

Temecula Valley Winegrowers Report



Photo courtesy of Visit Temecula Valley

October 2019

Prepared for

Visit Temecula Valley
Temecula, California

TEMECULA VALLEY WINEGROWERS REPORT

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Prepared by

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I. INTRODUCTION

This document summarizes the findings based on a questionnaire sent to the members of the Temecula Valley Winegrowers Association during 2019. Main topics include annual wine production and sales, visitation activities, employment characteristics, and annual revenue. These findings are summarized graphically.

Objectives

Wineries and vineyards serve as an important component of the economy and visitor industry in Temecula Valley. The primary purpose of this report is to provide current and reliable information that will help guide and support the comprehensive marketing and tourism planning efforts of Visit Temecula Valley and Temecula Valley Winegrowers Association including:

- Grant Proposals
- Solicitation of Sponsorship funds
- Impart the value and importance of the region to the media
- Stress the economic impact of wine country to local and statewide governments
- Strategic partnership opportunities
- Potentially assist in an increased 'perceived' value of our individual properties

Survey Findings and Limitations

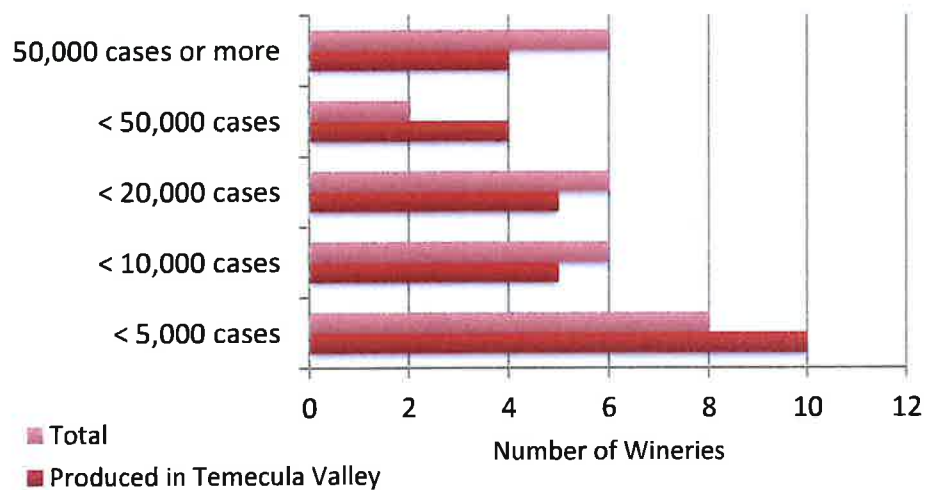
The survey findings presented in this report are intended to describe the Temecula Valley wineries and vineyards as closely as possible. Thus, when reviewing and interpreting the findings it should be kept in mind that not all of the 36 wineries reported information for every question, and each winery did not necessarily report information for the same set of questions as they did in years previous.

TEMECULA VALLEY WINERY PROFILE

Production

The reported findings show the number of Temecula Valley wineries and the reported case production for 2018. Eight wineries reported case production of less than 5,000 cases. Six wineries reported case production of more than 50,000 cases.

Figure I
Annual Case Production



Distribution

The majority of Temecula Valley wineries sell wine directly; only 5 wineries reported that they sell wine through distributors.

Figure II
Wine Sales made through Distributors

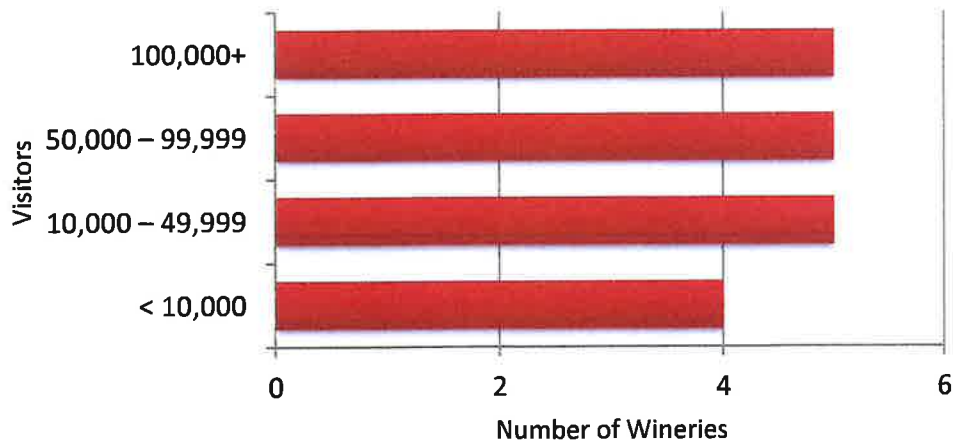


Wineries selling through distributors preferred in-state distribution first. They also reported shipping wine to Arizona, Texas, and Oregon.

