Insights into the mindset, motivations and behaviours of 8 000+ wine consumers

# SOUTH AFRICAN WINE TOURISM

## VISITOR RESEARCH REPORT 2022

IN COLLABORATION WITH

CAPE WINELANDS DISTRICT
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

SA wineroutes FORUM

VINPRO growing together

VINTELLIGENCE

# CONTENTS

# 01 / INTRODUCTION

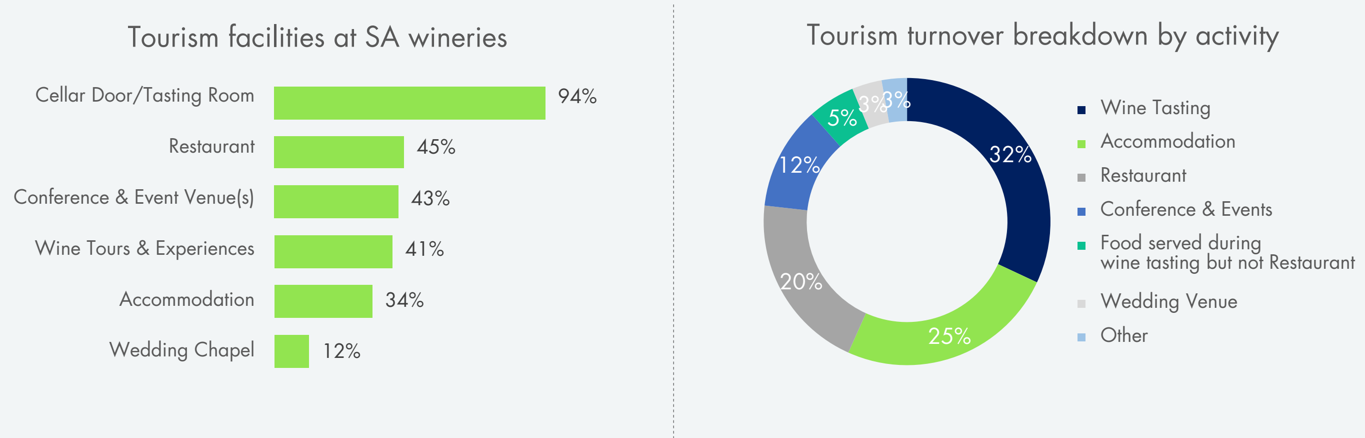
Globally, the tourism industry spends millions of dollars on market research to discover what motivates people to travel, why they select a particular destination, how much they spend, how frequently they travel, and so on. In addition to qualitative metrics, research includes demographic, geographic, economic, social and psychographic factors that help us to gain a deeper understanding of visitors. This information is used to create specific market segments that share particular traits for which marketing campaigns, products and experiences can be developed.

One of the key objectives of Vinpro's wine tourism strategy is to generate wine tourism intelligence that focuses on industry needs and addresses knowledge gaps in the sector. Vinpro's aim with its 2022 wine tourism visitor research study was to develop and implement a method and tool to collect, analyse and interpret information about visitors to wine farms, in order to assist our wineries in better understanding visitors' needs and to apply that understanding in developing our wine tourism industry.

This report is broken up into three sections. It begins with a wide wine-consumer lens based on online surveys looking at awareness levels of our 23 wine routes, and identifying the drivers of awareness levels, wine route visitation and travel behaviour. In the second section, we highlight the profiles of 709 wine tourists interviewed at our wineries, looking at demographics, travel motivation and wine engagement. Finally, we zoom into three wine tourist segments to help our wine tourism marketers understand the characteristics, size and motivation of each segment, in order to better cater to them.

The need to identify, understand and communicate with your target markets is a cornerstone of the tourism plan that Vinpro unpacks for wineries in our online resource, the Wine Tourism Toolkit. We link to some of these resources throughout this report to help you implement the research findings in your wine business.

**ILLUSTRATION 1**




An area we emphasise in this report is the opportunity that a positive visitor experience holds to build brand loyalty with your existing consumers and attract new markets. The benefits to your winery of offering a wine tourism experience are well recorded: whether you refer to your winery's primary tourism facility as a tasting room, a cellar door or a brand home, it gives your wine a credible public face in the mind of the consumer. Most (94%) wineries now have a tasting facility, plus other tourism facilities that account for a percentage of wine tourism revenue (see Illustration 1).

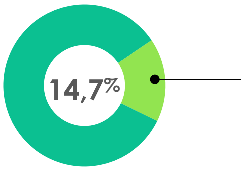
**INDUSTRY FACT**

**8 400-10 200**

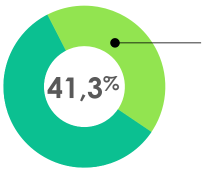
**PEOPLE EMPLOYED**

Directly at farm gate in 2019 (depending on the season)

ILLUSTRATION 2




**Wine tourism** represents **14,7%** of the total turnover of wine cellars that crush grapes




**Micro wine cellars** (total turnover of less than R10mil) are most dependent on wine tourism with **41,3%** of their total turnover consisting **of wine tourism activities**

Wine tourism share of total wine cellar turnover 2019


## RESEARCH METHODS AND RESOURCES

For this report, Vinpro embarked on a powerful collaboration with Vintelligence, a dedicated business intelligence solutions supplier for the South African wine industry. Vintelligence shared with us the wine tourism findings of its 2021 Great Big Wine Survey. In its second year, the Great Big Wine Survey saw more than 7 000 participants undertake more than 100 questions, taking on average 30 minutes to complete the survey, including a section on wine tourism. The survey ran from 20 August to 30 September 2021. Vintelligence targeted South African wine consumers through an intensive digital marketing campaign executed via numerous platforms. Participants were incentivised to complete the survey with an opportunity to win a year's supply of wine. The analysis was conducted by KLA Market Research.

One of the most powerful consumer insights from this report was that in-person attendance of wine tastings and food-and-wine-pairing events, and actual farm visits, were the most impactful engagement methods to drive up the average price paid for a bottle of wine, as well as the number of bottles purchased in a month.

In 2020, Vinpro, in partnership with the South African Wine Routes Forum, undertook a supply-side study to determine the economic value of wine tourism in the country. The study revealed that in 2019 the wine tourism sector contributed R7,2 billion to South Africa's GDP and employed between 8 400 and 10 200 people directly at the farm gate, depending on the season. In the broader economic sense, the sector supported 36 000 job opportunities.

The research also showed that wine tourism, on average, accounted for nearly 15% of the total turnover of wine cellars that crush grapes, with micro wine cellars (those with an annual turnover of less that R10 million) relying on wine tourism for over 41% of their total turnover (see Illustration 2). These micro wineries make up nearly two-thirds of South Africa's wine cellars.

**SURVEY FIGURES**

**R7,2 billion**

**CONTRIBUTED TO THE SA GDP**

**36 000**

**JOB OPPORTUNITIES SUPPORTED**

We also took an in-depth look at the demand side of the sector, or the profile of the wine tourist. This became all the more important as the sector started steadily recovering from the impact of the Covid-19 pandemic and international visitors returned to South Africa's shores. For the Vinpro wine tourist surveys in destination, a total of 709 visitors were surveyed in face-to-face interviews at 74 wine cellars across 15 wine routes between 26 March and 10 April 2022, a period that coincided with the South African government school holiday and the return of international visitors to South Africa following months of travel restrictions worldwide.

Ten wine tourism students from the Pinotage Youth Development Academy in Stellenbosch were recruited and trained, and conducted the visitor surveys. The analysis was conducted by I and M Futureneer Advisors and KLA Market Research.

The next phase of this research project entails the rollout of a tool to collect key variables on an ongoing basis, beginning in September 2022 and with the first round of reporting by the wineries by the end October 2022. The catchment will be across all wine routes, and the participation from the winery side is voluntary. It includes documenting the number of visitors to wineries quarterly and on a regular basis, their origin (local, domestic or international), and how they heard about the winery, using either a manual record or a cellar-door data system, or a combination of these methods. Local visitors are defined as South Africans living within 40km or easy driving distance from the reporting wine farm, domestic visitors are South Africans living more than 40km or a longer driving distance from the wine farm and international refers to foreign visitors to South Africa living abroad.

**FACE-TO-FACE SURVEY**

**709**
**PARTICIPANTS**

**74**
**WINE CELLARS**

**15**
**WINE ROUTES**

The publication of this research report was made possible by a spirit of collaboration between wine industry bodies. A special word of thanks has to go out to all the member wine routes of the South African Wine Routes Forum for their support of the project and their coordination of the face-to-face visitor surveys at wineries during March and April 2022. We also owe a debt of gratitude to Vintelligence for the depth and insight their results lend to this report. We are grateful for the funding support of the Cape Winelands District Municipality for the wine tourism field research without which this project would not have been possible, and thank them for their ongoing support of the wine tourism sector.

# 02 / VINTELLIGENCE ONLINE WINE CONSUMER SURVEY RESULTS

In total, 7 003 consumers completed the Great Big Wine Survey online. These consumers were sourced through the Great Big Wine Survey website (31%), a targeted social media campaign and mailer (34%) and a dedicated KLA research panel (35%).

**ILLUSTRATION 3**

## Profile of the Great Big Wine Survey respondents

**Age**

| | |
|---|---|
| 18-24 years | **23%** |
| 25-34 years | **29%** |
| 35-44 years | **23%** |
| 45-54 years | **13%** |
| 55-64 years | **8%** |
| 65+ years | **4%** |

**Gender**

| | |
|---|---|
| Male | **36%** |
| Female | **64%** |

**Home language**

| | |
|---|---|
| Indigenous | **65%** |
| English | **18%** |
| Afrikaans | **18%** |
| Other | **1%** |

**Province**

| | |
|---|---|
| Gauteng | **45%** |
| Western Cape | **17%** |
| KwaZulu-Natal | **15%** |
| Eastern Cape | **7%** |
| Limpopo | **6%** |
| Mpumalanga | **5%** |
| North West | **3%** |
| Free State | **2%** |
| Northern Cape | **0%** |

**Minimum monthly household income**

| | |
|---|---|
| < R10 000 | **24%** |
| R10 000 - R20 000 | **18%** |
| R20 000 - R40 000 | **24%** |
| R40 000 - R60 000 | **14%** |
| R60 000 - R80 000 | **8%** |
| R80 000 + | **12%** |

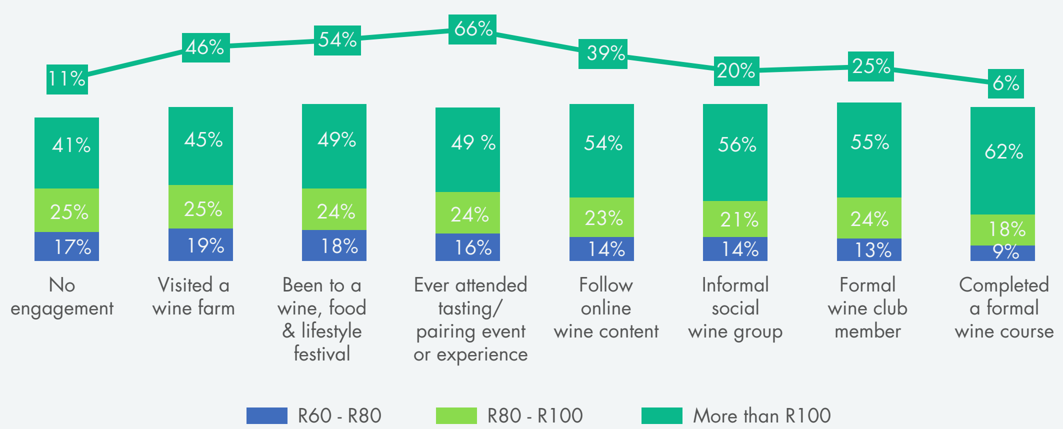
**Within this robust sample, any identified differences between subgroups that is indicated as statistically significant has been tested at a 99% confidence interval.**

Domestic day and overnight visitors, as well as international visitors, each have their own particular characteristics and behaviours that influence their travel decisions. Knowing who is interested in a weekend getaway, a long lazy lunch on a summer afternoon with friends, or an intensive wine immersion experience, will help guide your product planning.

