



THOUSAND ISLANDS
— WINERY —

The Capital Corridor

Focus 2011

Business at the Border

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President

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New York Winery Tourism



- **New York is America's #3 grape and wine producer and employs 23,000 workers.**
- **New York wine related revenues exceed \$3.4 Billion annually.**
- **New York has 304 wineries located in 51 of its 62 counties.**
- **There are 11 Wine Trails within New York.**
- **The Thousand Islands – Seaway Wine Trail opened in 2007 and presently consists of four wineries.**
- **In 2010, 52,000 people visited the TI – Seaway Wine Trail wineries.**

Wine bottle sales at US/Canada wineries

Item – 750ml Wine	US Taxes on wine into US	Canadian taxes on wine into Canada
Retail Price	\$ 10.40	\$10.40
Excise Tax	\$.21	\$.465
Border Levy / Duty	\$.31	\$ 4.31
HST	N/A	\$ 1.41
Total	\$ 10.92	\$ 16.60



Good News

- After 48 hours US and Canadian citizens can bring home 2 bottles of wine duty free.

Issues

- Canadian Government is protecting its wine manufacturing base by making it economically prohibitive for Canadian Consumers to return with wine from US day trips.
- Conversely, Canadian Wineries along the border are benefiting from US consumer day trips.
- US Wineries are operating at a competitive disadvantage due to the unfair Canadian taxation trade barrier.

On-site Activities

Economically Positive – Extends the Traditional Tourism Season

- **Festivals** – Great activities for one day cross border trips.
Include - Food, Drinks, Music, Tours, and Tastings.

May – Grape Blossom Festival

Jul – Winery Birthday Bash

Sep – Blues at the Winery

Oct – Winery Oktoberfest

- **Food and Wine Pairings** - Good American and Canadian response
Integrates – Food and Wine, Tours, and Barrel Tastings.

February – Valentine's Day





Closing

Ontario and New York wineries:

- Share similar climates and growing practices
- Can provide cross border cultural opportunities
- Can expand the traditional tourism season
- Improve local economies sustainably

