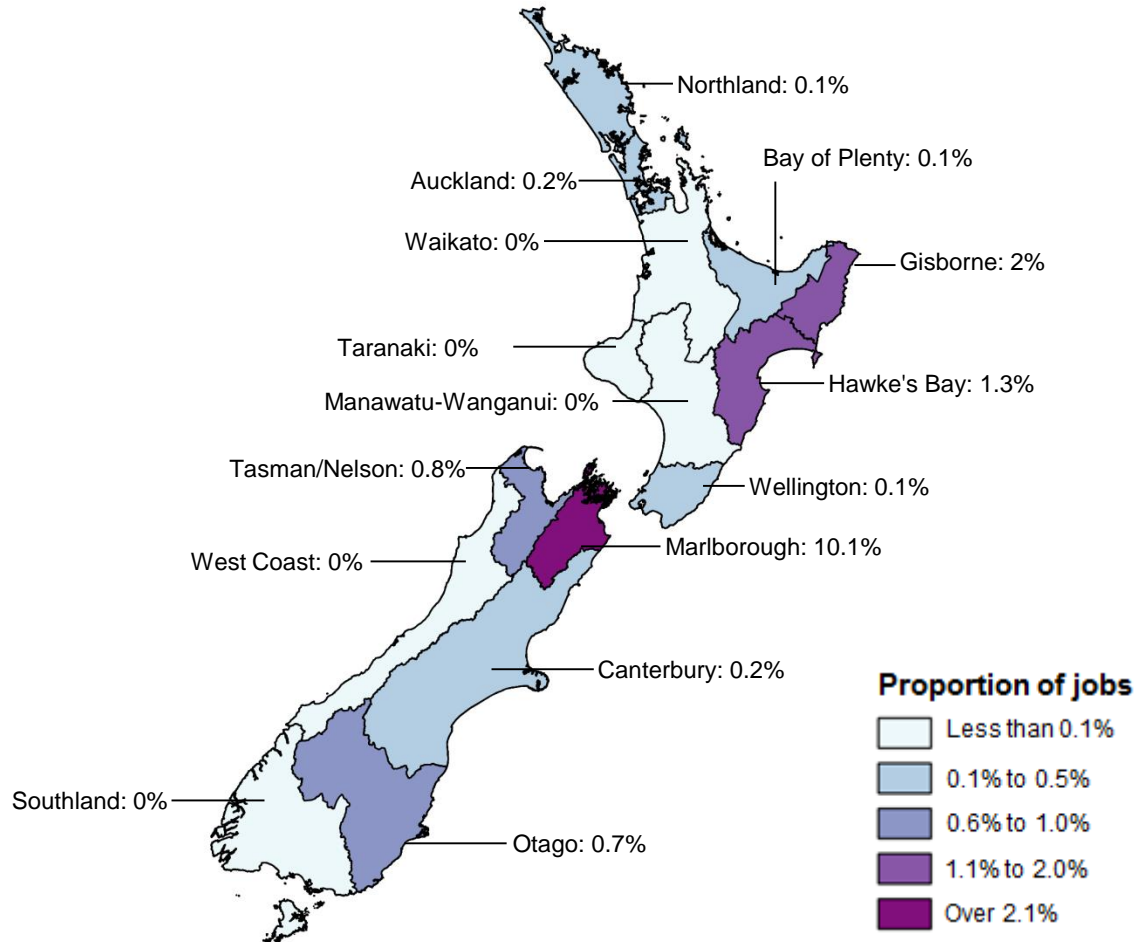
Over 7,500 wine sector jobs are spread around New Zealand