A valuable insight from the Vintelligence wine consumer research was the positive influence wine engagement had on the price that consumers paid per bottle (see Illustration 4).

**ILLUSTRATION 4**

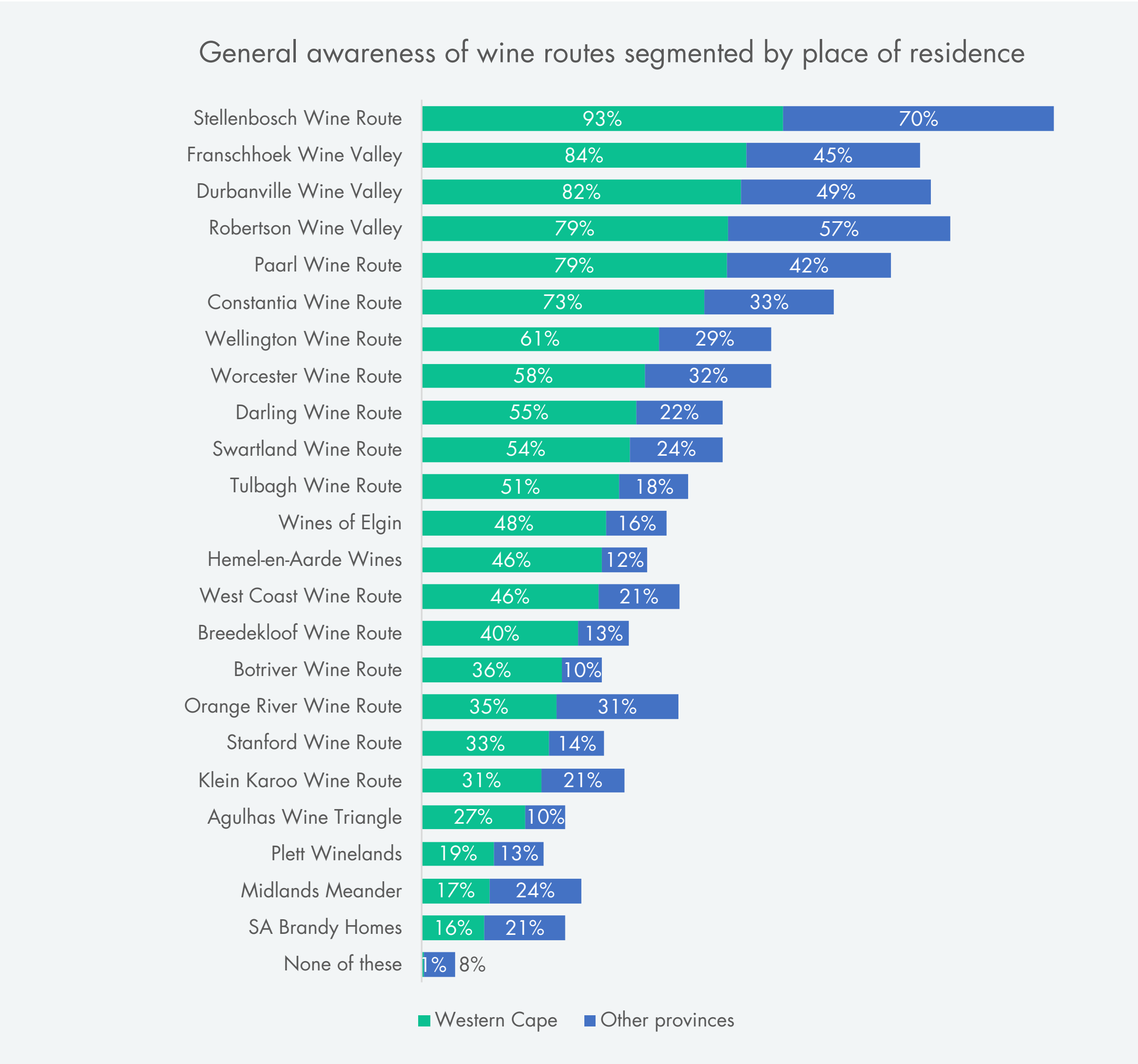
## Impact of types of wine engagement on price paid per bottle



## GENERAL AWARENESS OF WINE ROUTES

Unsurprisingly, Western Cape residents are generally more aware of wine routes than people living in other South African provinces (see Illustration 5). The Midlands Meander and SA Brand Homes were the exception to the rule, with Western Cape residents demonstrating lower awareness of these than consumers living elsewhere in South Africa.

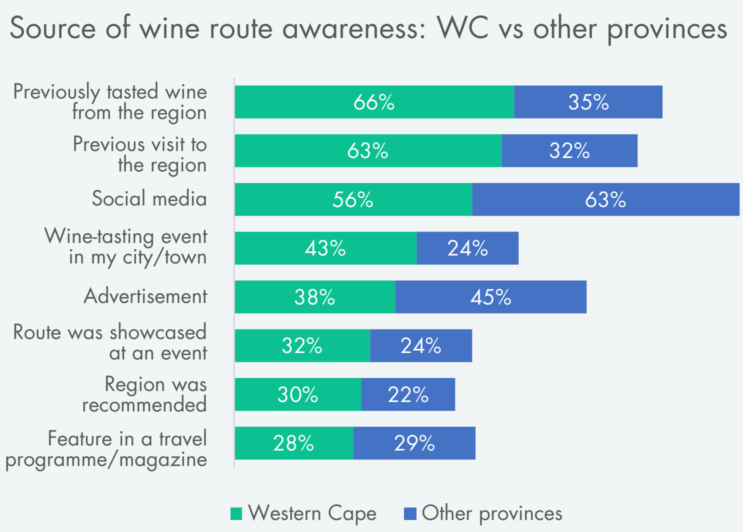
ILLUSTRATION 5




In light of 21 of the country's 23 wine routes being located in the Western Cape, the Vintelligence wine tourism data was segmented by travel within the Western Cape, or intra-provincial travel (17%), and inter-provincial travel (83%), which originated in the rest of the country. With both the online and face-to-face surveys, the origin of the visitor had a marked impact on their travel motivation and behaviour.

The online surveys provided us with an excellent opportunity to also quantify and unpack latent demand for wine tourism experiences and barriers to travel. The Stellenbosch Wine Route, Franschhoek Wine Valley and Durbanville Wine Valley had the highest awareness

ILLUSTRATION 6




Each wine route's hardest worker as source of awareness has been highlighted green in the tables that follow.

rates with Western Cape residents, while the Robertson Wine Valley boasted the second-highest awareness levels, ahead of Franschhoek and Durbanville, with residents of other provinces.

## SOURCE OF WINE ROUTES AWARENESS

Previous visits and past experience of a region's wine worked the hardest for Western Cape residents in driving awareness of different wine routes (see Illustration 6). Relative to other provinces, Western Cape residents relied less on advertising and social media for their source of awareness of wine routes.

### WESTERN CAPE RESIDENTS: SOURCE OF AWARENESS BY INDIVIDUAL WINE ROUTE

For Western Cape consumers, awareness of individual wine routes tended to often be generated by features in magazines or travel programmes, previous visits to the region, and the route being showcased at an event or festival.

This is markedly different from how consumers in other provinces gained awareness about wine routes (see Table 1).

Stellenbosch was the only wine route whose biggest driver of awareness was 'wine-tasting events in my home city or town', which is indicative of the maturity level of this wine region as a destination making their wines as accessible to the consumer as possible. Worcester gained awareness mostly through recommendations.

TABLE 1

**Western Cape residents:** source of awareness by individual wine route

| | % of Western Cape residents aware of wine route | Advert | Feature in a travel pro-gramme/ magazine | Previous visit to the region | Region was recom-mended | Route was showcased at a show/ event/ festival | Social media | Wine tasting event in my city/ town | I have tasted wine from the region before |
|---|---|---|---|---|---|---|---|---|---|
| Agulhas Wine Triangle | 27% | 26% | 35% | 33% | 31% | 34% | 26% | 30% | 33% |
| Bot River Wine Route | 36% | 34% | 46% | 47% | 44% | 47% | 33% | 41% | 46% |
| Breedekloof Wine Route | 40% | 41% | 53% | 49% | 47% | 56% | 41% | 46% | 50% |
| Constantia Wine Route | 73% | 72% | 82% | 82% | 80% | 82% | 72% | 77% | 82% |
| Darling Wine Route | 55% | 54% | 66% | 70% | 66% | 69% | 52% | 62% | 66% |
| Durbanville Wine Valley | 82% | 84% | 91% | 89% | 88% | 91% | 83% | 86% | 89% |
| Franschhoek Wine Valley | 84% | 83% | 91% | 91% | 89% | 92% | 86% | 88% | 91% |
| Hemel-en-Aarde Wines | 46% | 40% | 54% | 62% | 52% | 57% | 41% | 48% | 59% |
| Klein Karoo Wine Route | 31% | 33% | 44% | 38% | 38% | 38% | 32% | 34% | 36% |
| Midlands Meander | 17% | 16% | 25% | 22% | 24% | 20% | 17% | 16% | 20% |
| Orange River Wine Route | 35% | 38% | 42% | 42% | 38% | 41% | 33% | 36% | 41% |
| Paarl Wine Route | 79% | 78% | 87% | 89% | 86% | 87% | 80% | 82% | 87% |
| Plett Winelands | 19% | 20% | 27% | 23% | 22% | 23% | 19% | 19% | 21% |
| Robertson Wine Valley | 79% | 78% | 87% | 88% | 84% | 89% | 78% | 82% | 89% |
| SA Brandy Homes | 16% | 19% | 21% | 18% | 20% | 23% | 18% | 19% | 18% |
| Stanford Wine Route | 33% | 30% | 40% | 42% | 39% | 39% | 33% | 34% | 40% |
| Stellenbosch Wine Route | 93% | 94% | 95% | 97% | 97% | 94% | 94% | 97% | 96% |
| Swartland Wine Route | 54% | 51% | 67% | 67% | 63% | 65% | 51% | 56% | 65% |
| Tulbagh Wine Route | 51% | 47% | 64% | 64% | 61% | 65% | 48% | 55% | 64% |
| Wellington Wine Route | 61% | 62% | 74% | 70% | 71% | 73% | 63% | 66% | 70% |
| West Coast Wine Route | 46% | 46% | 58% | 56% | 53% | 54% | 44% | 48% | 53% |
| Wines of Elgin | 48% | 43% | 56% | 59% | 52% | 59% | 44% | 51% | 59% |
| Worcester Wine Route | 58% | 62% | 69% | 65% | 70% | 69% | 60% | 64% | 65% |

**INDUSTRY FACT**

**21**

**OF THE COUNTRY'S 23** WINE ROUTES ARE LOCATED IN THE WESTERN CAPE

## OTHER PROVINCES: SOURCE OF AWARENESS BY INDIVIDUAL WINE ROUTE

Stellenbosch dominated across all channels of awareness in other provinces (see Table 2).

