

Southeast Arizona Market Trends

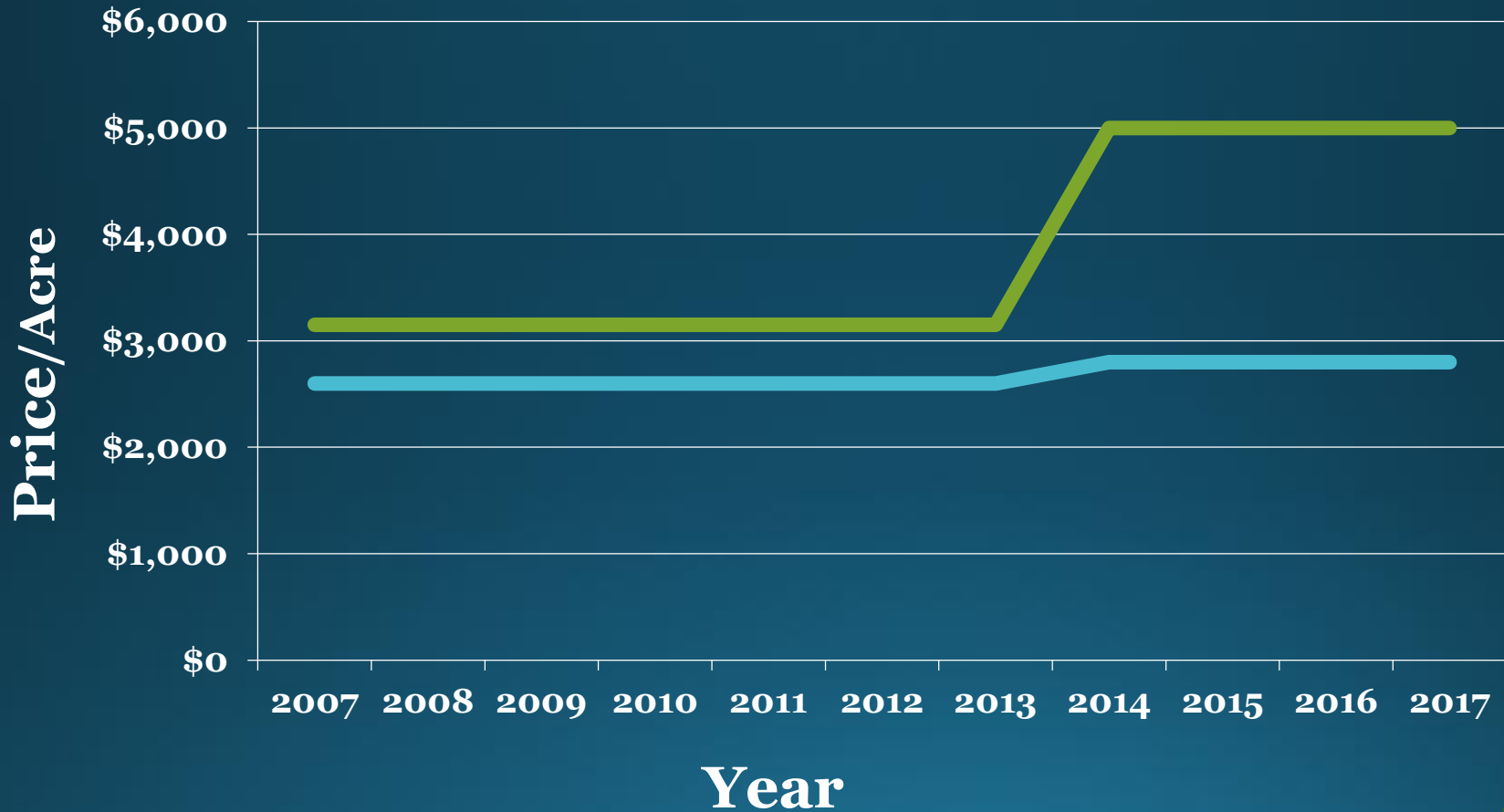
Doug Littau

Finley Appraisal Services, Inc.