February 2015



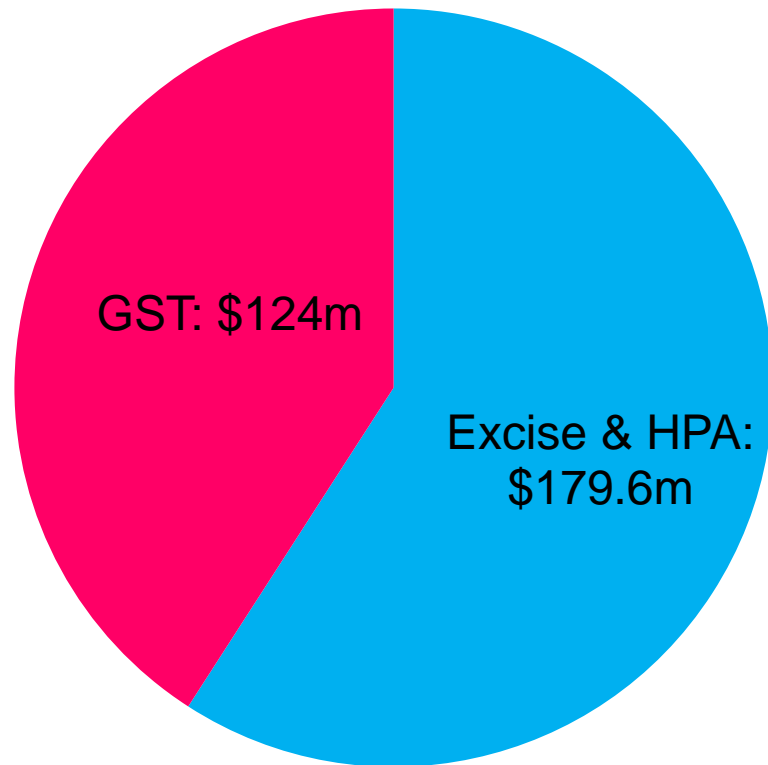
Contributing as much as 10% of local employment in Marlborough in 2015

February 2015



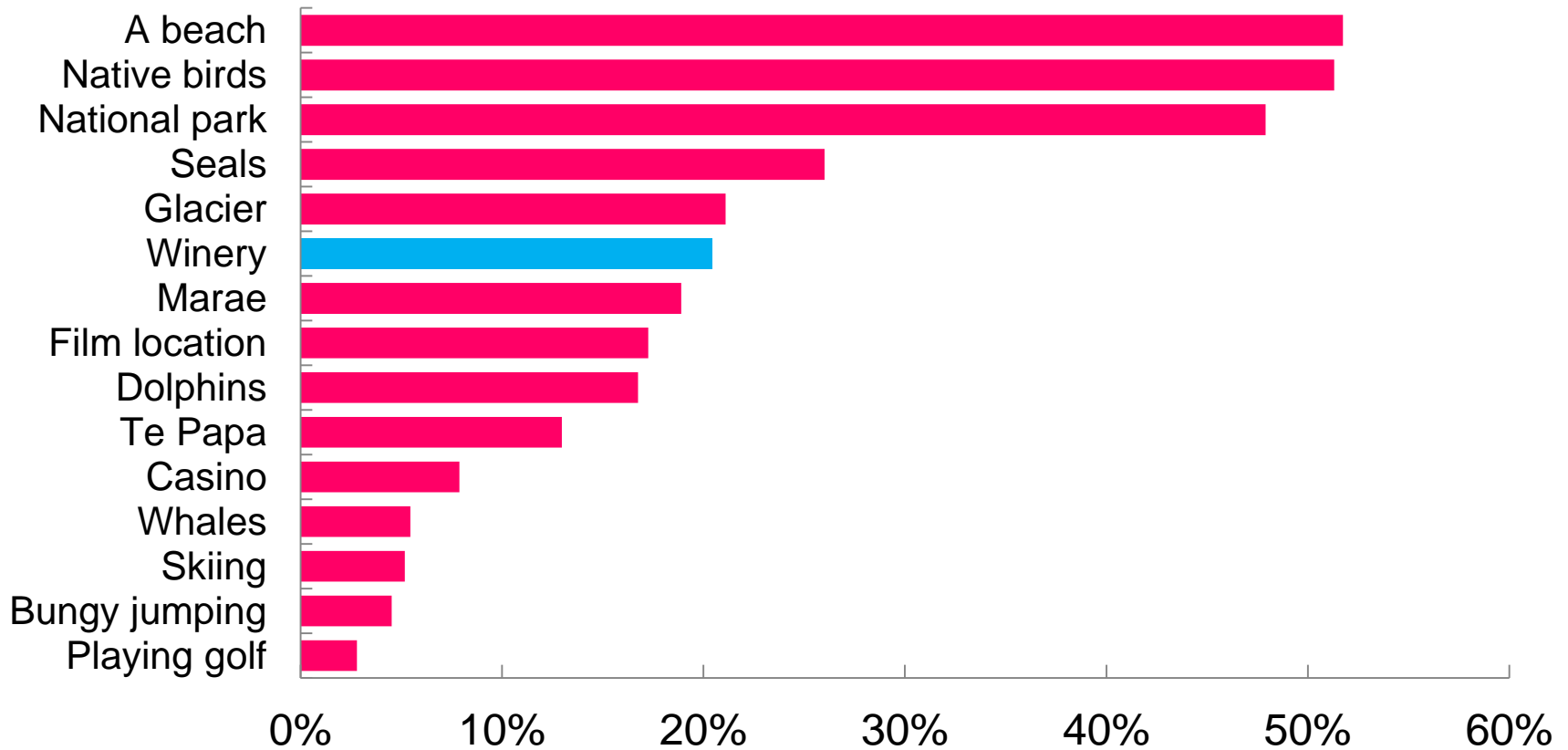
GST and excise taxes contribute 1% to total tax take