Interestingly, previous visits to the region were the largest contributing source of awareness for most wine routes. 'Tasted wine from the region' was the biggest source of awareness for Breedekloof and Stellenbosch, 'winetasting event' for SA Brandy Homes, 'route was showcased at an event' for the Orange River, 'region was recommended' for Klein Karoo, Stanford and the West Coast, and 'feature in a travel magazine or programme' for Robertson. No wine route's largest contributor to awareness was advertising or social media, as was the case for Western Cape consumers.

Stellenbosch, Robertson and Durbanville pull ahead as the top three wine routes of which KwaZulu-Natal residents were aware, with more than 50% of consumers from that province aware of these routes, as opposed to 39% awareness of the Midlands Meander Wine Route located in KwaZulu-Natal.

TABLE 2

## **Other provinces:** source of awareness by wine route

| | % of residents of other provinces aware of wine route | Adverts | Feature in a travel programme magazine | Previous visit to the region | Region was recommended | Route was showcased at a show/ event/ festival | Social media | Wine-tasting event in my city/ town | Previously tasted wine from the region |
|---|---|---|---|---|---|---|---|---|---|
| Agulhas Wine Triangle | 11% | 12% | 16% | 19% | 19% | 18% | 11% | 19% | 19% |
| Bot River Wine Route | 11% | 11% | 16% | 22% | 19% | 19% | 10% | 20% | 21% |
| Breedekloof Wine Route | 14% | 15% | 20% | 23% | 23% | 22% | 13% | 21% | 24% |
| Constantia Wine Route | 36% | 30% | 47% | 63% | 48% | 44% | 31% | 47% | 59% |
| Darling Wine Route | 24% | 23% | 32% | 44% | 37% | 35% | 20% | 38% | 43% |
| Durbanville Wine Valley | 53% | 54% | 62% | 64% | 61% | 63% | 54% | 64% | 67% |
| Franschhoek Wine Valley | 49% | 44% | 60% | 73% | 59% | 58% | 44% | 56% | 71% |
| Hemel-en-Aarde Wines | 13% | 10% | 16% | 29% | 22% | 19% | 10% | 21% | 28% |
| Klein Karoo Wine Route | 23% | 23% | 33% | 34% | 36% | 35% | 22% | 33% | 34% |
| Midlands Meander | 26% | 25% | 34% | 40% | 37% | 33% | 24% | 35% | 38% |
| Orange River Wine Route | 34% | 39% | 41% | 41% | 41% | 45% | 35% | 43% | 41% |
| Paarl Wine Route | 46% | 44% | 56% | 66% | 59% | 54% | 43% | 57% | 63% |
| Plett Winelands | 14% | 15% | 19% | 23% | 23% | 21% | 14% | 21% | 22% |
| Robertson Wine Valley | 62% | 67% | 72% | 71% | 70% | 71% | 63% | 70% | 72% |
| SA Brandy Homes | 23% | 28% | 28% | 20% | 30% | 28% | 25% | 32% | 23% |
| Stanford Wine Route | 15% | 19% | 22% | 20% | 25% | 24% | 17% | 24% | 19% |
| Stellenbosch Wine Route | 76% | 76% | 83% | 86% | 80% | 81% | 76% | 79% | 87% |
| Swartland Wine Route | 26% | 24% | 33% | 45% | 34% | 36% | 21% | 37% | 44% |
| Tulbagh Wine Route | 19% | 17% | 25% | 37% | 28% | 28% | 16% | 29% | 36% |
| Wellington Wine Route | 31% | 32% | 40% | 48% | 42% | 43% | 30% | 43% | 45% |
| West Coast Wine Route | 23% | 25% | 31% | 32% | 35% | 33% | 23% | 32% | 31% |
| Wines of Elgin | 17% | 16% | 22% | 30% | 28% | 25% | 15% | 27% | 30% |
| Worcester Wine Route | 35% | 35% | 44% | 48% | 45% | 45% | 35% | 46% | 47% |

INDUSTRY FACT

**41%**

**OF CONSUMERS**

FROM OTHER PROVINCES HAVE NEVER VISITED A WINE ROUTE BEFORE

## WINE ROUTE VISITATION

In the Western Cape, only 8% of all wine consumers have never visited a wine route. For other provinces, 41% of consumers have never visited a wine route before. (See Illustration 7.)

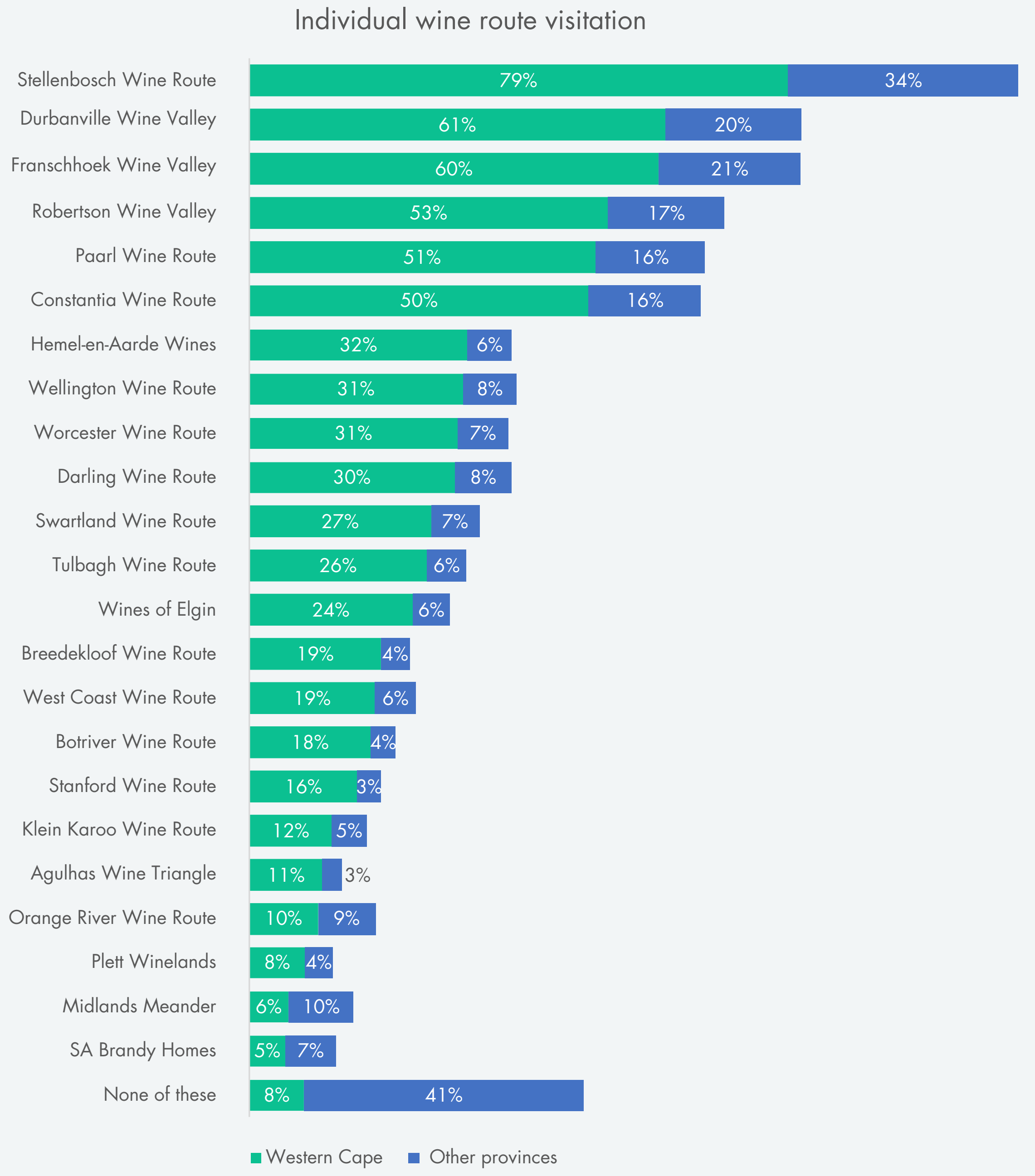
ILLUSTRATION 7

## INDIVIDUAL WINE ROUTE VISITATION

Stellenbosch, Durbanville and Franschhoek were the wine routes most visited by all South African consumers, regardless of where they reside (see Illustration 8).

Despite its geographical distance, those KwaZulu-Natal residents who have visited wine routes were more likely to have visited Stellenbosch (31%). More local options, such as the Midlands Meander (23%) have been visited by one in four KwaZulu-Natal residents, with Durbanville in the Western Cape (23%) also one of the top three wine routes visited.

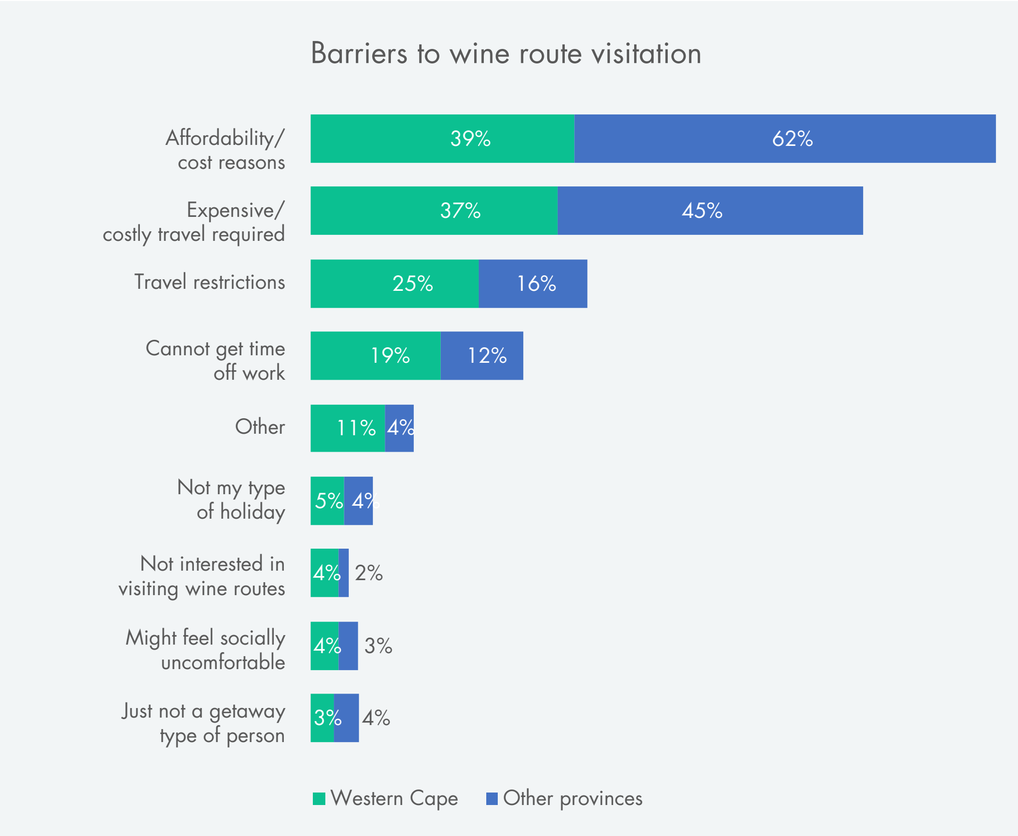
ILLUSTRATION 8



## BARRIERS TO WINE ROUTE VISITATION

Affordability and costs were the largest barriers to wine route visits, particularly for consumers residing outside of the Western Cape, from where wine routes are generally further away and harder to access (see Illustration 9).

