



**TOTAL ECONOMIC IMPACT OF THE WINE AND WINEGRAPE INDUSTRY IN THE
PASO ROBLES AVA AND SAN LUIS OBISPO COUNTY**

HIGHLIGHTS

\$1.9 BILLION [^]

	San Luis Obispo County *
Total Jobs **	13,627
Wages Paid	\$388 Million
% of County Jobs	11.5%
Winery Revenue from SLO County Wine	\$732 Million
Cases of Wine Produced	8.58 Million
Winegrape Bearing Acres	44,700
SLO County Wine Grape Crop Size 2015	127,367 Tons
Value of Winegrape Crop	\$297 Million
Total Tourism Visits to Wineries	1.56 Million
Wine Related Tourism Expenditures	\$194 million
Wine Related Tourism Percentage Demand for Hotel Accommodations	28%
Percentage of Gross Regional Product for San Luis Obispo County	6.5%
Total Property Tax Assessments to Vineyards and Wineries	\$44.8 Million (28% of total SLO Co.)
Total 2015 CA Sales Tax revenue collected from Vineyard and Wineries	\$54.9 Million (10% of total SLO Co.)

[^] Including direct, indirect, and induced economic impact.

* Including Paso Robles AVA

** Including vineyard, winery, and supporting industries

The Paso Robles AVA accounts for 87 percent of SLO County wine industry output and economic impact with 40,000 vineyard acres and more than 200 wineries, 95 percent of which are small production, family owned businesses.

Report prepared by University of California Agricultural Issues Center for the Paso Robles Wine Country Alliance. Data based on the 2015 harvest year. Any use or reproduction of this publication must be approved by the Paso Robles Wine Country Alliance.