Indirect taxes paid in 2015



20% of international tourists visit a winery

Selected activities & locations visited by tourists
June 2015 year

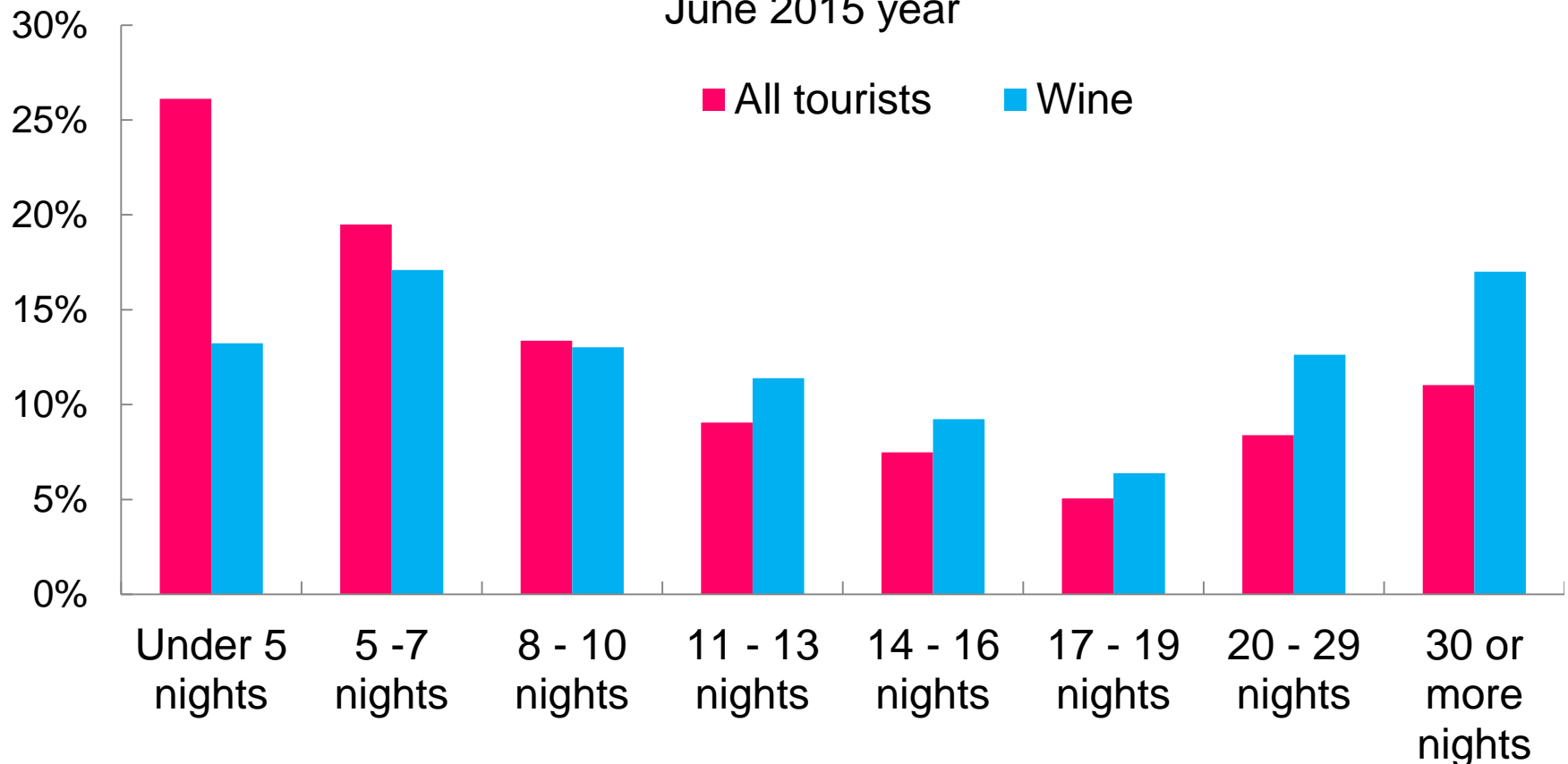


Source: NZIER, MBIE