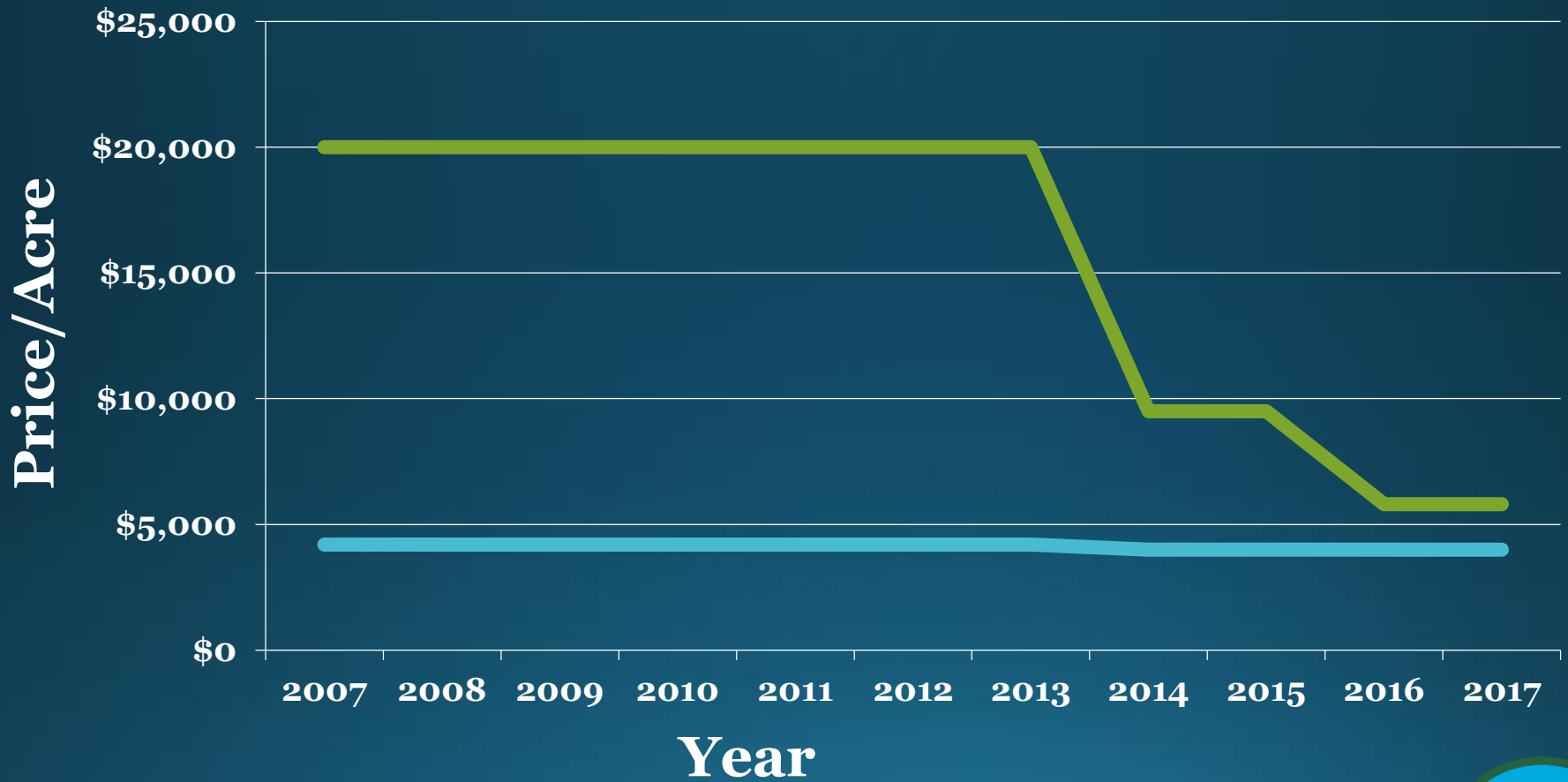
Graham County

Flood Prone Wet Acre Prices



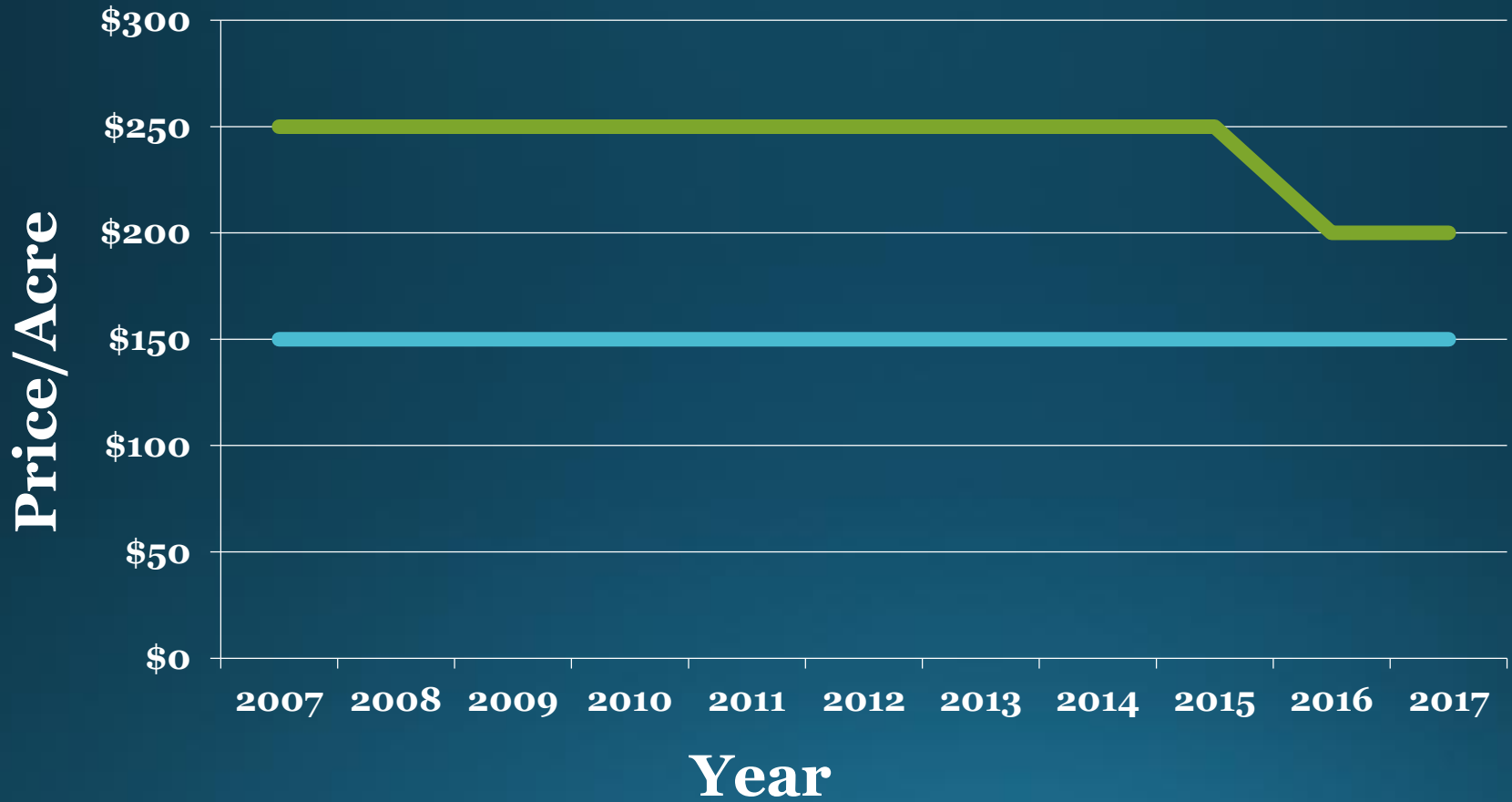
