The Wine Industry Boosts the Colorado Economy by $5.72 Billion in 2025

The production, distribution, sales, and consumption of wine in Colorado benefits many sectors state's economy and generates close to $5.72 billion in total economic activity. This ultimate value-added product preserves agricultural land, provides American jobs, attracts tourists, generates taxes, and enhances the quality of life.

Economic Impact of the Wine Industry in Colorado

	Direct	Supplier	Induced	Total
Jobs	16,249	6,512	8,117	30,878
Wages	$765,161,900	$523,041,400	$551,389,100	$1,839,592,400
Output	$2,374,804,800	$1,579,746,700	$1,765,723,000	$5,720,274,500
Business Taxes				$787,635,600
Consumption Taxes				$85,555,800

Total Output: The wine industry generates close to $5.72 billion in total economic activity in the State of Colorado, dramatically illustrating that wine is the ultimate value-added beverage. The broader economic impact flows throughout the state, generating business for firms seemingly unrelated to the wine industry. Real people, with real jobs, working in industries as varied as farming, banking, accounting, manufacturing, packaging, transportation, printing, and advertising depend on the wine industry for their livelihoods.

State Reach: The Colorado wine industry includes a total of 147 wine producers[1] as well as 596 acres of vineyards.[2]

Job Creation: The Colorado wine industry directly employs as many as 16,249 people, and generates an additional 6,512 jobs in supplier and ancillary industries which supply goods and services to the industry, and whose sales depend on the wine industry's economic activity. Ultimately, 30,878 jobs are created and supported by the wine industry.

Wage Generation: The Colorado wine industry provides good jobs, paying an average of $59,600 in annual wages and benefits. The total wages generated by direct, indirect, and induced economic activity driven by the wine industry are $1.84 billion.

Tourist Activity: The Colorado wine industry is a major magnet for tourists and tourism-driven expenses. Colorado's "wine country" regions generates 545,800 tourist visits and $104.23 million in annual tourism expenditures, benefiting local economies and tax bases.

Tax Revenues: The Colorado wine industry generates sizeable tax revenues on the local, state, and national levels. In 2025, the industry will pay nearly $337.63 million in state and local taxes, and $450.00 million in federal taxes for a total of $787.64 million. In addition, the industry generates approximately $18.88 million federal consumption taxes and $66.67 million in state consumption taxes which include excise and sales taxes.

1 Throughout this study, the winery count refers to the number of winery facilities. A single winery may have multiple facilities throughout the state or country. Each of these facilities is included in the winery count.

2 Vineyard acres refer to farmland being used to grow winegrapes statewide.

Source: 2025 Economic Report on Wine prepared by John Dunham & Associates