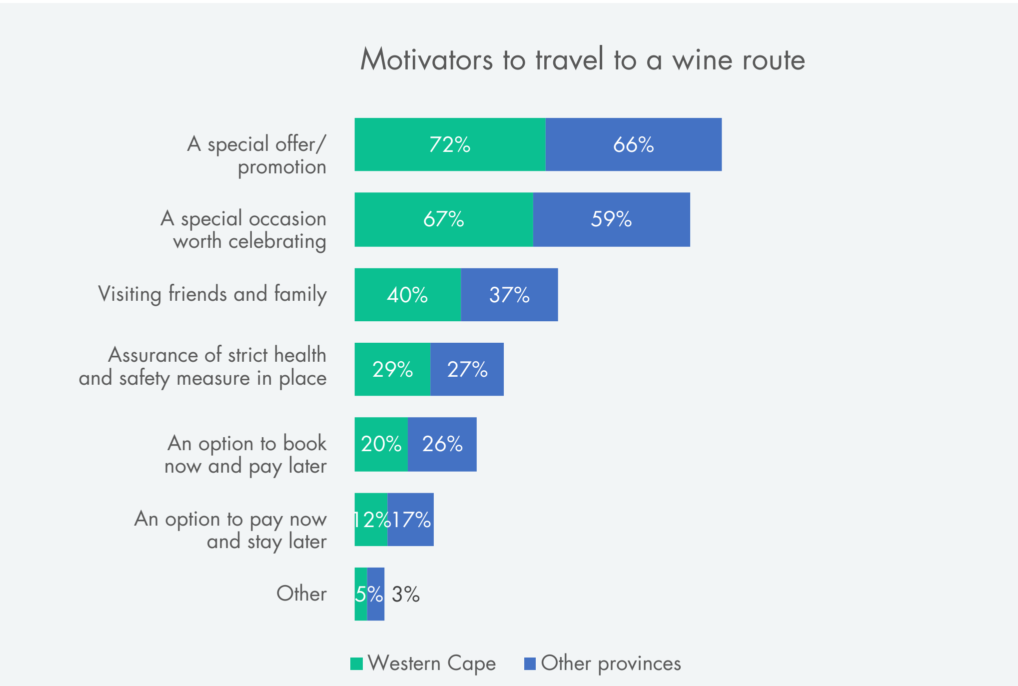
ILLUSTRATION 9




## MOTIVATORS TO TRAVEL TO A WINE ROUTE

Special promotions worked the hardest at motivating visits to wine farms for consumers, followed by special occasions (see Illustration 10).

ILLUSTRATION 10



INDUSTRY FACT

**60%**
**OF VISITORS FROM THE WESTERN CAPE**
MADE WINELANDS THEIR MAIN DESTINATION RATHER THAN AN ADD-ON

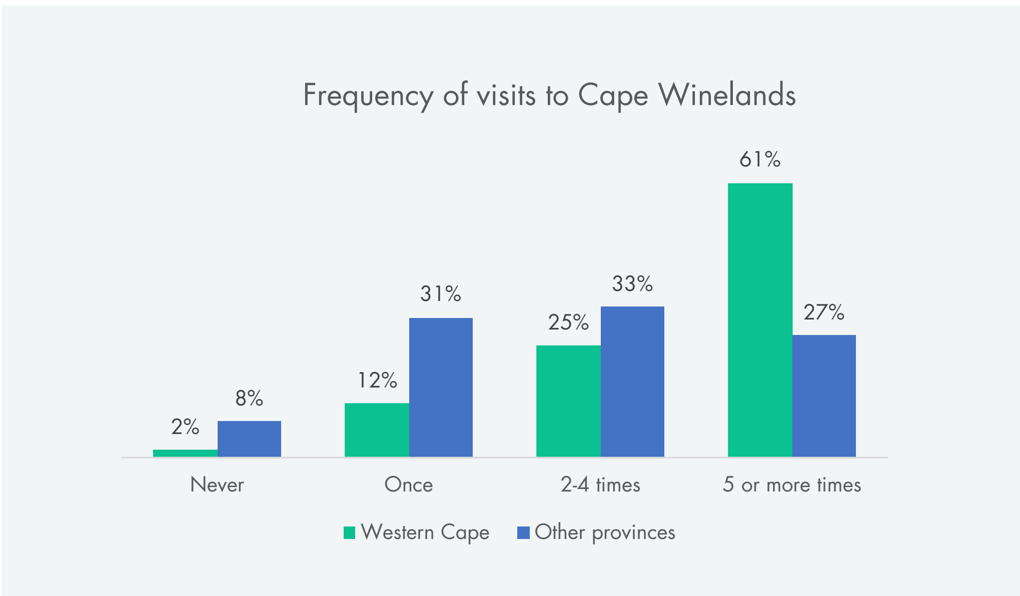
## CAPE WINELANDS VISITATION AND TRAVEL BEHAVIOUR

The Great Big Wine Survey asked respondents about their perceptions of and travel to the Cape Winelands. This is an area that includes the wine routes of Breedekloof, Franschhoek, Paarl, Robertson, Stellenbosch, Tulbagh, Wellington and Worcester.

### FREQUENCY OF VISITS TO CAPE WINELANDS

As expected, Western Cape residents visited the Cape Winelands significantly more frequently than South African consumers residing elsewhere (see Illustration 11).

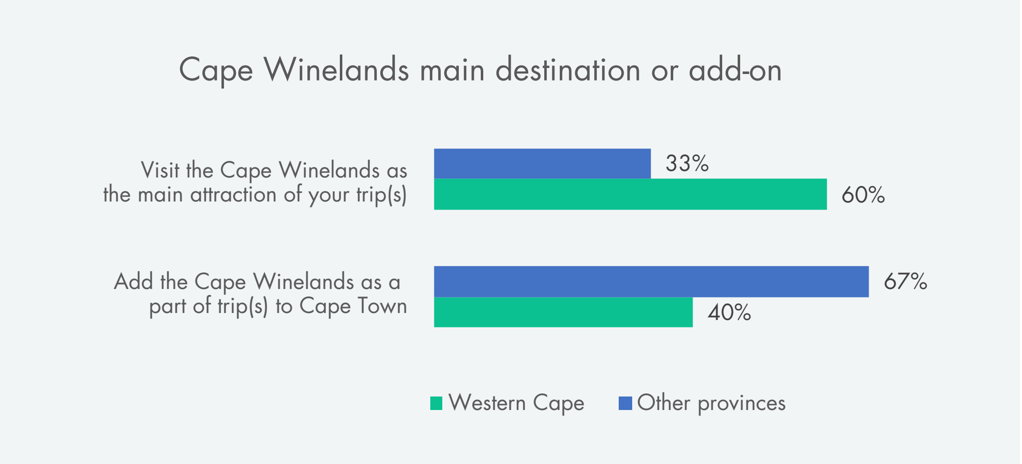
ILLUSTRATION 11



## CAPE WINELANDS AS A MAIN DESTINATION OR ADD-ON

For visitors from the Western Cape, the Cape Winelands were in the majority of cases (60%) the main destination on their trip rather than an add-on. When we look at inter-provincial travellers, in two-thirds of the cases Cape Town was the main destination and the Cape Winelands an add-on. (See Illustration 12.) This underscores the advantage of having so many wine farms within an hour's drive of Cape Town, as well as the importance of stating that proximity in our marketing messages, and for the travel trade, the benefit of packaging the Cape Winelands with Cape Town itineraries.

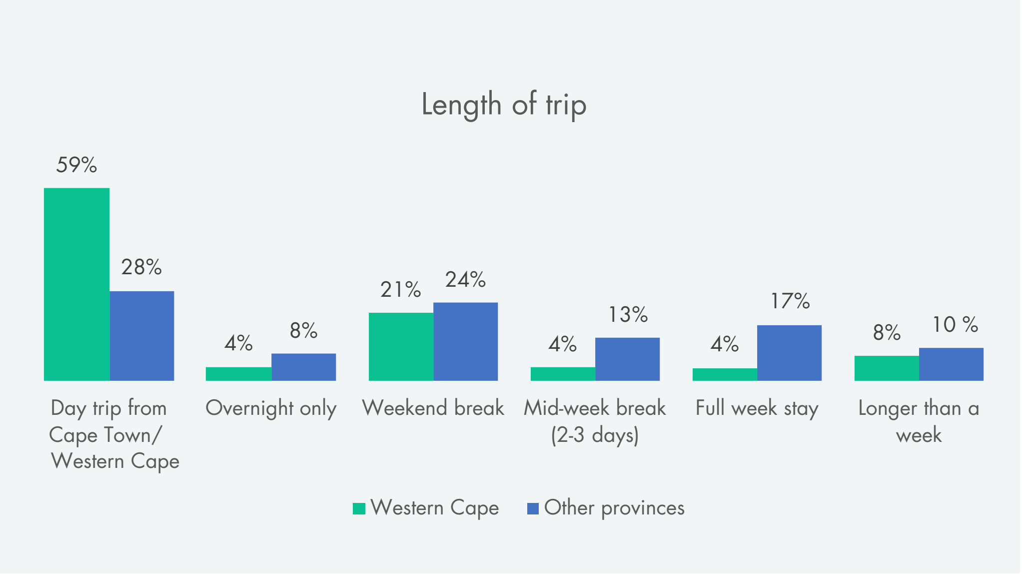
ILLUSTRATION 12




## LENGTH OF TRIP TO CAPE WINELANDS

While not as common for consumers living outside of the Western Cape, day trips from Cape Town or elsewhere within the province were still the most commonly cited length of trip for all consumers. Weekends were the next most popular duration, slightly more so for non-Western Cape consumers. Overnight-only stays were less common. Mid-week breaks, full-week stays and stays of seven days or longer were more common for residents living outside of the province. (See Illustration 13.)

ILLUSTRATION 13



INDUSTRY FACT

**85%**

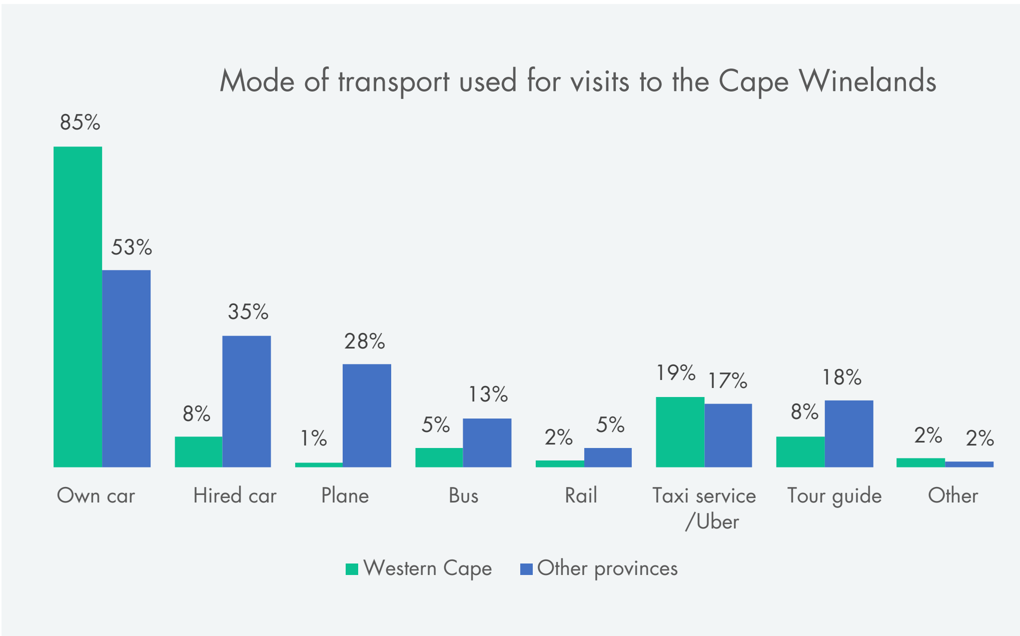
**OF WESTERN CAPE CONSUMERS**

USE THEIR OWN VEHICLES ON WINE ROUTE VISITS

## MODE OF TRANSPORT USED FOR VISITS TO CAPE WINELANDS

For the majority (85%) of Western Cape consumers, their own vehicles were the mode of transport used, followed by taxis or Ubers at 19%. Consumers residing outside of the province also used their own vehicles to visit the region, but also relied on hired cars and planes. (See Illustration 14.)