Graham County

Non-Flood Prone Wet Acre Prices



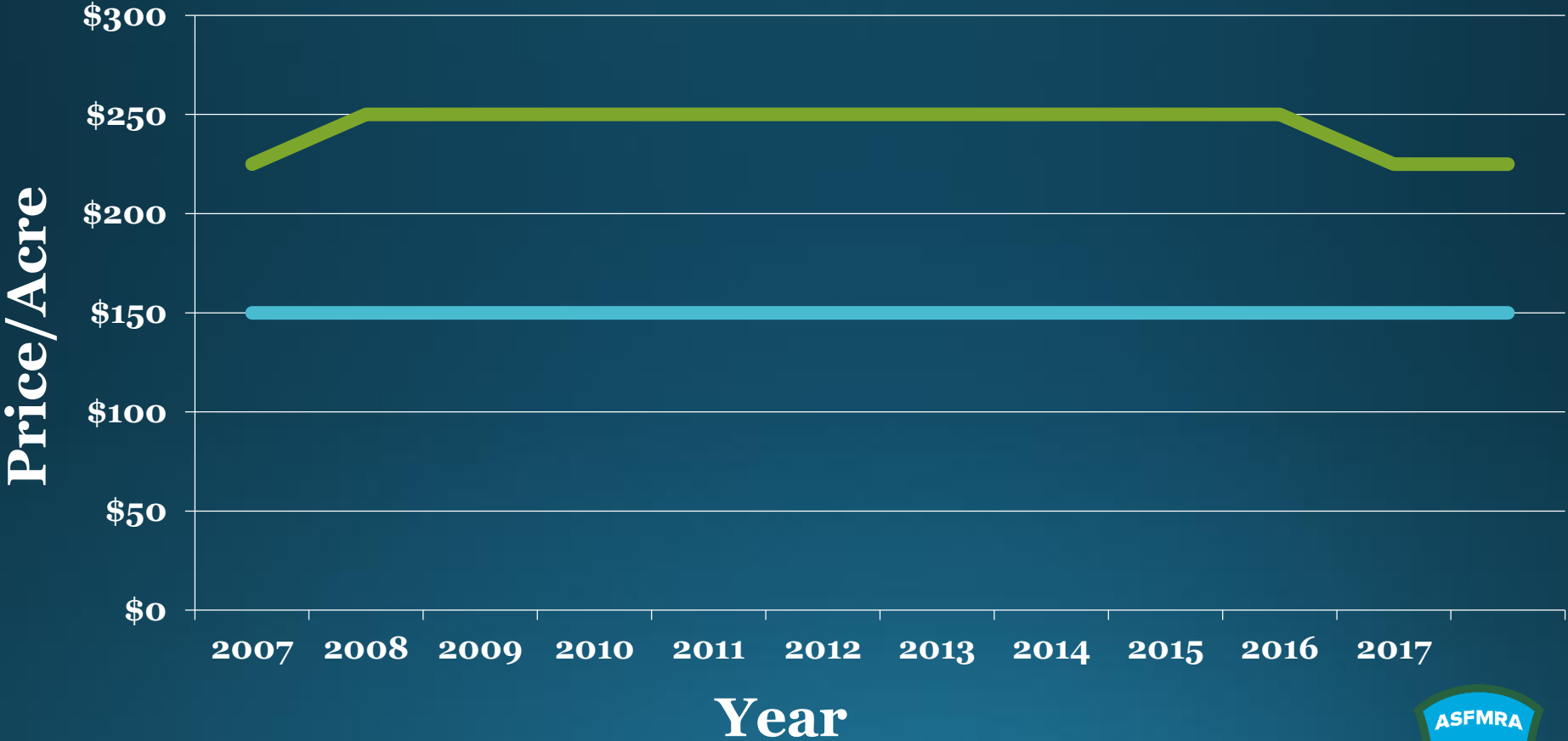
