



WINE TOURISM AND THE MAGICAL WORLD OF CHENIN BLANC

CERTIFIED
HERITAGE
VINEYARDS



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FELCO[®]
SWISS+MADE

**DESTINATION
angers**
TOURISME
CONVENTION BUREAU
ÉVÉNEMENTS

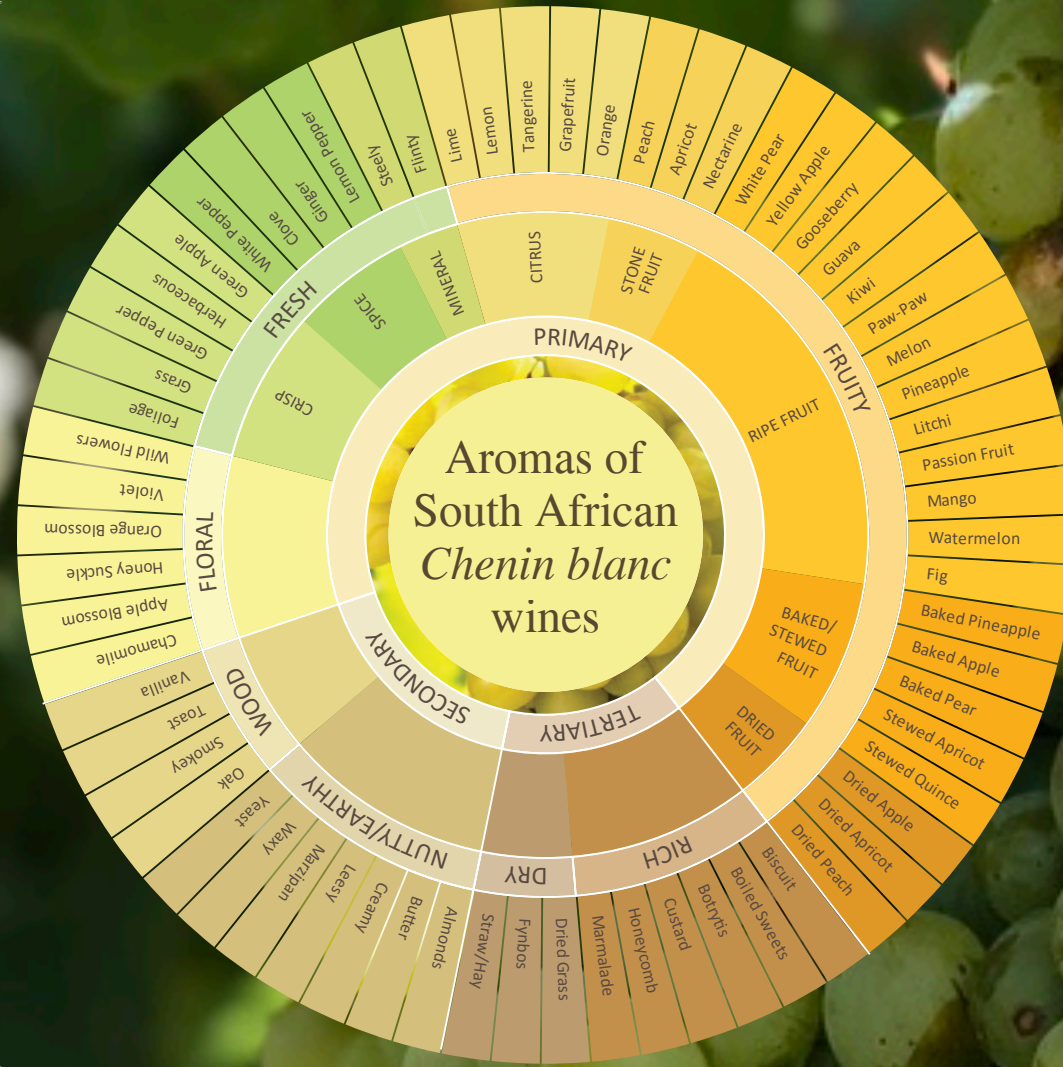
ACADÉMIE
DU
CHENIN
VAL DE LOIRE

**CB
IC** **CHENIN
BLANC**
INTERNATIONAL
CONGRESS
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1, 2, 3 JULY 2019
ANGERS - FRANCE
CONGRESS CENTRE


**CHENIN BLANC
ASSOCIATION**

CHENIN BLANC





WINE TOURSIM



VISION, GOALS AND ROADMAP

CURRENT TRENDS

CASE STUDY

THE VISION

“The vision is to establish South Africa as **a leading wine tourism destination on the global arena**, recognised for memorable experiences, quality wine, exceptional food and a commitment to responsible tourism.”



Wine tourism goals 2025

1

INCREASE

Visitor numbers to the winelands by 25%

2

INCREASE

Wine tourism's contribution to GDP by 10% per annum

3

CREATE

New job opportunities in the industry

4

IDENTIFY

Training opportunities for new and existing employees

5

IMPROVE

Regional dispersal across the country

OUR ROAD MAP

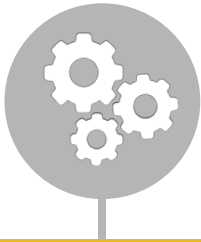
RESEARCH

1.



DEVELOPMENT

2.



MARKETING

3.



ENGAGE TRADE

4.



80%

20%



5.

