



WILSON CREEK

WINERY & VINEYARDS

Bill Wilson, Owner/CEO



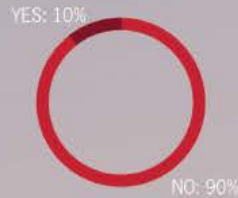
Temecula Valley Information



ANNUAL CASE SALES



DISTRIBUTION OUTSIDE OF WINERY



VISITATION (MORE THAN 1.3 MILLION VISITORS*)



ANNUAL REVENUE

\$61.5 TOTAL ANNUAL REVENUE MILLION



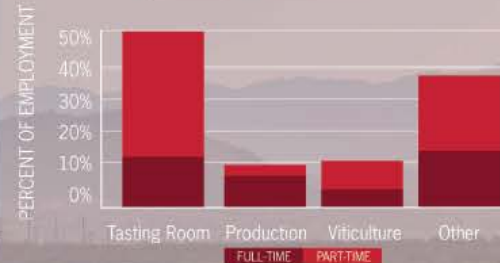
FULL- & PART-TIME EMPLOYMENT*



*Based on 23 of 36 responding wineries



TYPE OF EMPLOYMENT



2,525 HARVESTED ACRES WINE GRAPES
 YIELDING **10,000 TONS**
 TOTAL GRAPE SALES
\$13.4 MILLION



2015 Riverside County Agricultural Report



TEMECULA VALLEY WINE COUNTRY BRINGS

JOBS, BUSINESS & BENEFITS

TO OUR LOCAL ECONOMY

Data Provided by Ober Ruyven & Associates
 All data based on 29 of 36 wineries responding; exceptions are noted.

Temecula Valley Information

TEMECULA VALLEY TRAVEL SPENDING



14-15 ANNUAL PERCENT CHANGE



TRAVEL MEANS
JOBS, BUSINESS & NEW EXPERIENCES



TEMECULA VALLEY TRAVEL & TOURISM INDUSTRY

is expected to continue growing —
bringing more benefits to the city, county & state economy

Temecula Valley Visitor Volume - 2015

Accommodation	Travel Parties		Persons		
	Days (Millions)	Size (Persons)	Days (Millions)	L.O.S (Days)	Trips (Millions)
Overnight	1.3	2.6	3.2	2.4	1.3
Hotel/Motel	0.8	2.0	1.5	2.0	0.8
Other Overnight	0.5	3.5	1.8	3.5	0.5
Day	0.7	2.0	1.3	1.0	1.3
Day & Overnight	1.9	2.4	4.6	1.7	2.7

Temecula Valley Average Spending - 2015

Accommodation	Total (Millions)	Travel Party		Person	
		per day	per trip	per day	per trip
Overnight	\$469	\$397	\$958	\$153	\$403
Hotel/Motel	\$434	\$578	\$1,155	\$289	\$578
Other Overnight	\$62	\$136	\$475	\$39	\$147
Day	\$200	\$299	\$299	\$149	\$149
Day & Overnight	\$696	\$363	\$619	\$152	\$259

TOURISM IS A THRIVING INDUSTRY

Temecula Valley Travel Trends 2000 - 2015

	Spending	Earnings	Employment	Tax Receipts		
				Local	State	Total
2000	\$142	\$37	1,700	\$1.9	\$4.1	\$6.0
2001	\$192	\$53	2,350	\$2.4	\$5.9	\$8.3
2002	\$281	\$82	3,500	\$2.9	\$8.3	\$11.2
2003	\$457	\$133	5,450	\$3.9	\$13.4	\$17.2
2004	\$459	\$131	5,250	\$3.8	\$13.8	\$17.6
2005	\$537	\$150	5,960	\$4.2	\$16.7	\$20.9
2006	\$547	\$156	5,920	\$4.7	\$17.2	\$21.9
2007	\$637	\$186	6,900	\$6.0	\$20.0	\$26.0
2008	\$606	\$180	6,560	\$5.5	\$19.2	\$24.7
2009	\$522	\$158	5,800	\$4.7	\$17.8	\$22.5
2010	\$588	\$169	6,240	\$5.7	\$20.7	\$26.4
2011	\$634	\$178	6,370	\$6.1	\$21.4	\$27.5
2012	\$648	\$187	6,670	\$6.4	\$20.8	\$27.2
2013	\$653	\$194	6,880	\$6.6	\$21.5	\$28.1
2014	\$665	\$205	7,130	\$7.0	\$21.5	\$28.6
2015p	\$696	\$219	7,390	\$7.7	\$21.8	\$29.6
Average Annual Percentage Change*						
14-15p	4.7	6.9	3.6	9.7	1.4	3.4
00-15p	11.2	12.5	10.3	9.8	11.8	11.2

Temecula Valley Travel Impacts 2008 - 2015p

	2008	2010	2011	2012	2013	2014	2015p
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	368	356	384	396	401	410	434
Other Overnight*	62	58	63	63	62	62	62
Day	176	174	186	189	189	193	200
Total Visitor Spending	606	588	634	648	653	665	696
Visitor Spending by Type of Commodity Purchased (\$Million)							
Accommodations	64	57	61	64	66	69	75
Food & Beverage Services		1099	107	111	112	116	126
Off Premise Food & Beverage**	76	74	81	80	81	84	90
Arts, Entertainment & Recreation	225	222	234	241	244	249	264
Retail	68	69	71	73	73	74	77
Local Transportation**	74	64	79	80	77	71	64
Total Visitor Spending	606	588	634	648	653	665	696
Industry Earnings Generated by Visitor Spending (\$Million)							
Leisure & Hospitality	148	139	146	154	161	171	184
All Other***	32	31	32	33	33	34	36
Total Earnings	180	169	178	187	194	205	219
Industry Employment Generated by Visitor Spending							
Leisure & Hospitality	5,390	5,170	5,280	5,550	5,750	5,970	6,210
All Other***	1,170	1,070	1,080	1,120	1,130	1,160	1,180
Total Employment	6,560	6,240	6,370	6,670	6,880	7,130	7,390
Tax Revenue Generated by Visitor Spending (\$Million)							
Local Tax Receipts	5.5	5.7	6.1	6.4	6.6	7.0	7.7
State Tax Receipts	19.2	20.7	21.4	20.8	21.5	21.5	21.8
Total Local & State Tax Revenue	24.7	26.4	27.5	27.2	28.1	28.6	29.6

the
state of
tourism

2016

Manor



- From Bridal Party accommodations and Corporate Events, to Full Manor and Single Room Rental Stays, Wilson Creek Manor is the New Exclusive Retreat Destination in Temecula Wine Country!
- Guests at Wilson Creek Manor will enjoy a wine country estate featuring accommodations for more than 24 overnight visitors in a spacious retreat-venue.



WILSON CREEK

WINERY & VINEYARDS