Visitation and Visitor Activities

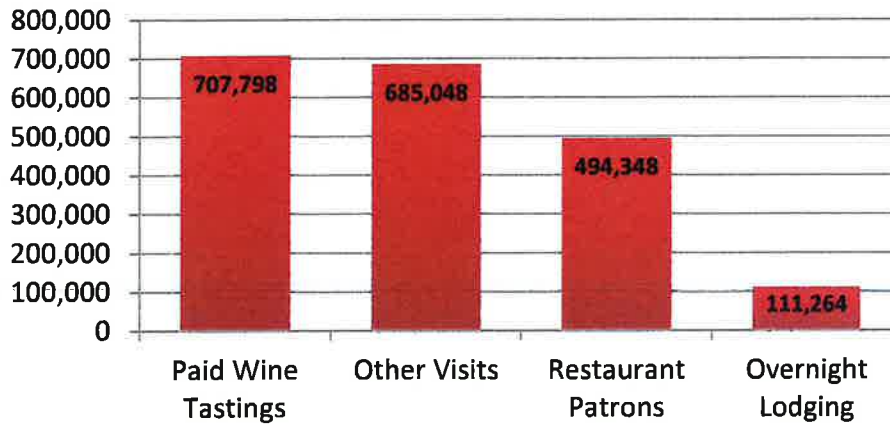
Temecula Valley wineries welcomed visitors to their winery for wine tastings, weddings or other events.

Figure III
Visitation



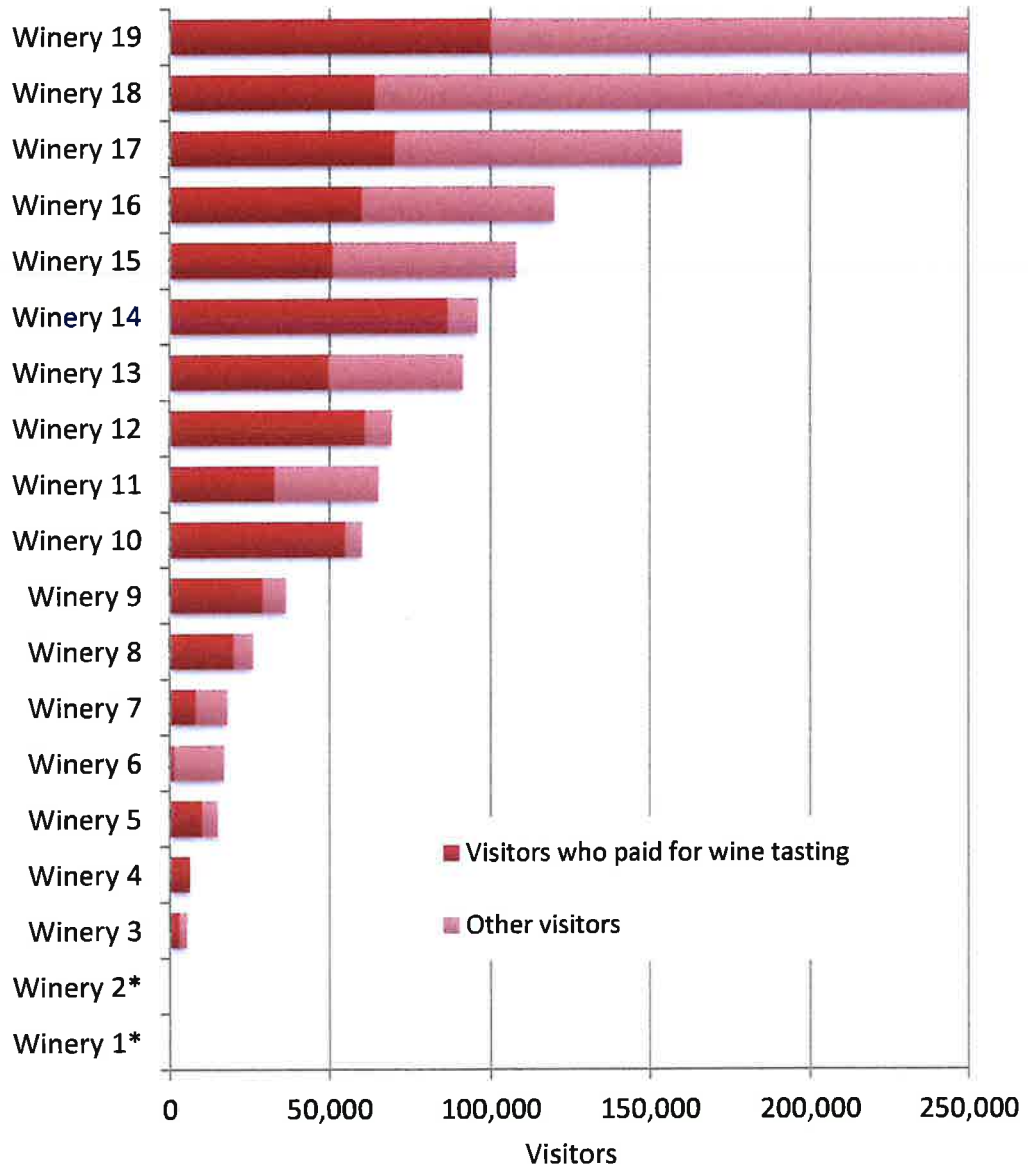
Many visitors to Temecula Valley wineries and vineyards enjoyed paid tastings and restaurant dining, with a small number who stayed overnight at wineries that offer lodging.