Wine tourists* stay longer than others in New Zealand

Length of stay of international tourists

June 2015 year

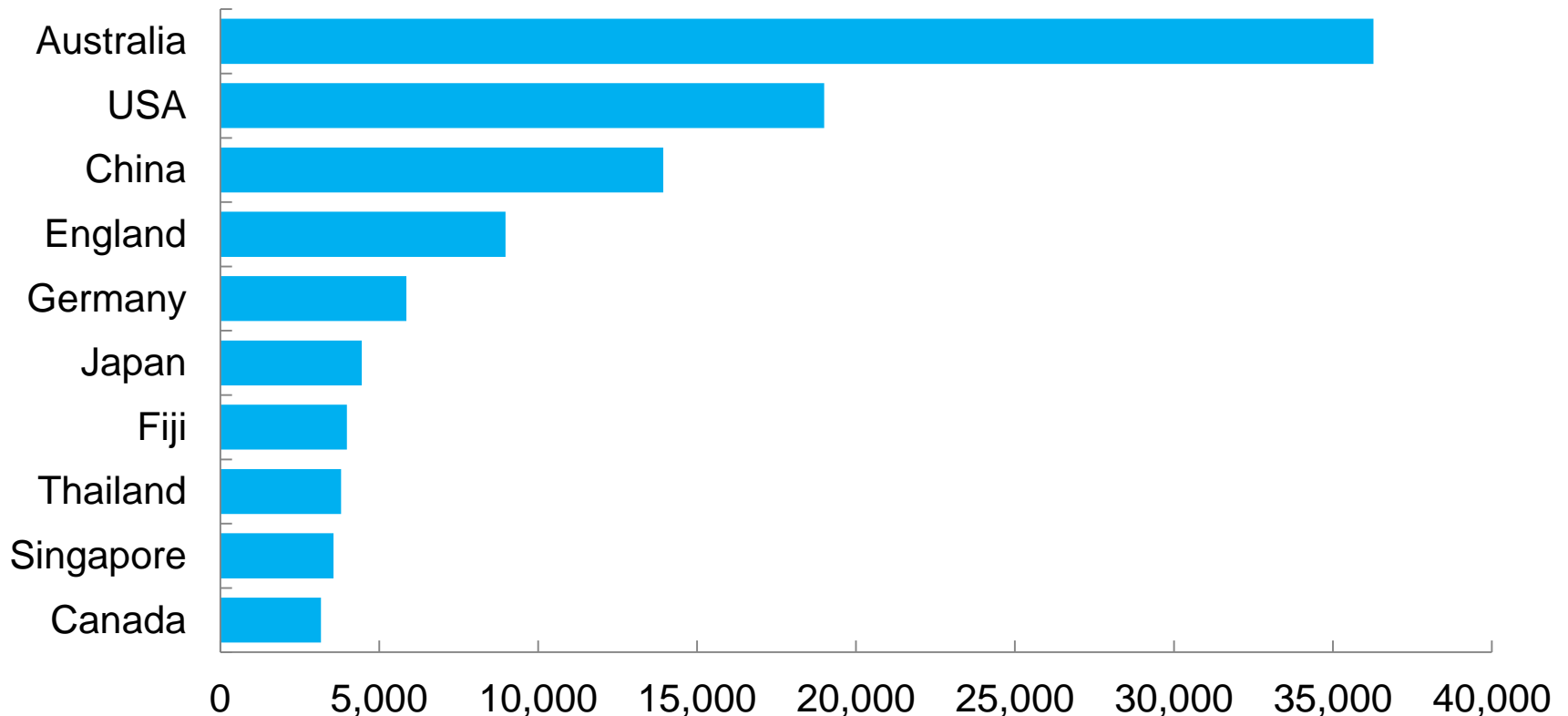


Source: NZIER, MBIE

*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