Graham County

Flood Prone Wet Acre Rents



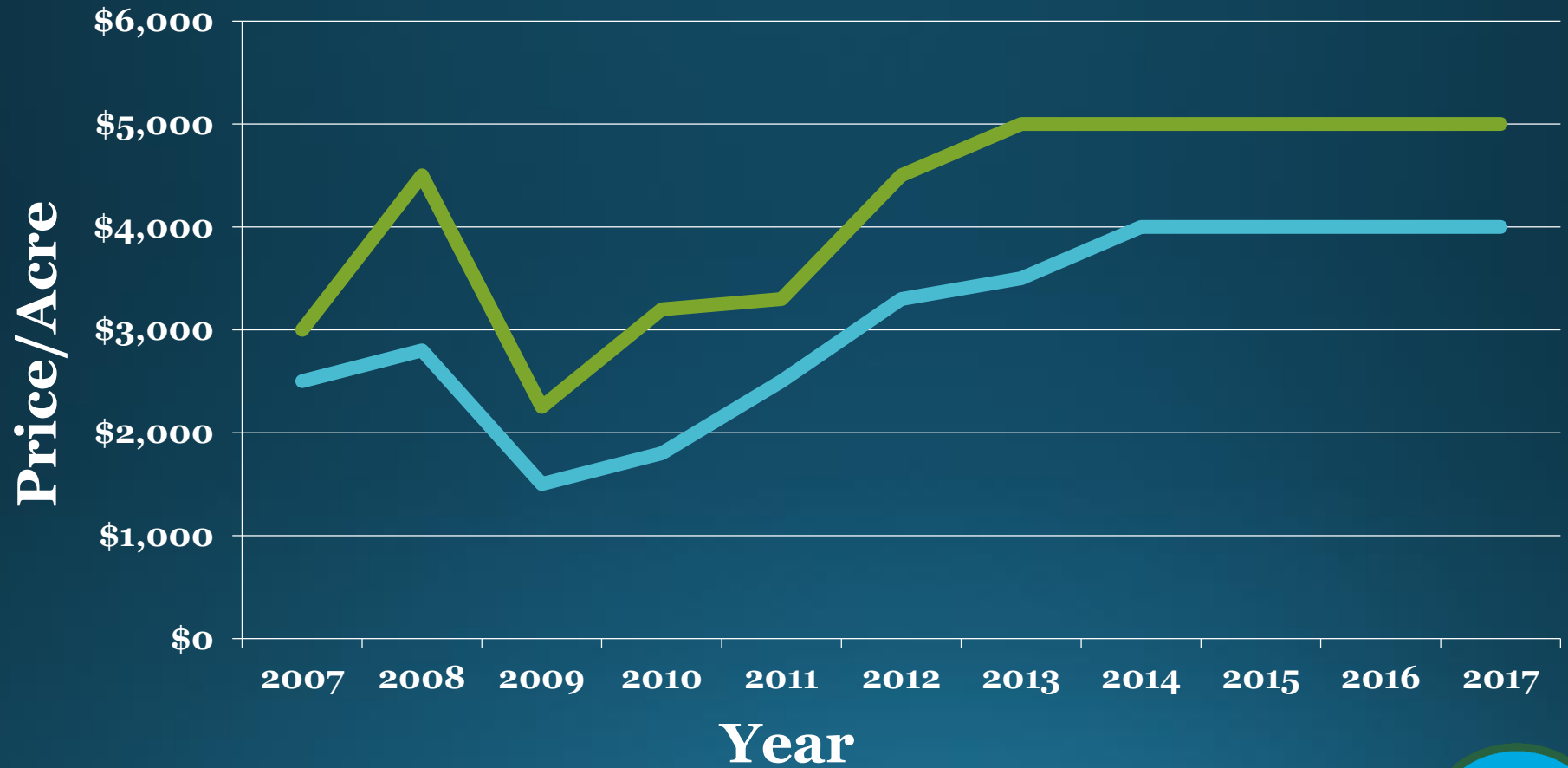
Graham County

