

# UNDERSTANDING WINE AS A REGIONAL ECONOMIC DRIVER



WINE VICTORIA  
AUSTRALIA



# Victoria's wine industry



A powerful contributor to Victoria's economy, communities and regional prosperity.



**\$10.8b**

**ECONOMIC  
CONTRIBUTION**

Total annual economic  
contribution to Victoria



**17,178**

**JOBS  
SUPPORTED**

Direct and indirect jobs  
supported across  
regional and metropolitan  
Victoria



**\$2.69b**

**TOURISM EXPENDITURE  
IN REGIONAL VICTORIA**

Annual regional tourism  
expenditure driven by  
wine and wine regions



**2.6m**

**WINERY  
VISITS**

Annual visits to cellar  
doors and wineries  
across Victoria



**21**

**WINE  
REGIONS**

Distinct wine regions  
across Victoria, each with  
a unique sense of place



**STRONG  
ECONOMY**



**REGIONAL  
PROSPERITY**



**VIBRANT  
COMMUNITIES**



**GLOBAL  
REPUTATION**

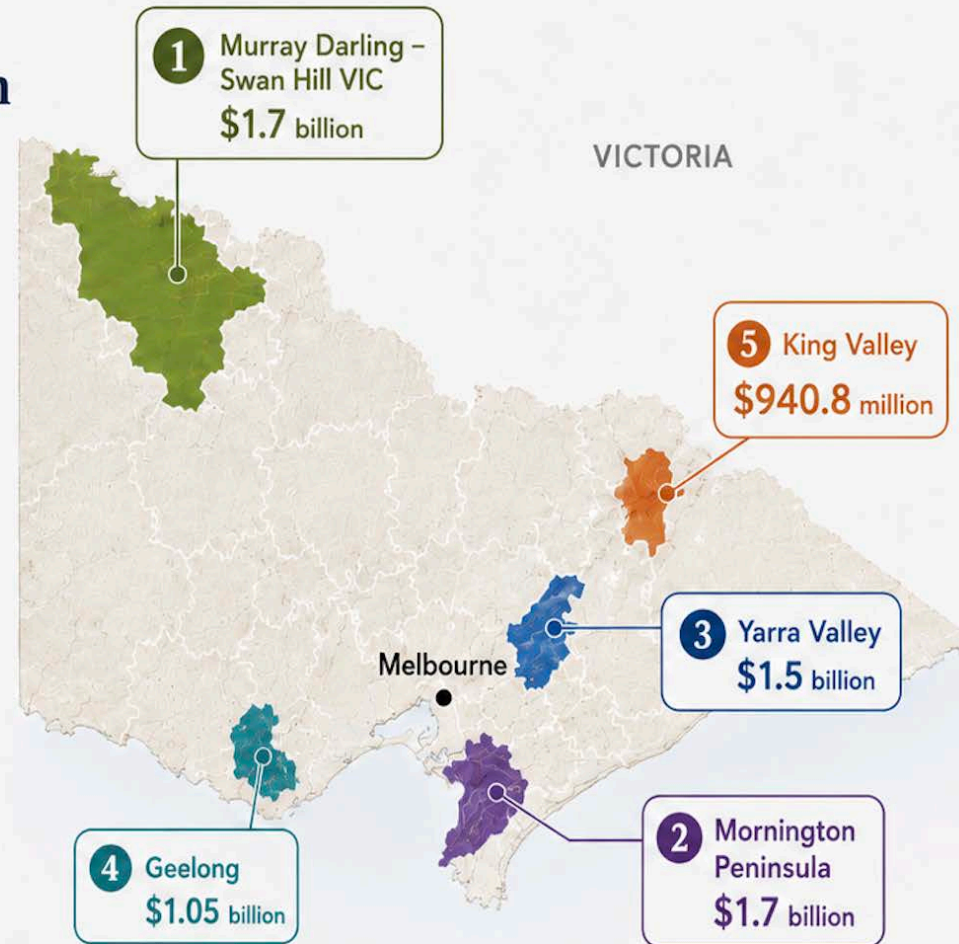


**ECONOMIC IMPACT 15.5%**  
**VISITOR NIGHTS 39.5%**  
**TOURISM EXPENDITURE 41.5%**  
**JOBS 14%**  
**VALUE OF WINE SALES 64%**