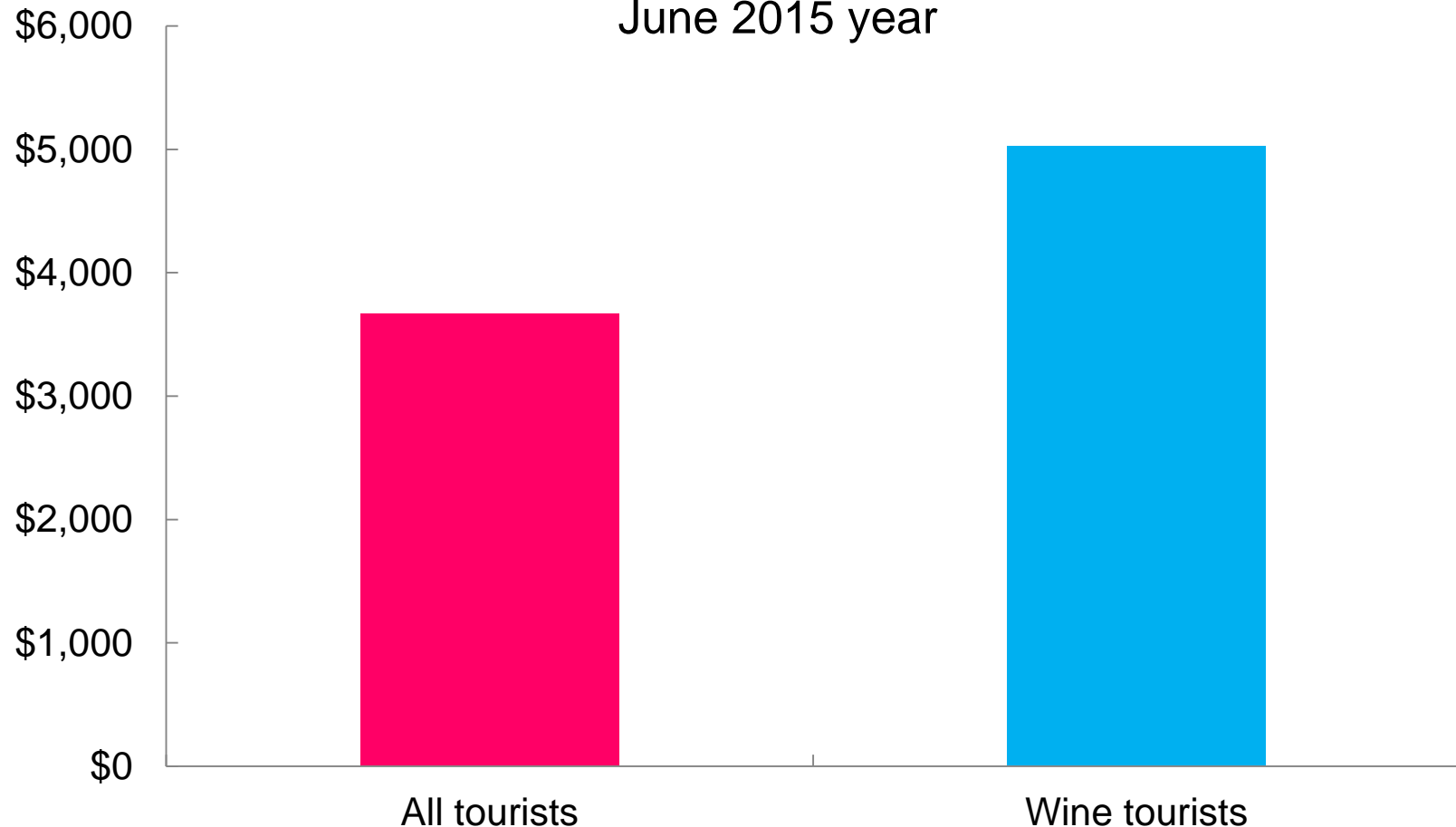


Source: NZIER, MBIE

Wine tourists spend more per visit to New Zealand

Average spending per international tourist

June 2015 year



Source: NZIER, MBIE