Non-Flood Prone Wet Acre Rents



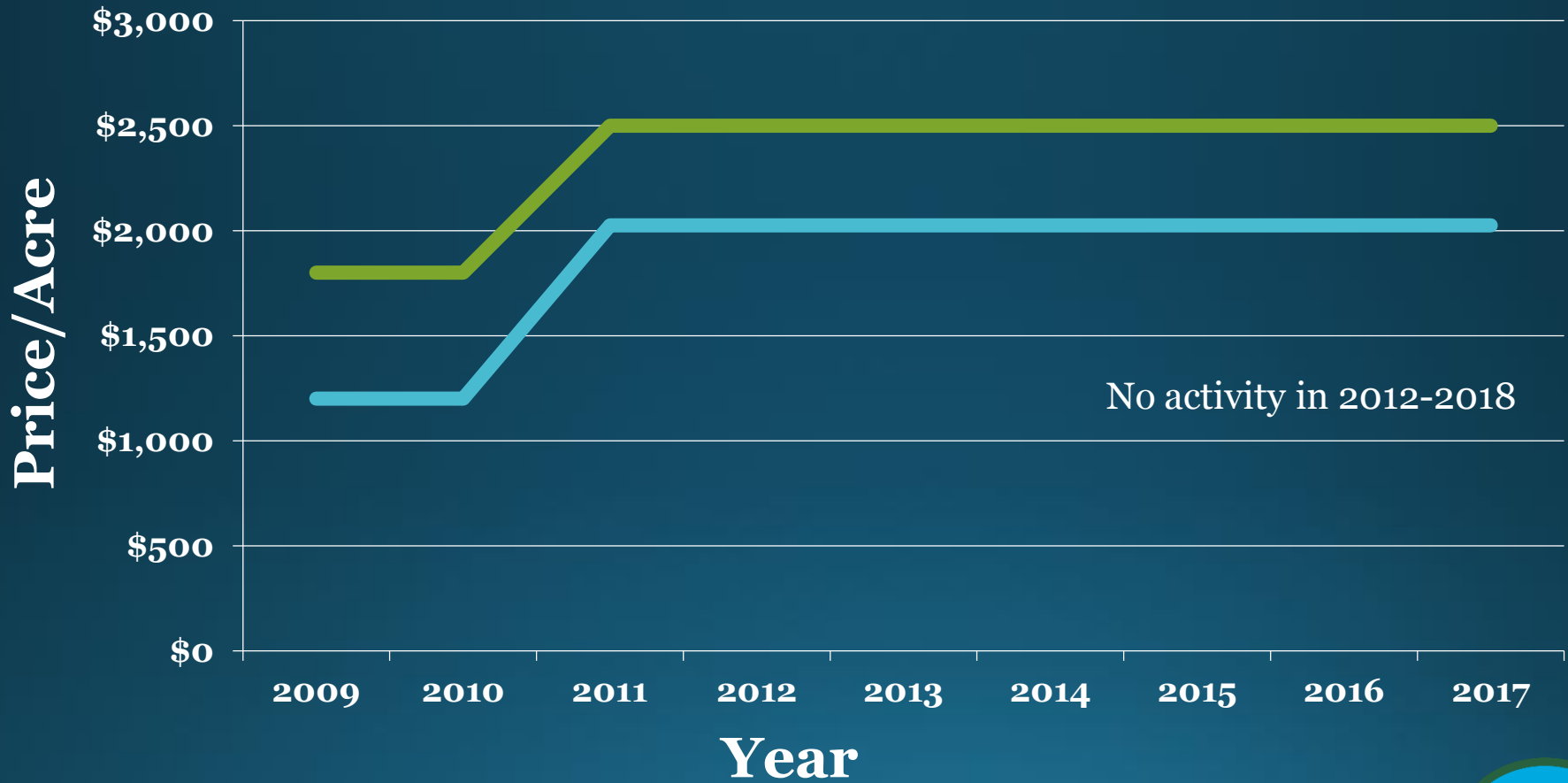
North and Central Sulphur Springs Valley

