



Location: 300kms SSW of Perth,
Western Australia
Latitude: 33°55'S
Longitude: 115 18'E
Highest Elevation: 227m
Total Size of Region (GI): 213,000ha
Remnant vegetation covering 98,750ha (46%)



Climate: Mediterranean with strong maritime influences
Annual Rainfall: 1000mm+ (winter dominant)
January Mean Temperature: 20.4°C (68.7°F)
Soil Types: Predominately gravel, loam/sand, granite.
The soils are highly permeable.
Moisture is quickly shed from sloping sites.
Harvest: Early February to End April

MARGARET RIVER WINE REGION OVERVIEW



Area Under Vine: 5,840 hectares

Harvest Crush (Tonnes):

2016	2017	2018	2019	2020(est)
31,627	42,106	37,213	31,893	28,703

2% of Australian Total Grape Crush



2020 Grape Prices/Tonne:

The average price per tonne in Margaret River is significantly higher than the Australian average
Margaret River \$1,393 vs. Australian ave. \$694

Cabernet Sauvignon:

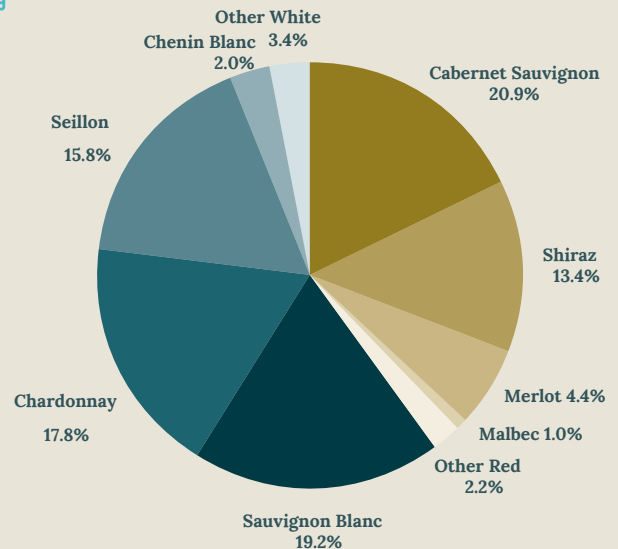
Margaret River \$1,881 vs. Australia \$876

Chardonnay:

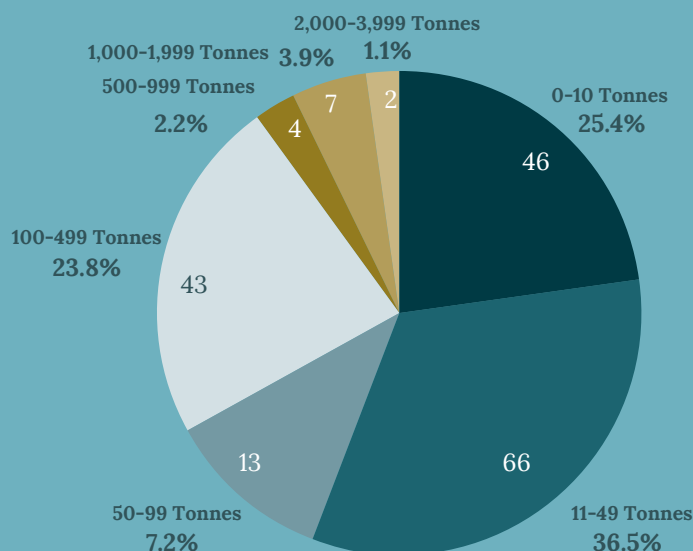
Margaret River \$1,768 vs. Australia \$477



Grape Varieties: Over 36+ varieties planted



% Wine Producers in Tonnage Range



A Boutique Wine Region



290 Margaret River Vineyards



181 Producers use grapes from Margaret River

112 wine producers
crush less than 50 tonnes
(less than 4,000 cases)