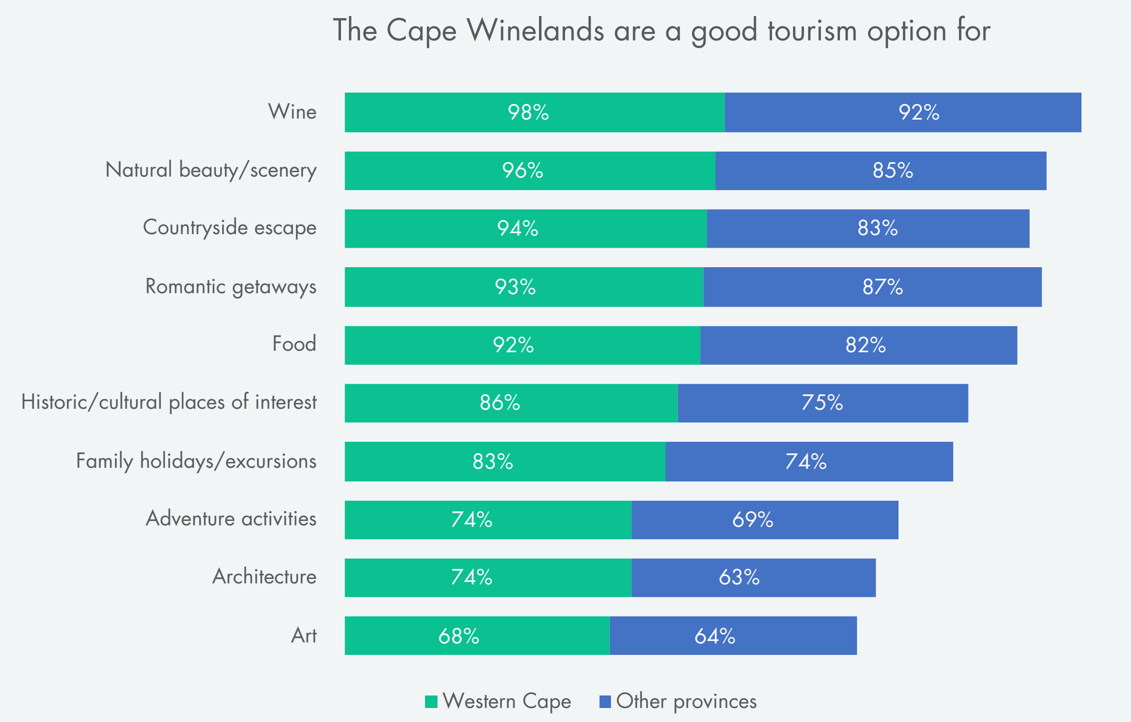
ILLUSTRATION 14



## DRIVERS OF DESTINATION APPEAL OF CAPE WINELANDS

The Cape Winelands are universally recognised as a good tourism option for wine, followed by the scenery. Western Cape consumers tended to agree that the Cape Winelands are a good tourism option for all the reasons stated, but there was also high agreement from consumers residing elsewhere in the country, with over two thirds (68%) of them listing the Cape Winelands as a good tourism option for each of the stated reasons. (See Illustration 15.)

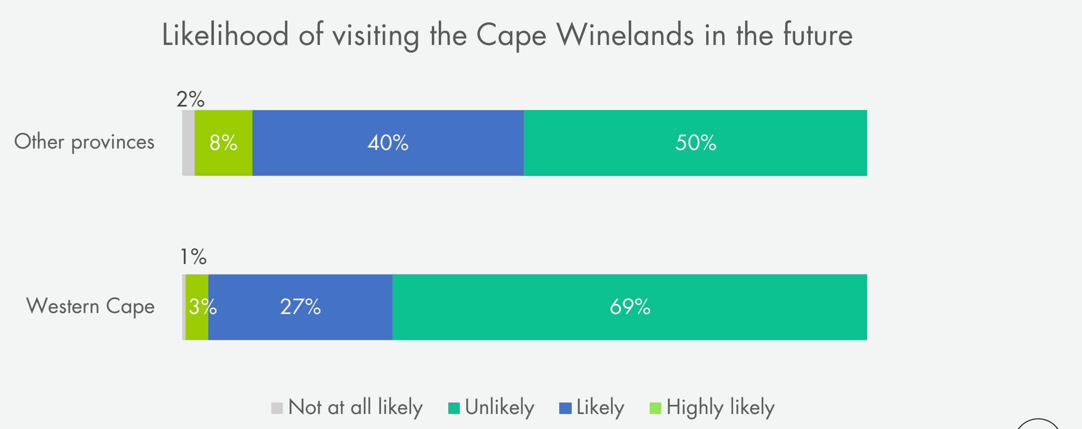
ILLUSTRATION 15




## LIKELIHOOD OF FUTURE VISIT TO CAPE WINELANDS

The destination appeal of the Cape Winelands remains very high, with 87% of Western Cape consumers and 90% of consumers from other provinces indicating that they were likely to visit the Cape Winelands in future (see Illustration 16).

ILLUSTRATION 16



# 03 / VINPRO FACE-TO-FACE WINERY VISITOR SURVEY RESULTS

Wine tourists are often classified according to their level of interest in wine and this formed the basis of the segmentation process. The results of the Vinpro face-to-face visitor research showed that wine tasting and experiences were the major driver of visits to South African wineries but that visitors were also attracted by a wide range of other factors. Indeed, there might be a considerable range of motivations even within one travel party.

This is why it is important to understand who visits you and what interests them, so you can develop and deliver experiences that meet their expectations. This information should give you a better understanding of the domestic and international visitors to your winery. We observed, as with the Vintelligence data, the sharpest contrast in motivation, travel behaviour, wine culture and so on, based on the origin of the visitor.

**LOCAL VISITORS**
Who live within easy driving distance (40km) of the wine farm
**52%**

**FOREIGN VISITORS**
Living outside South Africa's borders
**18%**

**DOMESTIC VISITORS**
Who live further away from the wine farm
**30%**

**VISITORS WITH KIDS**
Travelled either alone or as pairs, in other words, they visited the wine farm without their children
**43%**

## VISITOR PROFILE

The split between the total South African population in 2020 was 49% male and 51% female, while the split between the total number of foreign tourists to South Africa in 2019 was 53% male and 47% female. The higher percentage of female respondents in the survey should not be seen as representative of the gender of visitors to wine farms because most visitors travelled as couples and the accompanying person could be mostly male. Data from Statistics South Africa for the total population of South Africa in 2020 indicate that wine farms attract a higher share of Millennials (born between 1981 and 1995) and Generation Xs (born between 1965 and 1980). The sample for this study found that 52% of visitors to wine farms were local visitors who live within easy driving distance (40km) of the wine farm, while 30% were domestic visitors who live further away. Foreign visitors living outside South Africa's borders made up 18%. (See Illustration 4.)

ILLUSTRATION 17

## Demographic profile of visitors to wineries

**Age**

- Gen Z (18-25) **12%**
- Millennials (26-41) **45%**
- Gen X (42-57)) **29%**
- Baby Boomers (58-76) **13%**
- Silent Generation (77+) **1%**

**Gender**

- Female **59%**
- Male **40%**
- Non-binary **1%**

**Origin**

- Local (within 40km) **52%**
- Domestic **30%**
- International **18%**

**Life stage**

- Single without children **20%**
- Couple without children **24%**
- Single with children living with them **6%**
- Couple with children living with them **32%**
- Single with adult children no longer home **4%**
- Couple with adult children no longer home **14%**

**Group size**

- One person **5%**
- Two people **51%**
- Three people **13%**
- Four people **14%**
- Five or more **17%**

A survey conducted by Vinpro among 113 wine farms found that during 2019 the origin of day visitors to wine farms was fairly evenly spread between 35% local visitors, 29% domestic visitors and 36% foreign visitors. The low share of foreign visitors to wine farms in this survey may have been influenced by international travel restrictions due to the Covid-19 pandemic. In terms of South African travellers, the majority of visitors to wineries came from the Western Cape (52%) and Gauteng (23%), followed by Kwa-Zulu Natal (8%) and the Eastern Cape (7%) (see Illustration 18). The international visitors mirrored South Africa's top source markets, as can be seen in Illustration 19: the United Kingdom with 29%, Germany with 18%, the USA with 14% and the Netherlands with 8%.

A large portion (43%) of the segment who have children living with them travelled either alone or as pairs, in other words, they visited the wine farm without children. This behaviour may explain the finding that 51% of visitors to wine farms visited as pairs (see Illustration 17). But it also raises the question why this market segment visited the wine farm without their children – was it due to a lack of activities for children on wine farms, or did they see it as an opportunity to spend time away from their children?

ILLUSTRATION 18

## Origin of domestic visitors

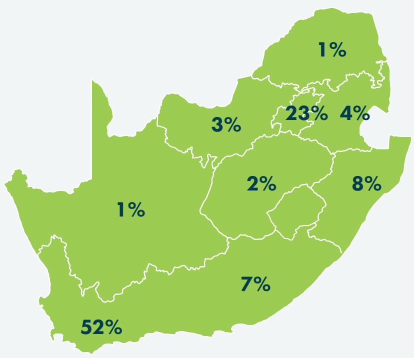
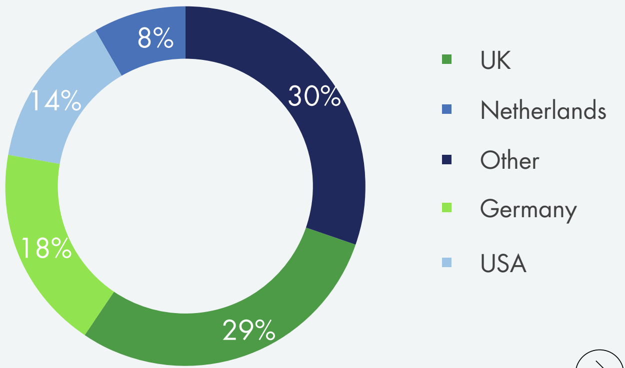