Center Pivot Wet Acre Prices



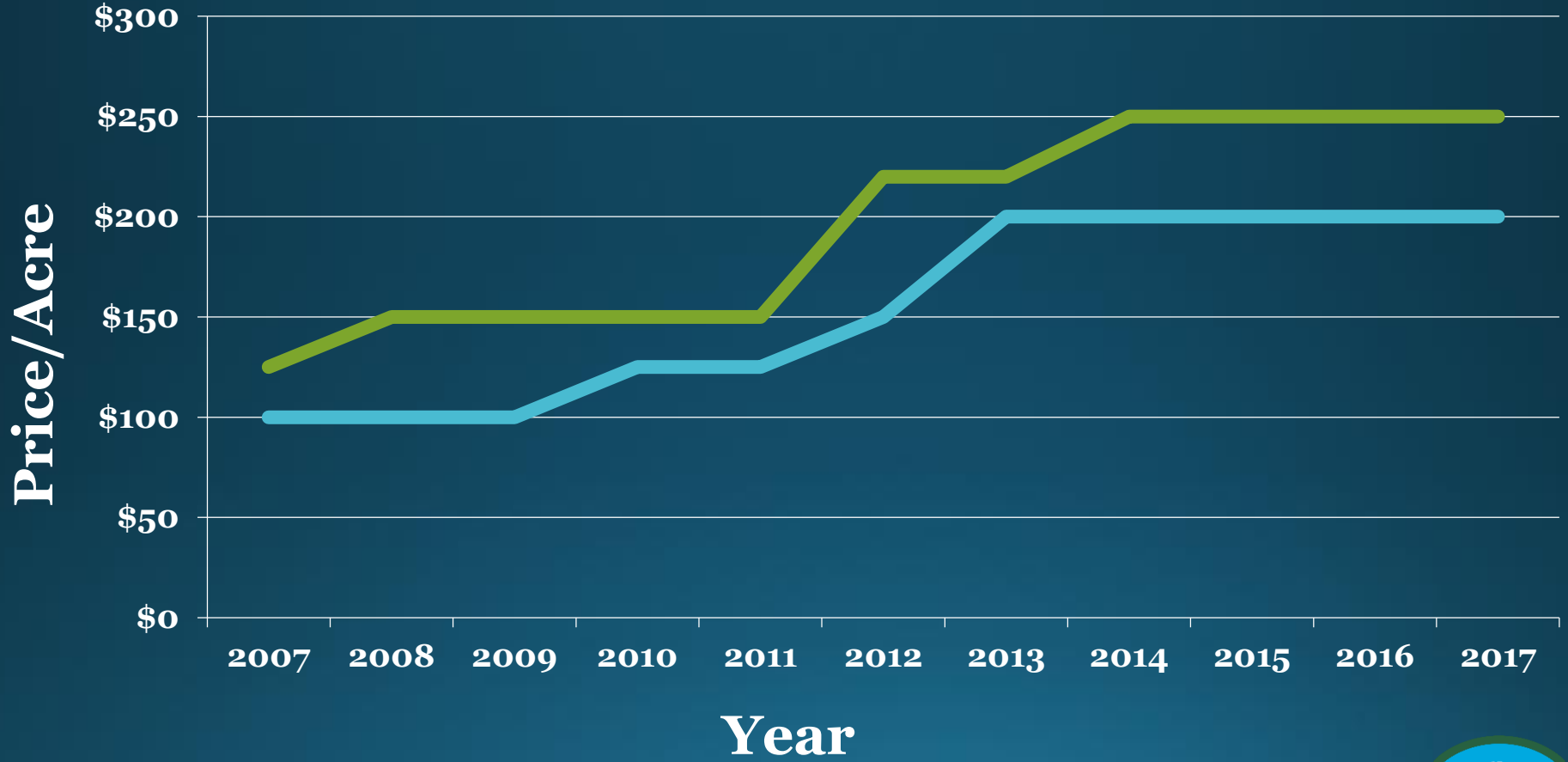
North and Central Sulphur Springs Valley