Figure IV
Type of Winery Visitor
(Number of Visitors)



Most of the wineries that reported visitation had some level of paid wine tastings. Five of the wineries reported 100,000 or more visitors during 2018.

Figure V
Visitors Who Paid for Wine Tasting by Winery



*Total visitors <1,000

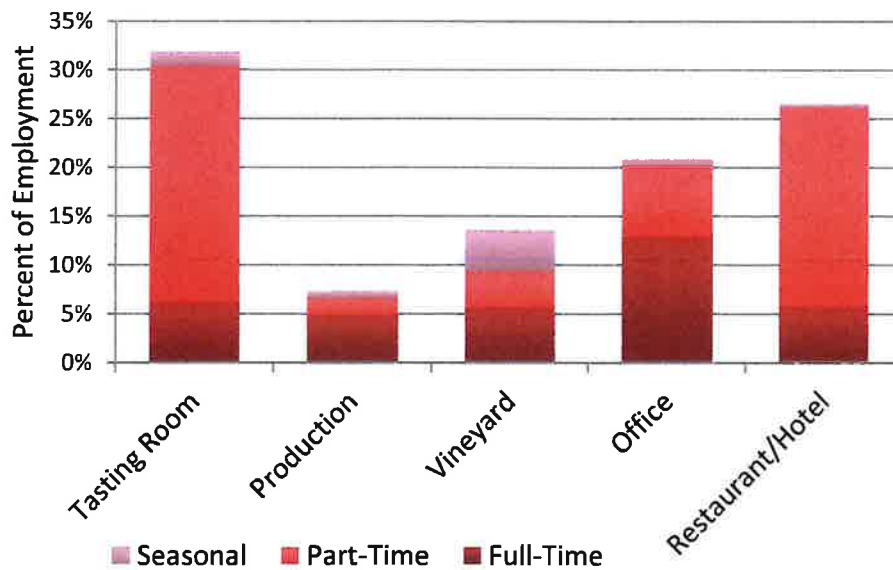
Employment Characteristics

The majority (64%) of the workers who comprise the Temecula Valley wineries and vineyards labor force are employed seasonally or part-time. The plurality (32%) work in tasting rooms, while about 14% are employed on vineyards.

Figure VI
Full and Part-Time Employment

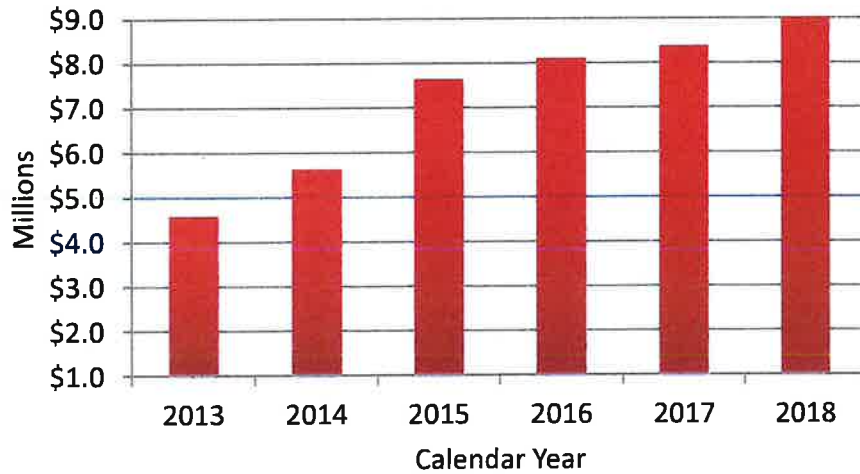


Figure VII
Type of Employment



Annual Wage and Salary

Annual wages and salary for Temecula Valley wineries totaled approximately \$10.1 million in 2017, growing by 19.9 percent from the previous year.



Source: State of California Employment Development Department

Annual Revenue

Temecula Valley wineries and vineyards show a range of annual revenue, with approximately \$99.6 million total annual revenue for 2018.

**Figure VIII
Annual Revenue**

