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Wine industry on the rise in Arizona

Mark Nothaft, Phoenix Drinks Examiner
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Visitors to Arizona wineries or tasting rooms indicated that their experience was better than they expected (67.1 percent) according to a recently published study “The Arizona Wine Tourism Industry” funded by the Arizona Office of Tourism and completed by Northern Arizona University.



Sam Pillsbury is just one of several wine pioneers who are putting Arizona Wines on the map.
Credits: Pillsbury Wines

Additionally, two-thirds of all visitors are in-state residents, travel in groups, and have a higher than the state average annual income at \$76,000. According to the study, they are also spending money during their visits to the wineries and tasting rooms. On average they spend \$70 and purchase an average of 3.3 bottles. Additionally they spend money on other items such as food and merchandise.

“This is great news for Arizona wineries statewide as well as for the state’s economy as a whole,” says **Peggy Fiandaca**, President of the **Arizona Wine Growers Association**. The wineries collected the survey instruments from visitors and worked closely with authors. The study concluded that Arizona wine visitors had an estimated \$22.7 million in direct expenditures, which resulted in an indirect economic impact of \$4.3 million, and induced impacts of \$10.5 million for a total industry economic impact of \$37.6 million. Indirect business taxes based on direct expenditures produced an additional \$5.9 million, and the total economic impact supported 265 direct jobs and 140 induced jobs, for a total of 405 jobs.

“Wine grape growing and wine production is a growing industry in Arizona that offers tremendous opportunity to create jobs and wealth in rural areas. It brings visitors to the rural regions of the state and exposes them to family farming. The wine industry is preserving an important part of Arizona’s agriculture heritage and rural lifestyle; providing a reason for young people to stay or come back to rural areas,” Fiandaca says.

For more information, click here to visit the Arizona Wine Growers Association website.

A TASTE OF ARIZONA

This weekend, visit the Arizona Centennial Best Fest in Prescott to sample wines made in Arizona and to help celebrate our state’s upcoming 100th birthday. Live music, military, science and history displays, arts and crafts and locally produced products are just part of the fun. Come to Prescott today through Sunday.