

MARGARET RIVER EXPORTS

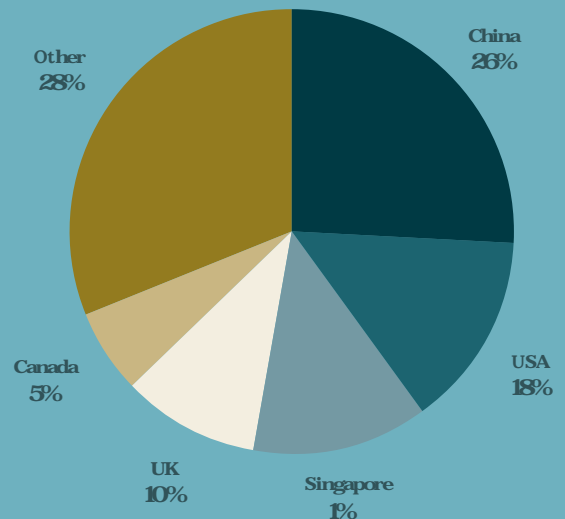


✈️ TOTAL EXPORTS

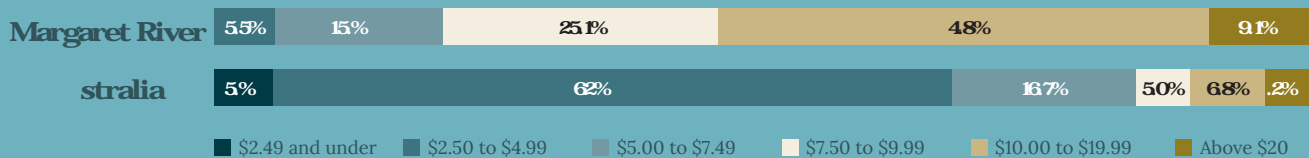
Export Markets: 60+
 Volume: 2.6 million litres (276k cases)
 Value: \$32.9 million
 Average value: \$12.74/litre

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+)

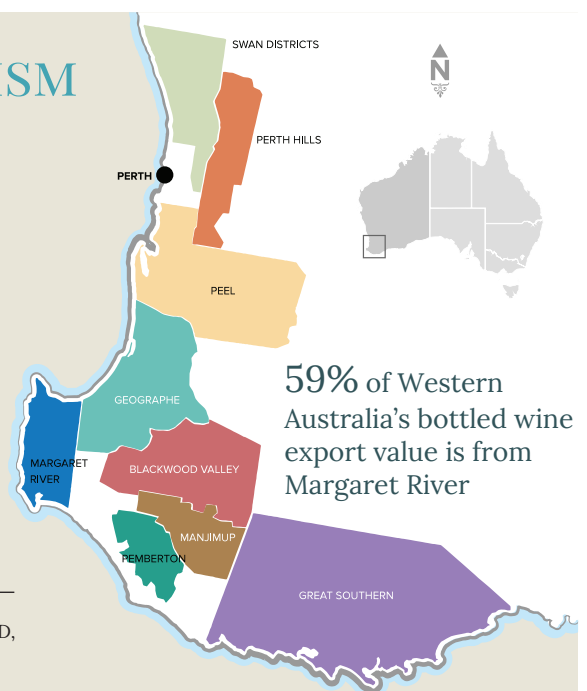
👤 MARGARET RIVER WINE TOURISM

90 Cellar Doors

62 Cellar Doors awarded 5-star rating or above in the 2019 Halliday Wine Companion

3rd most visited wine region in Australia by international visitors who visited a winery (after Yarra Valley and Hunter)

#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