# Regional performance continues to underpin industry strength

## TOP REGIONAL CONTRIBUTORS TO VICTORIA'S WINE ECONOMIC CONTRIBUTION (2025)

1		Murray Darling - Swan Hill VIC	\$1.7 billion	
2		Mornington Peninsula	\$1.7 billion	+54.5% ▲ vs 2024
3		Yarra Valley	\$1.5 billion	
4		Geelong	\$1.05 billion	+20.7% ▲ vs 2024
5		King Valley	\$940.8 million	



TOGETHER THESE FIVE REGIONS GENERATE APPROXIMATELY

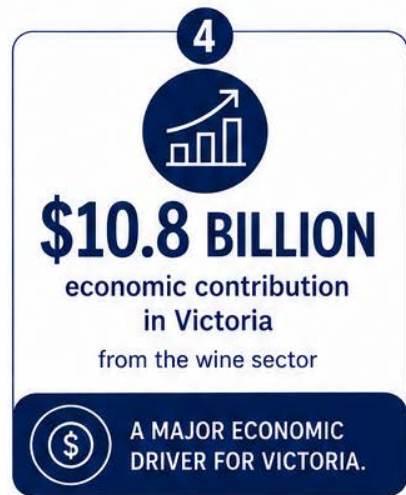
# 64%

OF VICTORIA'S TOTAL WINE ECONOMIC CONTRIBUTION



These regions are the **economic engine rooms** of Victoria's wine industry

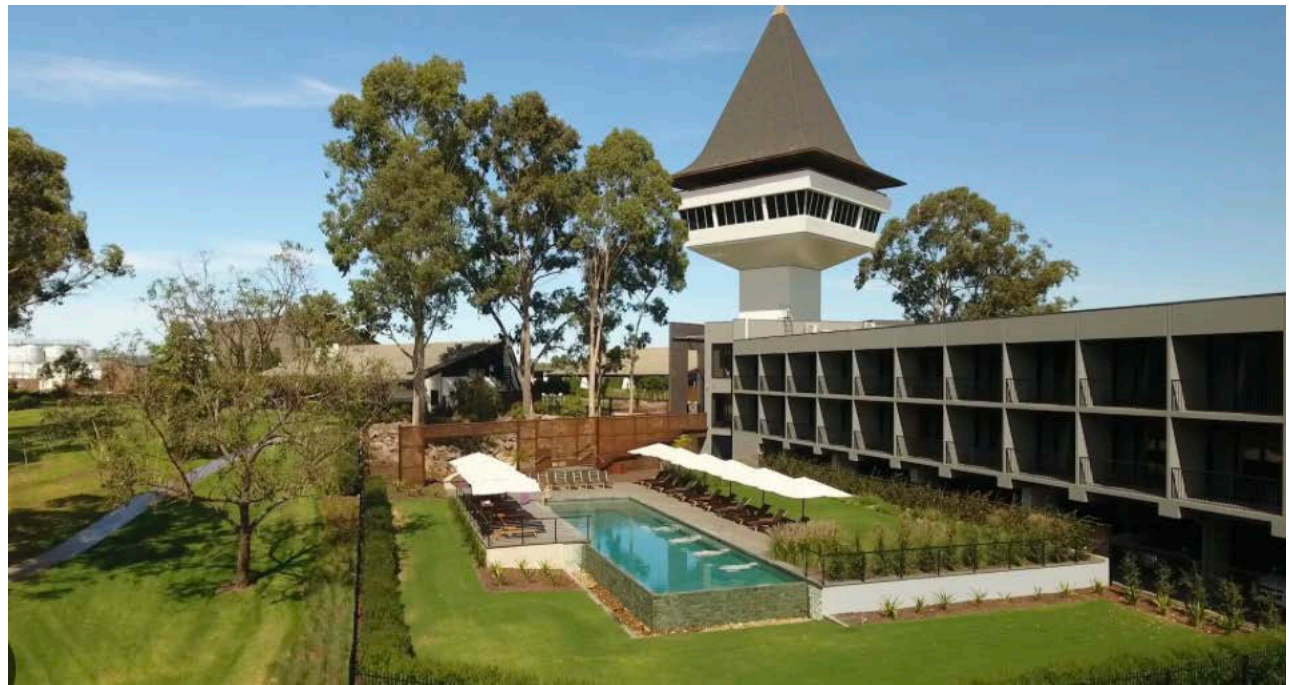
# WINE TOURISM – POWERFUL ECONOMIC DRIVER



**SOURCES:** Tourism Research Australia (Year ending Dec 2024); Wine Australia – The Australian Wine Sector's Economic Contribution 2025; Wine Victoria.



THIS IS WHAT I MEAN  
WHEN I SAY I'M "OUTDOORSY"



The  
Farmhouse