ILLUSTRATION 19

## Origin of foreign tourists



**INDUSTRY FACT**

**key reasons**

**TO VISIT A WINE FARM**

WINE TASTING, RELAXATION, SCENERY, FARM SETTING, AND SOCIALISING WITH FRIENDS AND FAMILY

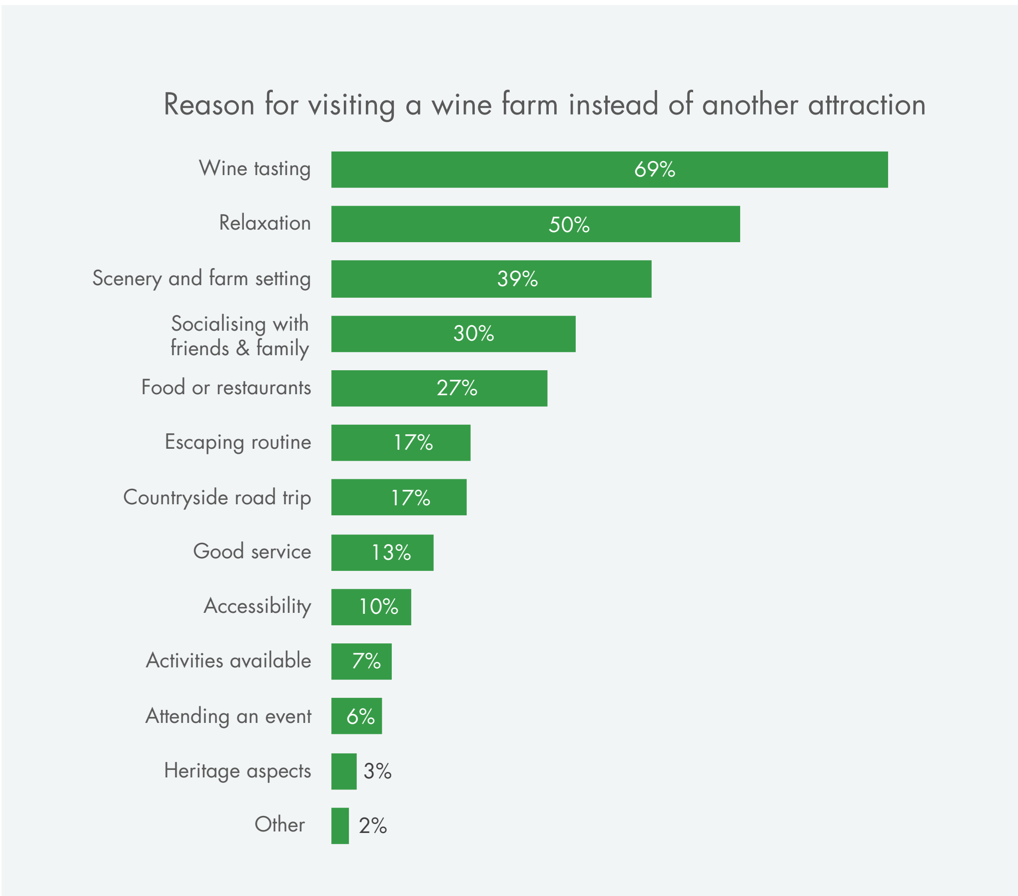
## VISITS ON THE DAY

There was statistically no clear preference whether respondents would (43%) or would not (39%) visit more than one wine farm on the same day. Domestic and foreign tourists were more likely to visit more than one wine farm on the same day, as they would not have the opportunity to return frequently, like locals living in the area.

## REASON FOR VISITING WINE FARMS

Relaxation, scenery and farm setting, and socialising with friends and family were key reasons given to visit a wine farm, following the obvious wine tasting (see Illustration 20). Unsurprisingly, certain elements were greater motivations for domestic and international visitors than locals. There was a higher propensity among domestic (73%) and foreign (81%) visitors to visit for wine tasting than with locals, as they were more likely to be on holiday and enjoying a must-do experience in the destination. These visitors also placed a higher premium on the scenery and farm setting, and the experience of taking a countryside road trip. For locals, escaping routine, experiencing good service, relaxation, and socialising with friends and family were more important motivations.

ILLUSTRATION 20



## REASON FOR VISITING A SPECIFIC WINE FARM

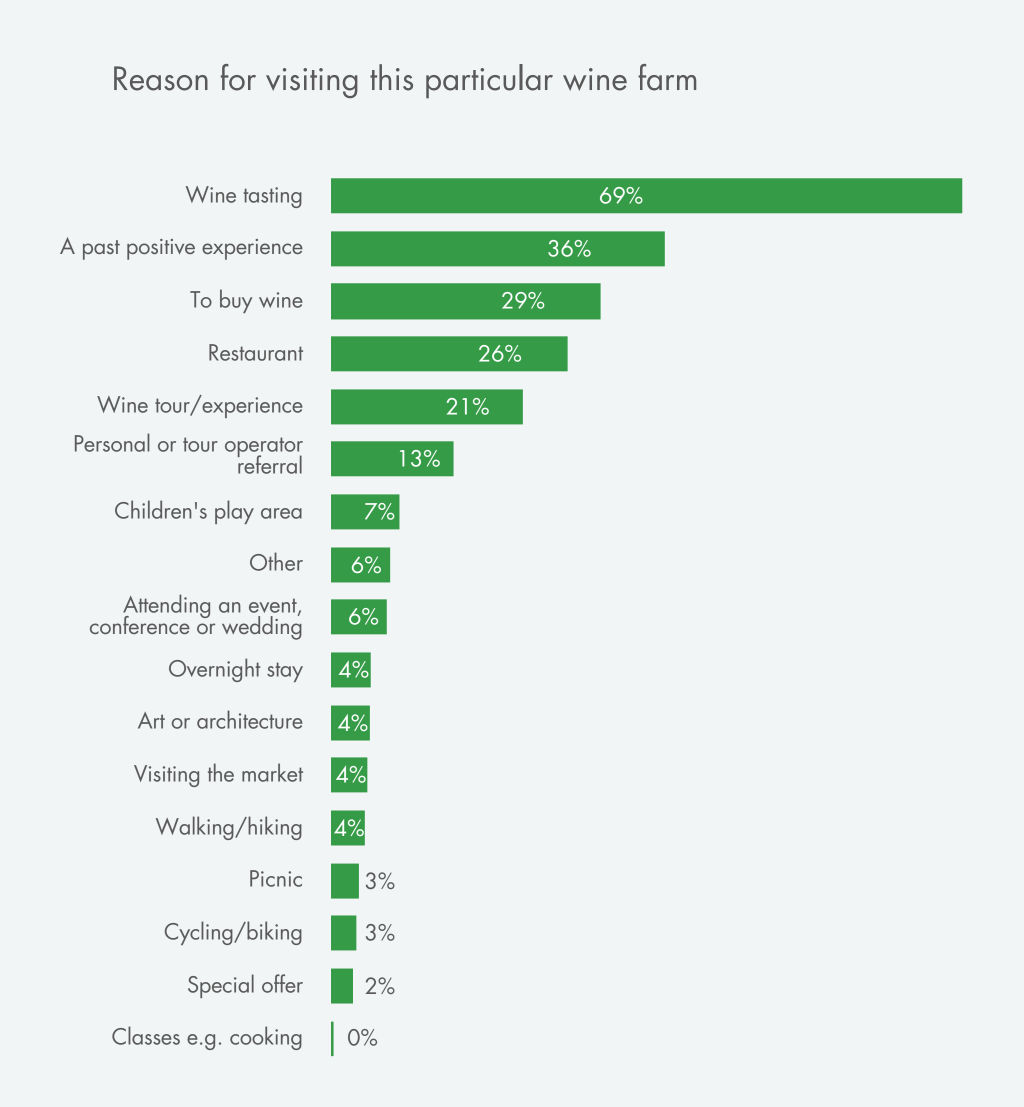
Wine tasting is the obvious reason to visit a wine farm (see Illustration 21) but the importance of facilities such as a restaurant also provides insight into the needs of visitors to wine farms.

A survey conducted in 2019 among 113 wine farms indicated that 94% offered a tasting room, but only 45% had a restaurant, 43% had a conference and event venue(s), 41% offered wine tours and experiences, and 34% offered overnight accommodation.

An analysis by age indicated that wine tasting is more important for Gen Z (aged 18-25) and Millennials (26-41), and a restaurant is more important for Gen X (42-57) and Baby Boomers (58-76). Locals were more likely to visit a specific wine farm repeatedly based on a past positive experience (43%) due to their proximity to the farm. The analysis of the frequency of visits also shows that visiting to buy wine is more important to more frequent visitors than wine tasting.

Referral was an important reason for foreign visitors as they might be utilising a tour operator. A restaurant was less important for foreign visitors than the wine tasting, and a

ILLUSTRATION 21




**INDUSTRY FACT**

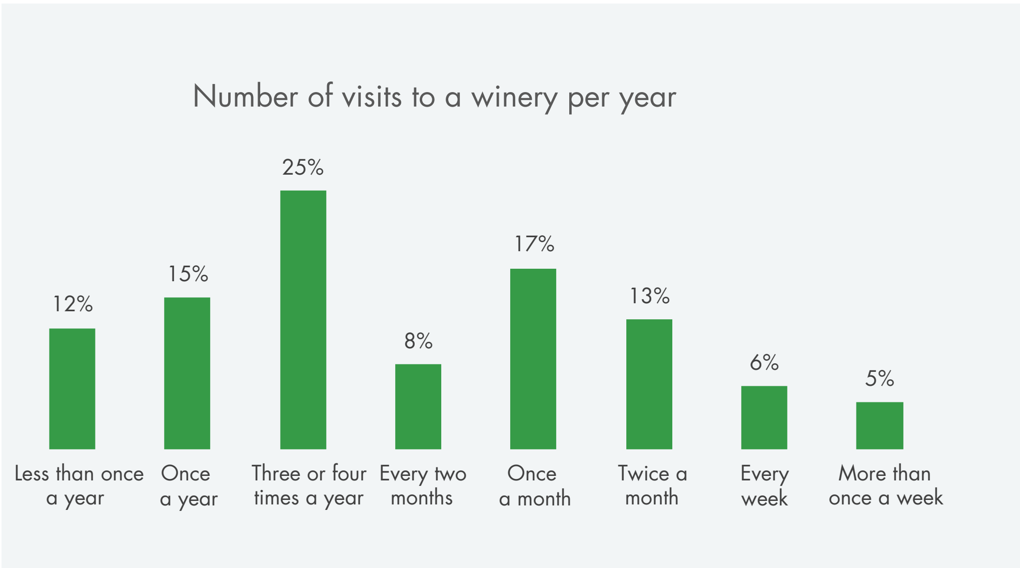
**49 %**

**VISITED A WINE FARM**
EVERY TWO MONTHS OR MORE

## FREQUENCY OF VISITS

Frequency of visit was evenly distributed between lower (51% visited four times a year or less) and higher (49% visited every two months or more) (see Illustration 22.)

ILLUSTRATION 22



**THE DTC WINE SALES AND MARKETING RESOURCE KIT**

The Direct to the Consumer (DTC) Wine Sales and Marketing Resource Kit was developed by Wine Tourism Australia and Vinpro for a series of six virtual workshops presented in partnership with the Cape Winelands District Municipality and Commerce7 from September to November 2020. The workshops were aimed at equipping our wineries with the skills to leverage the channels leading directly to the consumer (cellar door, e-commerce, loyalty programmes, and live and virtual events) to optimise sales.

The resource kit can be used to enhance your DTC strategy by taking stock of the information sources that visitors used, as reflected in Illustration 23, for example, optimising your Google business listing.

DOWNLOAD

## INFORMATION SOURCES CONSULTED

Apart from word of mouth, digital sources of information were the most important: Google searches, Facebook, Instagram and winery websites were critically important as sources of information (see Illustration 23.)

