

RESEARCH TASK ONE

GENERAL OVERVIEW AND EXPLANATION (4)

Wine tourism is a form of tourism which explores the cultures and history behind wine (What is wine tourism and why is it so big?, 2023). With around 2690 licensed wineries (Vinpro, 2022), South Africa ranks 8th in the world among the top most wine-producing countries (Vinpro, 2022), making wine tourism popular, and thus, a great investment opportunity. With different types, brands, experiences and events, the wine tourism industry has a lot to offer (Jordan, 2019).

WINE TYPES OR CATEGORIES EXPLAINED (4)

There are six main categories of wine, each with their own specific types defined by varying characteristics (Jordan, 2019). Reds, such as Cabernet Sauvignon, Merlot, Pinot Noir or Chianti, are characterised by their dark flavours and tannins. Whites, such as Chardonnay, Sauvignon Blanc or Pinot Grigio, are characterised by their light flavours. Rosé has two distinct characteristic groups, namely dry (Grenache, Caignan or Pinot Noir) and sweet (white merlot, pink moscato). Sparkling wines are carbonated (Champagne, Prosecco). Dessert wines are very sweet (Icewine, Moscato). Finally, Fortified wines have added spirits (Port, Sherry) (Jordan, 2019).

WINE POINTS AND PRICES (4)

Wines are scored on a scale up to 100 (Not recommended to classic). Each wine has a score (Wine Spectator, 2017). Wine prices for the average consumer range from R50 - R210 for a bottle, but can also be priced higher, up to R7000, for more luxury bottles (Floris-Samuels, 2021). Prices are influenced by quality, reputation, scarcity, production costs, vintage and market factors. There are Entry-level (cheapest), Mid-range, Premium and Iconic wines (most expensive) (Outreville & Le Fur, 2017).

OTHER USEFUL INFORMATION FOR A WINE TOURIST (4)

Wine tourists can partake in many different experiences such as wine tasting, wine tours, immersive wine making, grape or wine festivals, workshops, courses and gastronomic experiences (Vinpro, 2022). Often the history of a wine or winery may be of interest as well as the impact of different types of grapes, skins, vines, seeds, processes etc. Wine in South Africa is popular in Cape Town but notable South African farms include Groot Constantia, Stellenbosch Vineyards, Franschhoek Wine Valley, Meerlust Estate, Hamilton Russell Vineyards, Fairview and Kanonkop Estate (Wine Tourism Global, 2023).

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