MARGARET RIVER EXPORTS



TOTAL EXPORTS

Export Markets: 60+

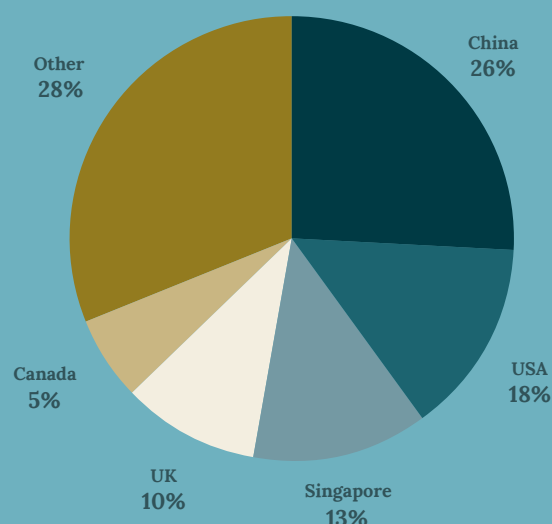
Volume: 2.6 million litres (276k cases)

Value: \$32.9 million

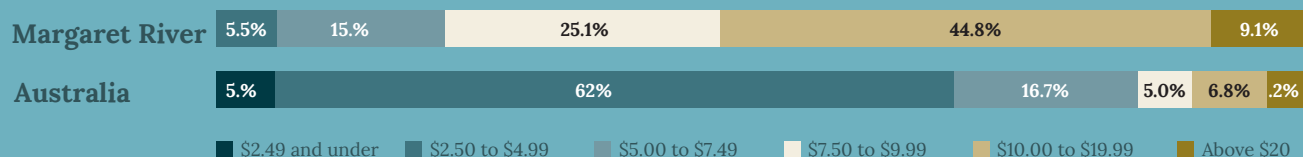
Average value: \$12.74/litre

Margaret River exports command a significant premium at \$12.74/L vs. the Australian average of \$3.91/L

Top 5 Export Markets



Exports by Price Point (FOB \$/litre)



54% of Margaret River Wine Exports are over \$10/Litre FOB (Approx. USD RRP\$15+)

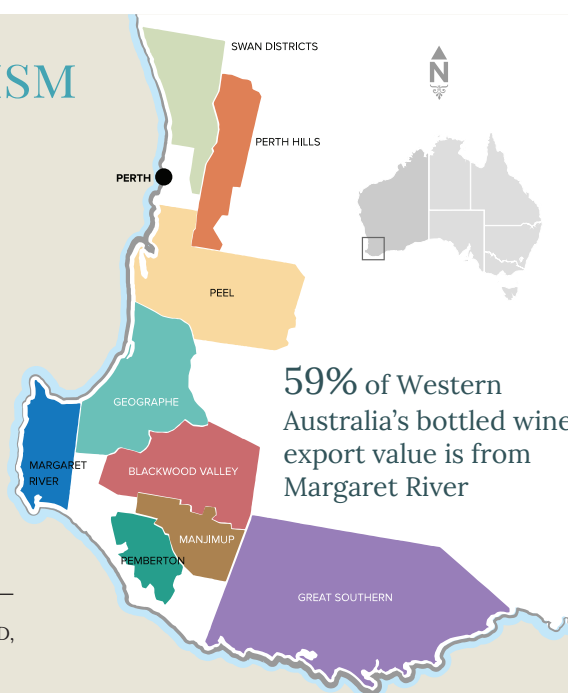
MARGARET RIVER WINE TOURISM

90 Cellar Doors

60 Cellar Doors awarded 5-star rating or above in the 2020 Halliday Wine Companion

#3 most visited wine region in Australia by international visitors who visited a winery

#1 most visited wine region for domestic travellers who visited a winery



Sources: Wine Australia Export Report MAT 03.2020, 2019 APC Collection Outcomes, DPRIRD, Tourism Research Australia National Visitor Survey.
Last updated: July 2020