

# Victoria

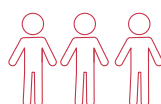
## WINE INDUSTRY SNAPSHOT

### ECONOMIC IMPACT



**\$6.2b**  
total economic  
contribution

### EMPLOYMENT



**6,950**  
direct jobs

### PRODUCERS

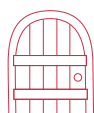


**1,133**  
grape  
growers



**651**  
wine  
producers

### TOURISM



**1.95 million**  
winery visits



**4.2 million**  
visitor nights



**\$1.1b**  
regional  
expenditure

### PLANTINGS



**22,152 ha**  
vineyard area

### CRUSH



**334,834**  
tonnes crushed



**\$634/tonne**  
average value



**14.1 tonnes/ha**  
average yield



**\$243.8m**  
total crush value  
all grapes

### TOP 10 VARIETIES BY WEIGHT



**Shiraz**  
74,042t (25%)



**Merlot**  
17,914t (6%)



**Muscat Gordo Blanco**  
11,087t (4%)



**Chardonnay**  
63,625t (21%)



**Pinot Gris/Grigio**  
17,015t (6%)



**Prosecco**  
9,757t (3%)



**Cabernet Sauvignon**  
37,970t (13%)



**Pinot Noir**  
13,806t (5%)

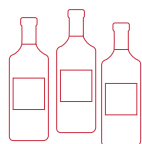


**Semillon**  
9,499t (3%)



**Sauvignon Blanc**  
13,207t (4%)

## EXPORT



**4.68 million**

GI label litres  
(bottled)



**\$48.7m**

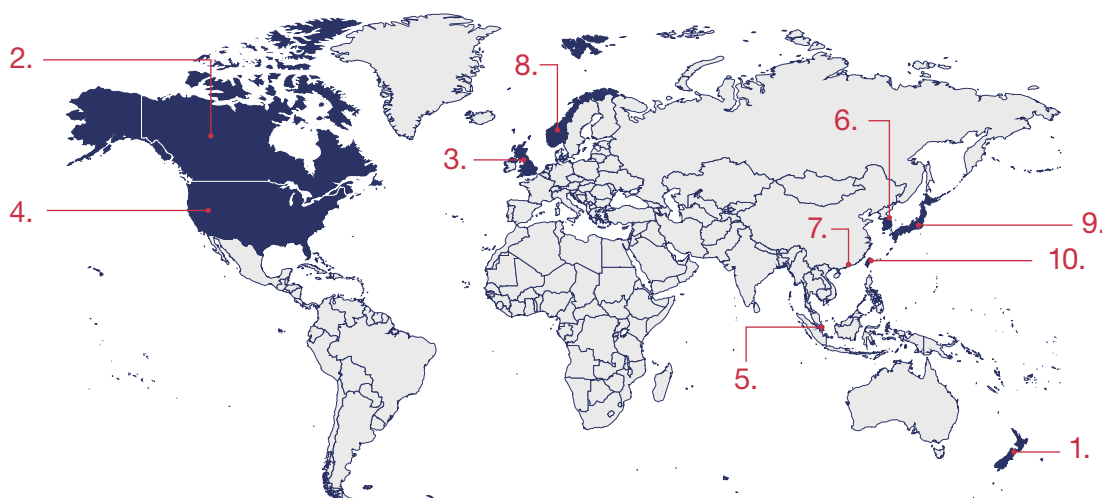
GI label value  
(bottled)



**\$22.44/L**

average value  
(bottled)

## TOP 10 EXPORT DESTINATION MARKETS BY VOLUME



**New Zealand**

822,795L (18%)



**USA**

476,945L (10%)



**Norway**

204,872L (4%)



**Canada**

746,598L (16%)



**Singapore**

264,512L (6%)



**Japan**

147,916L (3%)



**United Kingdom**

672,518L (14%)



**South Korea**

214,667L (5%)



**Taiwan**

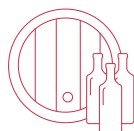
134,100L (3%)



**Hong Kong**

204,893L (4%)

## PRODUCTION, SALES AND INVENTORY



**250 million**

litres of wine production



**\$567m**

domestic wine sales



**\$435m**

export wine sales