Flood Irrigation Wet Acre Prices



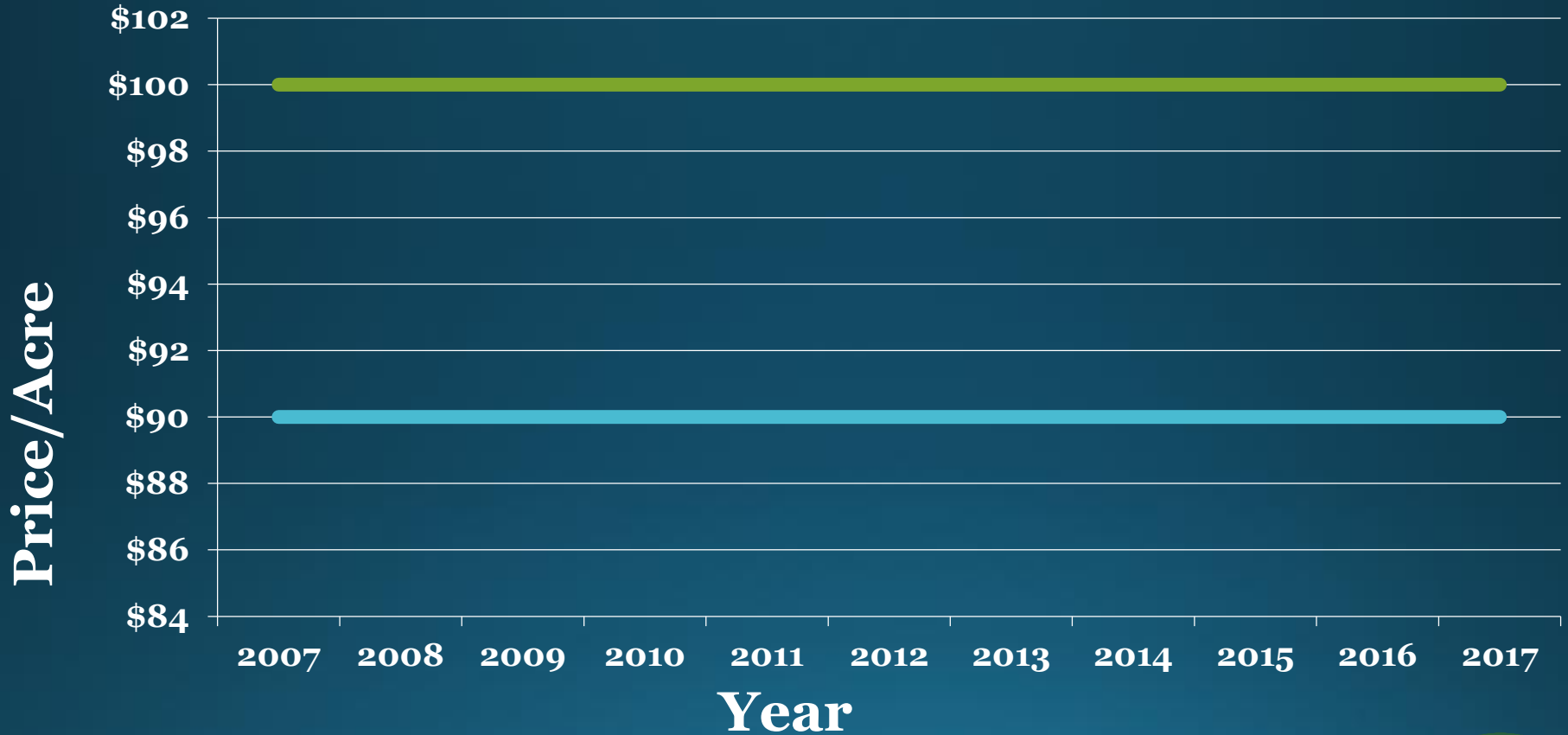
North and Central Sulphur Springs Valley

Center Pivot Wet Acre Rents



North and Central Sulphur Springs Valley

Flood Irrigation Wet Acre Rents



Arizona Wine Tourism Industry Survey - 2017



**Alliance Bank
Business Outreach Center**

The Arizona Wine Tourism Industry – 2017

Prepared for the
Arizona Office of Tourism
July 2017

Alliance Bank Business Outreach Center
Northern Arizona University

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Arizona Wine Tourism Industry Survey - 2017

Executive Summary – Highlights Included:

- ❖ Surveys in 3 Regions – Willcox/Cochise County; Sonoita-Elgin/Santa Cruz County; and Verde Valley/Yavapai County.
- ❖ Total Surveys from February 2017 – May 2017 were 1,026, from visitors from 41 States, District of Columbia, and three foreign countries (Canada, Mexico, and Scotland).
- ❖ Arizona Wine Tourists made up 58% of all visitors.
- ❖ Arizona wine tourism industry creates an estimated \$56,178,643 in total economic output.
- ❖ Creates an estimated 640.6 full time equivalent jobs.
- ❖ Approximately \$3.6 million in local and state taxes are generated from Arizona wine tourism.



ARIZONA WINE TOURISM

2017



ECONOMIC IMPACTS

\$56.2M

ECONOMIC OUTPUT

The Arizona wine tourism industry creates an estimated \$56,178,643 in total economic output.