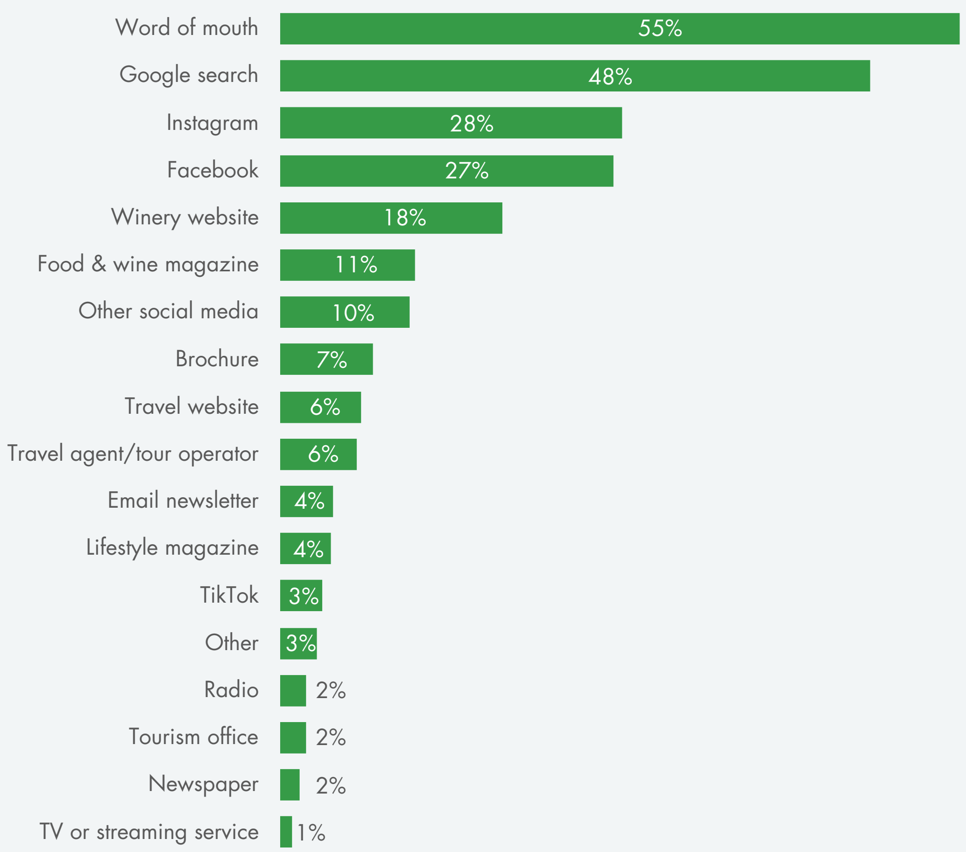
The segmentation according to age indicated that use of Google, Facebook and Instagram declined as the generation got older, while word of mouth increased. The most used information sources by generation were:

- Gen Z (aged 18-25): Google (57%), Instagram (49%) and word of mouth (43%).
- Millennials (26-41): Google (55%), word of mouth (50%) and Instagram (36%).
- Gen X (42-57): Word of mouth (63%), Google (42%) and Facebook (25%).
- Baby Boomers (58-76): Word of mouth (61%), Google (28%) and Facebook (16%).

The analysis of the frequency of visit indicates the higher importance of a travel agent/tour operator for less frequent visitors, which corresponds with foreign and domestic visitors who were not as familiar with the area or offering. The responses show the importance of the travel agent/tour operator, Google search and travel websites for the foreign visitor, and the lesser importance of Facebook to this group. This is an indication to wine farms where to invest should they wish to attract the foreign market.

**ILLUSTRATION 23**

Information sources used when considering a visit to a wine farm



## WINE ENGAGEMENT

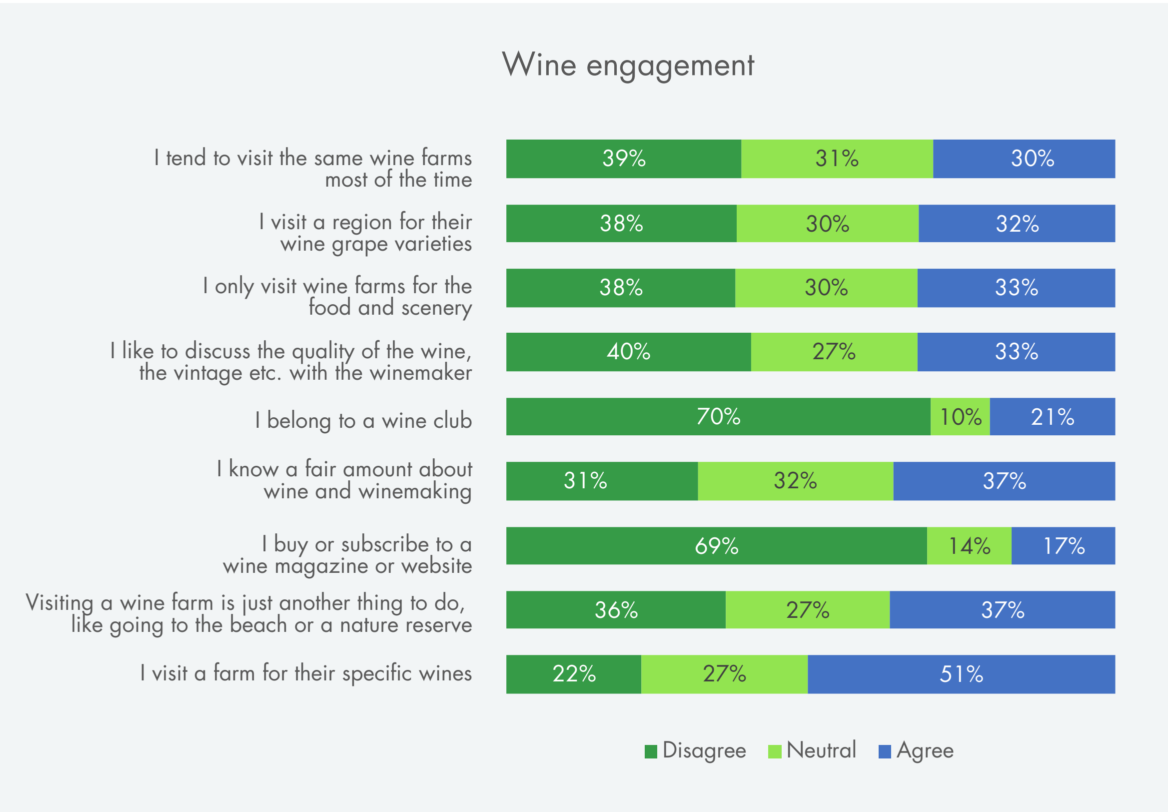
Most visitors to wine farms do not buy or subscribe to a wine magazine, nor do they belong to a wine club. Half of the respondents agreed with the statement that visiting a wine farm is just another thing to do, like going to the beach or a nature reserve. All other statements were fairly evenly distributed between respondents disagreeing, being neutral and agreeing. (See Illustration 24.)

The segmentation by age indicated that the older generations are more likely to buy or subscribe to a wine magazine or website, to belong to a wine club and to discuss the quality of the wine with the winemaker. The analysis of the frequency of visit shows that more frequent visitors are more likely to belong to a wine club.

The younger generations are more likely to see visiting a wine farm as just another thing to do, like going to the beach or a nature reserve.

The survey results indicated a high share of people who agreed with the statement that they visit a wine farm for their specific wines. This result should be interpreted with caution, as respondents may have understood it as visiting a wine farm because of the name of the wine farm rather than a specific variety of wine in a specific year.

ILLUSTRATION 24




**INDUSTRY FACT**

**21%**

**OF VISITORS**
TO WINE FARMS BELONG
TO A WINE CLUB'

## LEISURE ACTIVITIES AND INTERESTS

Dining out was by far the most popular activity among all respondents. Other leisure and entertainment pursuits that were popular included listening to music, travelling, and going out in the evening for drinks and entertainment. Popular outdoor pursuits included walking or hiking, followed by cycling and mountain biking. (See Illustration 25.)

**INDUSTRY FACT**

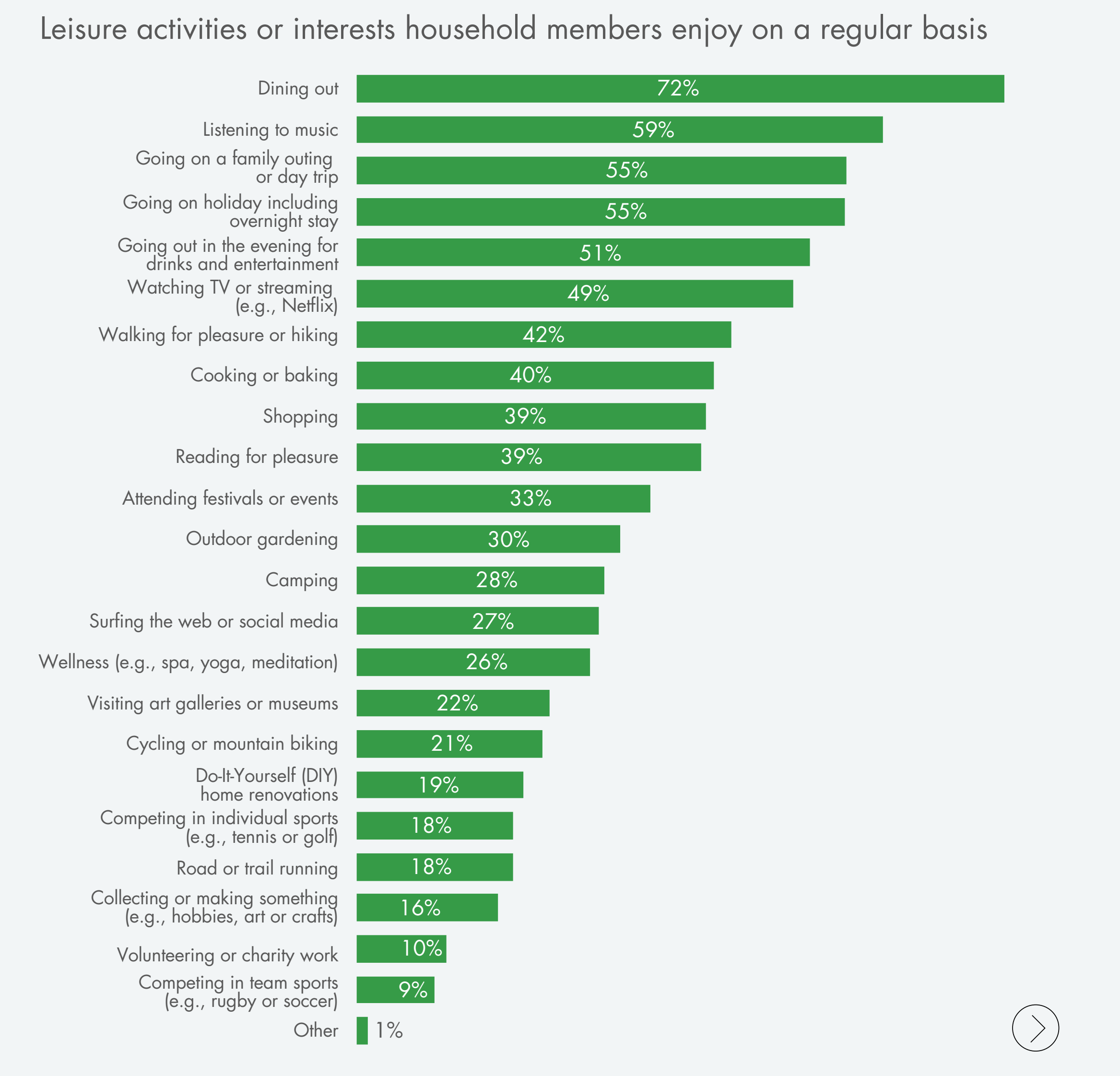
**72%**
**OF RESPONDENTS**
INDICATED THEY DINE OUT ON A REGULAR BASIS

The opportunities for wine farms are highlighted by this question. For example, 72% of respondents indicated that they dine out on a regular basis, yet only 45% of wine farms have restaurants (based on a survey conducted among 113 wine farms in 2019). Similarly, 55% of respondents enjoyed an overnight stay, but only 34% of wine farms have overnight accommodation.

