



WINES OF
BRITISH COLUMBIA

British Columbia Wine and Grape Industry Economic Impact 2019 Fact Sheet

- The sum of all economic activity in British Columbia related directly or indirectly to wine is **\$3.75 billion**, an increase of **\$983.18 million** over 2015 when the sum was **\$2.77 billion** (+35.5%), and an increase of **86.7%** from **\$2 billion** in 2011;
- In 2019, estimated jobs in British Columbia from all economic impacts created totaled **14,272** full-time equivalent workers; related wages were approximately **\$753.82 million**.
- Over **800** British Columbia wine grape growers produced **24,950 tonnes** of grapes from **11,086** bearing acres whose total value in 2019 was **\$70.7 million**, an average of **\$2,834 per tonne**;
- In 2019, an average bottle of British Columbia wine sold generated approximately **\$29.87** of business revenue, **\$5.14** of tax revenue and **\$8.79** of wages. For every \$1.00 spent on Canadian wine in British Columbia, **\$3.10** in business revenue generated across the province;
- By comparison for every \$1.00 spent on imported wine in British Columbia, **\$1.12** in economic impacts are generated across the province.
- **284** British Columbia wineries or wine companies sold over **7** million, nine-litre (9L) equivalent units of wine and had revenues of over **\$443** million in 2019;
- Between 2011 and 2019, the impacts of wine related tourism increased by **64.5%**, contributing **\$609 million** in revenues to the British Columbia economy in 2019, supporting **3,912** jobs and over **\$174.73 million** in wages specific to wine-related travel in Canada;
- Wine-related activity in 2019 contributed over **\$440 million** in federal and provincial tax revenues.
- 100% Canadian wines contributed to the British Columbia economy business revenue of over **\$1.65 billion**, tax revenues of **\$231.12 million** and wages of **\$503.7 million**, totaling **\$2.38 billion** of overall economic impact, an increase of nearly **\$711.96 million** since 2015.
- IDB wines contributed to the British Columbia economy business revenue of over **\$908.99 million**, tax revenues of **\$209.07 million** and wages of **\$250.11 million**, totaling approximately **\$1.36 billion** of overall economic impact, an increase of over **\$271.22 million** since 2015.