

Touring & Tasting

Wine Tourism 2012 Panel:

TODD DAVIDSON

Travel Oregon

<http://video.touringandtasting.com/travel-oregon/>

TRACI WARD

Visit California

<http://video.touringandtasting.com/start-your-trip-visit-california/>

MORGEN McLAUGHLIN

Finger Lakes Wine Country

<http://video.touringandtasting.com/taste-the-wine-in-finger-lakes-wine-country-2/>

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People Are Traveling More Than Ever PROJECTED FIGURES FOR 2012



\$852 BILLION

*Total travel spending, both from domestic travel and international arrivals.
(US Travel 2013 Forecast)*

203.52 BILLION

*Travelers in the US are projected to take 203.52 billion trips this year.
(US Travel 2013 Forecast)*

77% LEISURE

*More than 77% of these trips will have been for leisure purposes.
(US Travel 2013 Forecast)*

27 MILLION

*Tourists annually are expected to visit wineries in all 50 US States.
(MKF Research)*

\$162 BILLION

*The estimated economic impact on the US economy from
wine and grape industry.
(MKF Research)*