640

JOBS

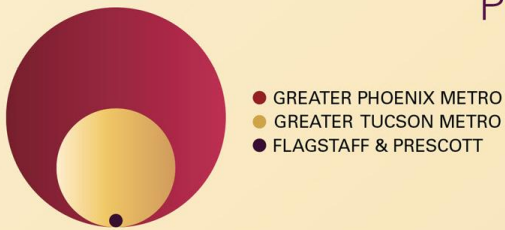
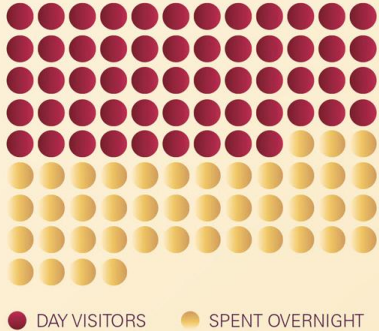
The Arizona wine tourism industry creates an estimated 640.6 full-time equivalent jobs.

\$3.6M

STATE & LOCAL TAXES

Approximately \$3.6 million in local and state taxes are generated from Arizona wine tourism expenditures, indirect effects, and induced effects.

WHERE DO VISITORS TRAVEL FROM?



DAY-TRIPPING IS POPULAR

57%

of visitors to tasting rooms, wineries, and vineyards were day visitors; 43% of visitors spending the night in the region

REPEAT BUSINESS

38%

INCOME VS. OVERNIGHT STAY

VISITORS WITH INCOMES...

> \$150,000: 1.8 more likely to stay than those making < \$50,000

\$100,000 – \$149,999: 1.997 more likely to stay than those making < \$50,000

POINT-OF-ORIGIN IN AZ

Approximately 50%:
greater Phoenix Metro area

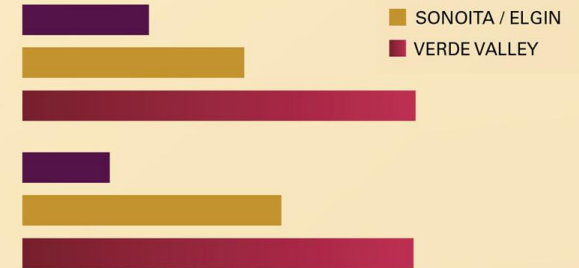
Approximately 27% :
greater Tucson Metro area

Approximately 3%:
Flagstaff and Prescott combined

SITES VERSUS SURVEYS

Percentage of survey sites from each area closely match the percentage of surveys received from each area.

SITE LOCATION



SURVEYS RECEIVED



ARIZONA WINE TOURISM

SOCIAL MAKEUP



♥ MEN & WOMEN ♥ WOMEN ONLY

WINE IS BEST WHEN SHARED

Approximately 67% of wine visitors traveled in groups of men and women together.

Groups of women only was the next most common party type, approximately 19%.

DID THEY TAKE US HOME?



PURCHASE OF WINE

70%

of visitors purchased a bottle of wine while visiting the tasting room, winery or vineyard.

\$78 Average expenditure on wine

\$101 Average total expenditure



Arizona Wine Tourism Industry Survey- 2017

Executive Summary – Highlights Included:

- ❖ Approximately 38% of visitors to tasting rooms, wineries and vineyards were repeat visitors.
- ❖ Approximately 57% of visitors to tasting rooms, wineries, and vineyards were day visitors with the remaining 43% of visitors spending the night in the region.
- ❖ Approximately 70% of visitors purchased a bottle of wine at the tasting room, winery, or vineyard they visited.
- ❖ The average expenditure on wine was approximately \$78 if wine was purchased by the visitor.
- ❖ The top five out-of-state places of origin for visitors were Illinois (6%), California (5%), Wisconsin (4%), New York (3%), and Washington (3%).



ARIZONA WINE TOURISM



AGE & INCOME AS A FACTOR

An additional year of age for the visitor increases odds of making a wine purchase by 1.015.

Visitors making > \$150,000 have an estimated odds ratio for purchasing a bottle of wine of 1.403 compared to visitors making < \$50,000.

HOW DID WE DO?



THEY LIKED US!

78%

Over 78% of survey respondents rated their tasting room, vineyard, or winery experience as exceeding expectations.

**NORTHERN
ARIZONA**
UNIVERSITY 

**Alliance Bank
Business Outreach Center**

The Arizona Wine Tourism Industry – 2017

Prepared for the
Arizona Office of Tourism
July 2017



Arizona Wine Tourism Industry Survey- 2017

Executive Summary – Highlights Included:

- ❖ Approximately 50% of wine visitors from Arizona were from the Phoenix Metro area, and approximately 27% were from the Tucson Metro area.
- ❖ Over 78% of the survey respondents rated their tasting room, vineyard, or winery experience as exceeding expectations.
- ❖ Age & Income are factors. For each additional year of age by the visitor the frequency of purchasing wine increased. Visitors making more than \$150,000/year were more likely to purchase a bottle of wine.
- ❖ Nearly 100 licensed and bonded wineries in Arizona.
- ❖ The Federal Government has awarded American Viticultural Area (AVA) status as distinguished wine grape growing regions to Sonoita and Willcox, with the Verde Valley approval expected shortly.

