



# Economic Impact

## OF THE PENNSYLVANIA WINE AND GRAPE INDUSTRIES 2023

Prepared for the  
PA Wine Marketing & Research Program  
by John Dunham & Associates

---



- WELCOME TO -  
*Pennsylvania Wine Land*

Three hundred years ago, William Penn planted a vineyard. From that vineyard, grew an industry - with more than 400 licensed wineries producing more than two million gallons of wine each year (that's more than 10 million bottles).

FROM ANYWHERE IN PA, YOU'RE LESS THAN  
**1 HOUR**  
*from at least one winery*

**DIRECT ECONOMIC IMPACT**

**\$1,773,114,200**

**TOTAL TAX IMPACT**

**\$526,609,008**

**THE INDUSTRY DIRECTLY CREATES**

**10,756  
JOBS**

**\$518.2M  
IN WAGES**

**MILLIONS  
OF VISITORS**

**TO PA WINERIES  
ANNUALLY  
GENERATE**

**\$747M  
IN TOURISM  
REVENUE**

**PENNSYLVANIA IS  
4th  
IN U.S. WINE  
PRODUCTION**

SOURCE: Accompanying 2023 Economic Impact Study of the Pennsylvania Wine & Grape Industries prepared for the Pennsylvania Wine Marketing & Research Program by John Dunham & Associates.

# ECONOMIC IMPACT

## OF THE WINE & GRAPE INDUSTRY

### THE COMMONWEALTH OF PENNSYLVANIA

#### TOTAL ECONOMIC IMPACT

**10,756  
JOBS**

**\$518,241,500  
WAGES**

**\$1,773,114,200  
OUTPUT**

#### DIRECT ECONOMIC IMPACT

##### JOBS

##### WAGES

##### OUTPUT

WINERIES

2,178

\$148,180,400

\$710,913,100

JUICE PRODUCTION

380

\$27,377,400

\$224,002,300

WINE GRAPE VINEYARDS

125

\$6,660,600

\$15,245,100

JUICE GRAPE VINEYARDS

444

\$23,658,500

\$54,150,700

WHOLESALE

5

\$503,000

\$2,075,300

RETAIL

191

\$6,789,200

\$16,176,800

RESEARCH & EDUCATION

13

\$1,571,200

\$3,482,800

TOURISM

7420

\$303,501,200

\$747,068,100

**SUB-TOTAL**

**10,756**

**\$518,241,500**

**\$1,773,114,200**

#### SUPPLIER ECONOMIC IMPACT

4,404

\$346,751,700

\$998,510,800

#### INDUCED ECONOMIC IMPACT

5,930

\$376,021,100

\$1,020,168,700

#### TAX IMPACT

##### CONSUMPTION

##### BUSINESS

##### TOTAL

FEDERAL

\$9,269,840

\$327,541,300

\$336,811,140

STATE

\$15,288,268

\$174,509,600

\$189,797,868

**SUB-TOTAL**

**\$24,558,108**

**\$502,050,900**

**\$526,609,008**