EXPAND VALUE
CHAIN



6.

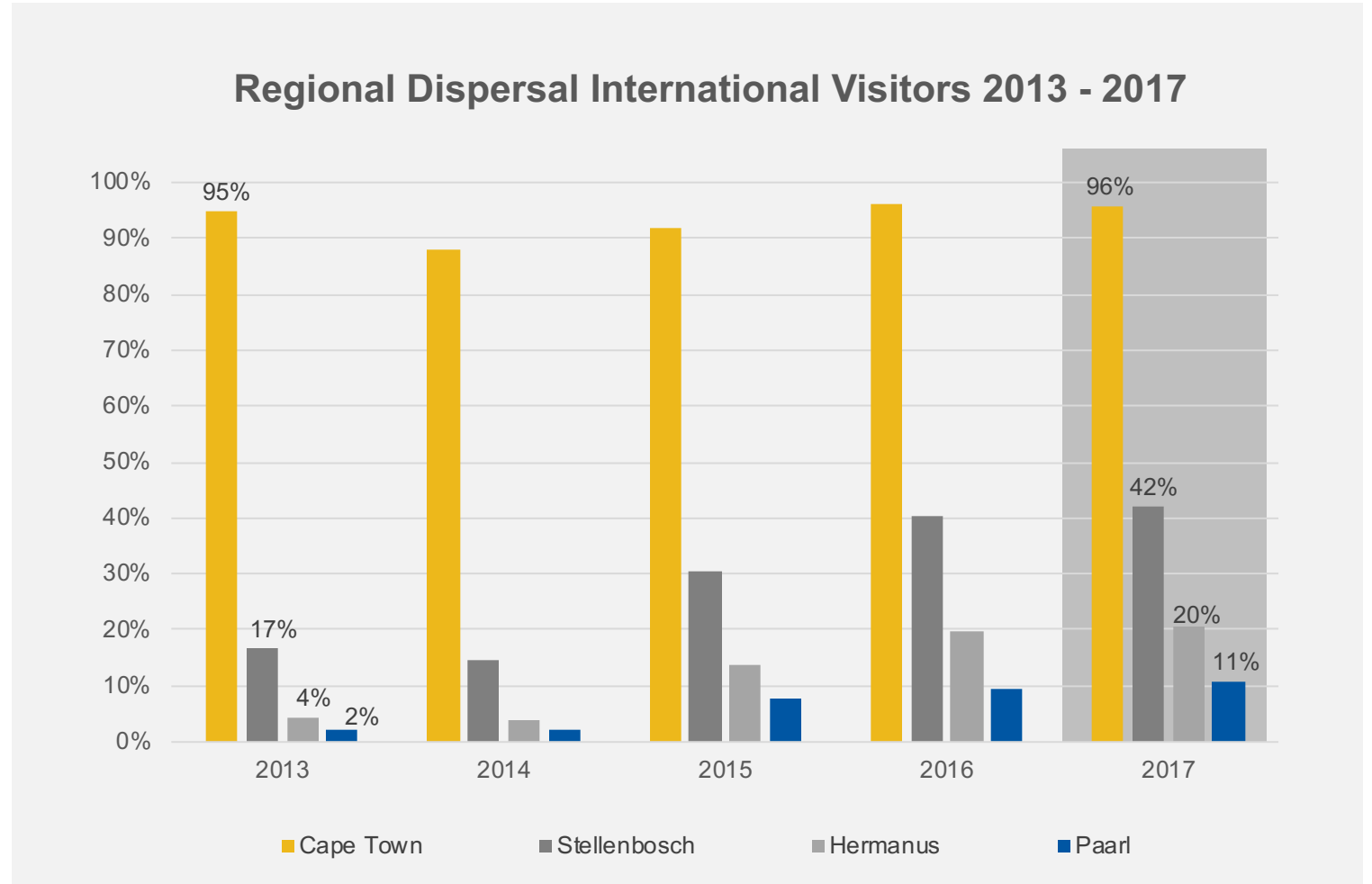
SKILLS
DEVELOPMENT

Towards a sustainable future

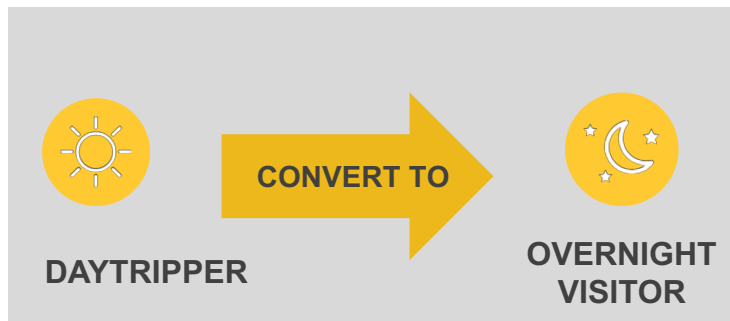
MARKET SEGMENTATION



IMPROVE REGIONAL DISPERSAL: REPEAT VISITORS



IMPROVE YIELD PER VISITOR



TRENDS



Knowledge and Story

TRENDS



SUSTAINABILITY

TRENDS



HEALTH

TRENDS



PURPOSE AND IDENTITY

TRENDS



EXPERIENCES



Old Vine Heritage Tours



Old Vine Heritage Tours by helicopter

THANK YOU

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