There was a decline in interest in attending festivals and events, and shopping, as the generations got older, from 55% for Gen Z (18-25) to 17% for the Silent Generation (77+). There was a higher interest among Millennials (26-41) (22%) and Gen Xs (42-47) (24%) in cycling and mountain biking.

Local, domestic and foreign visitors enjoyed similar activities and interests, so wine farms could offer activities to attract them all, although foreign visitors showed a higher affinity for wellness experiences.

ILLUSTRATION 25



**WINE TOURISM TOOLKIT RESOURCES**

The leisure activities and interests of visitors, combined with their wine engagement, life stage, age and profession (among other things), is vital information to help you draw up personas for your winery's target customers. Use the resources in the Wine Tourism Toolkit, a free digital business resource to help your winery establish or expand its wine tourism footprint, to

**DOWNLOAD IDENTIFYING YOUR TARGET MARKETS**

**DOWNLOAD TARGET MARKET PERSONA TEMPLATE**

## AVERAGE SPEND PER PERSON

The majority (58%) of respondents spent R500 or less per person, with 32% spending R501 or more (see Illustration 26).

Spending patterns corresponded with the presumed economic status, so, for example, Gen Zs (aged 18-25) were spending the least, as they are more likely to be at the start of their career, while Gen Xs (42-57) were more likely to spend more than R500, as they are in their prime employment years.

The favourable exchange rate of the South African rand with most foreign currencies would be the reason for the higher spending propensity among foreign visitors (see Table 3).

ILLUSTRATION 26

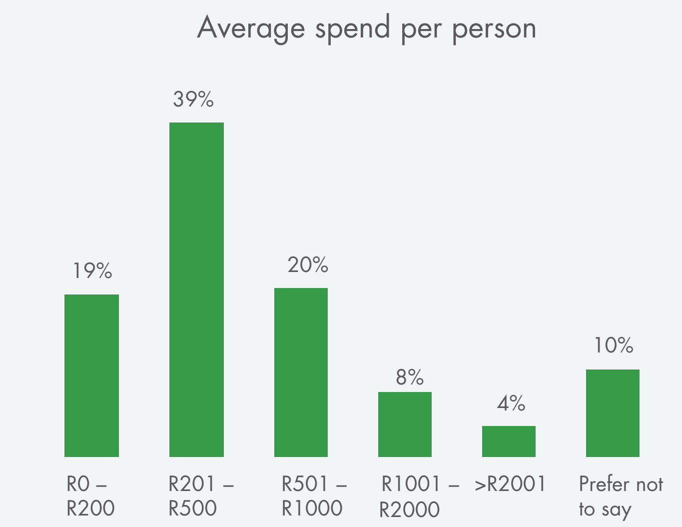



TABLE 3

Average spend per person by origin of visitor

| | R500 and less | R501 and more | Prefer not to say |
|---|---|---|---|
| Local | 65% | 24% | 11% |
| Domestic | 61% | 32% | 7% |
| Foreign | 36% | 49% | 15% |

**INDUSTRY FACT**

**58%**

**OF RESPONDENTS**

SPENT R500 OR LESS PER PERSON

# 04 / WINE TOURIST SEGMENTATION

In order to help our wineries to get a better understanding of the market, we set out to include a broad segmentation model, based on the findings of our face-to-face visitor research. To segment the visitors to the wine farms, a review of various research studies on the segmentation of visitors to wine farms was undertaken. Based on this, it was decided to utilise the segmentation model in 'Wine Tourism in Australia and New Zealand' (1998).

## WINE TOURIST SEGMENTATION

**'Curious Tourists'**
- Moderately interested in wine but not familiar with winemaking.
- Wineries seen as just another attraction.
- Moderate income and education.
- Winery tour a by-product of a visit to a region, as visiting was for unrelated purposes.
- May have visited other wine regions.
- Curiosity aroused by drinking or seeing winery product or general tourism promotion.
- Opportunity for social interaction with friends and/or family.
- May purchase at winery but will not join mailing list.

**'Wine Interested'**
- High interest in wine but not sole purpose of visit to destination.
- Moderate- to high-income bracket; tend to be university educated.
- Occasional purchaser of wine and food magazines.
- Regular purchaser of lifestyle magazines.
- Word of mouth and wine columns in newspapers may be important for arousing interest in region.
- Likely to have visited other wine regions.
- Familiar with winemaking procedures.
- Likely to purchase at winery and add name to any mailing list.
- Potential for repeat purchase of wine through having visited winery.

**'Wine Lovers'**
- Extremely interested in wines and winemaking.
- Wineries may be sole purpose of visit to destination.
- May be employed in wine and food industry.
- Likely to be mature, with high income and high education levels.
- Likely to be regular purchaser of wine and food magazines.
- Will have visited other wine regions.
- Highly likely to purchase at winery and add name to any mailing list.

## COMPARISON OF WINE TOURIST SEGMENTS: SOUTH AFRICAN AND NEW ZEALAND

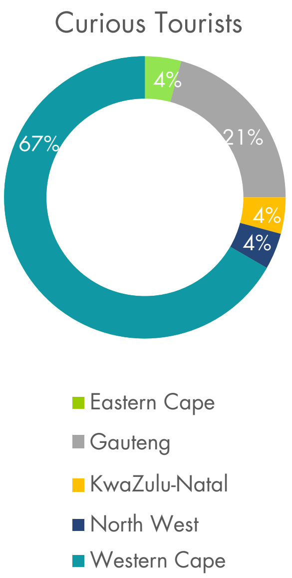
The results of the segmentation were compared with results from the 2003 'New Zealand Wineries' Survey', as a follow-up to the 1998 survey. Both studies utilised the Wine Lovers, Wine Interested and Curious Tourists segmentation model. (See Table 4.)
The results showed a similar breakdown of the wine tourist segments in the two winemaking countries.

TABLE 4

Breakdown of wine tourist segments in New Zealand and South Africa

| Segment | New Zealand 1997 | New Zealand 2003 | South Africa 2022 |
|---|---|---|---|
| Curious tourists | 21% | 7% | 15% |
| Wine interested | 65% | 66% | 61% |
| Wine lovers | 14% | 27% | 24% |

ILLUSTRATION 27




## CURIOUS TOURISTS SEGMENT

**Defining criteria:**

Motivation for winery visit = did not select wine tasting

Motivation for visiting a particular winery = did not select wine tasting, to buy wine, or wine tour or experience

Curious Tourists were more likely to travel in larger groups – 46% were groups of four or five and more people – as their main reason for visiting a winery was not the wine but rather being with friends and family and socialising. They were also least likely to visit more than one farm per day (19%).

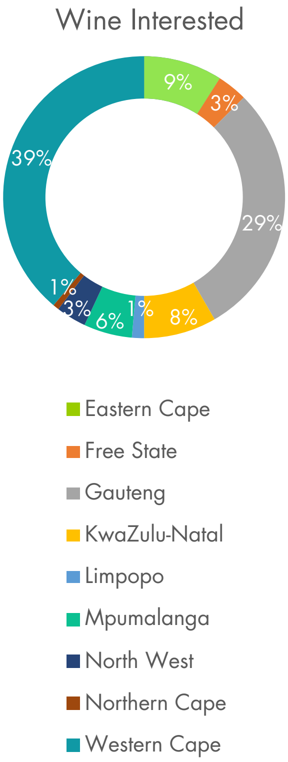
They were more likely to be a couple with children living with them (44%), indicating the importance of communicating about child-friendly facilities at our wineries to entice these visitors. In terms of their reason for visiting a specific wine farm, it was one of the defining criteria that Curious Tourists did not indicate wine tasting, a wine tour or experience or to buy wine. Instead, the winery's restaurant (52%), a past positive experience (44%), attending an event, conference or wedding (17%), or the presence of a children's play area (16%) were the biggest drivers for selecting a specific winery on the day. The finding of a past positive experience for the Curious Tourist is interesting because it indicates that they may return to a wine farm even though they are not very interested in wine. This highlights the importance of the facilities and experiences other than wine that a wine farm could offer.

In line with the segmentation criteria, none of the visitors in this group indicated wine tasting as a reason for visiting a wine farm, as opposed to enjoying another type of attraction or leisure facility. The biggest driver of winery visitation for the Curious Tourists was food or restaurants, followed by attending an event and the activities on offer at wineries. Most Curious Tourists (67%) were from the Western Cape, while we didn't record any visitors in this segment from the Free State, Limpopo, Mpumalanga or the Northern Cape (see Illustration 27.)

When we looked at the information sources that curious tourists consulted when considering a visit to a wine farm in general, each information source scored below the average, except for their use of Facebook and radio to hear about wineries.

## WINE INTERESTED TOURIST SEGMENT

**ILLUSTRATION 28**




**Defining criteria:**

Motivation for winery visit = selected wine tasting

Motivation for visiting a particular winery = selected wine tasting, to buy wine, or wine tour or experience

The reasons for visiting a winery instead of another leisure activity for the Wine Interested segment were wine tasting (73%), relaxation (49%), scenery and farm setting (41%), and socialising with friends and family (31%).

In terms of picking a specific winery on the day, the main driver was wine tasting (77%), followed by to buy wine (31%), a past positive experience (31%), a wine tour or experience (24%), the presence of a restaurant (20%) and a personal or tour-operator referral (16%).

The broadest of the three segments, the majority of Wine Interested visitors came from the Western Cape (39%), followed by Gauteng (29%), with the lowest numbers from the Free State (1%) and Limpopo (1%) (see Illustration 28).

Wine Interested visitors' scoring of each information source was very close to the average but they showed a slightly higher likelihood of using travel websites, tour operators or travel agents, or brochures when selecting a winery.

**INDUSTRY FACT**

**77%**

**WINE TASTING MAIN DRIVER**
FOR PICKING A
WINERY ON THE DAY

# WINE LOVERS TOURIST SEGMENT

**Defining criteria:**

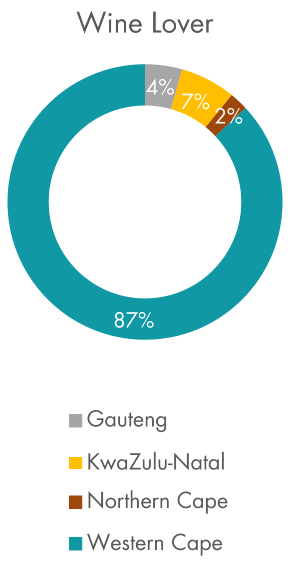
Motivation for winery visit = selected wine tasting

Motivation for visiting a particular winery = selected wine tasting, to buy wine, and/or wine tour or experience

Frequency: visited a wine farm every two months or more

Agreed or strongly agreed with some or all of the following statements relating to engagement: I visit a farm for their specific wines; I buy or subscribe to a wine magazine or website; I know a fair amount about wine and winemaking; I belong to a wine club; I like to discuss the quality of the wine, the vintage, etc, with the winemaker; I visit a region for their wine grape varieties. (See Illustration 23.)

ILLUSTRATION 29




Wine Lovers were most likely to be a couple without children (33%) or single without children (17%).

The main drivers of visitation to a winery instead of another leisure activity for Wine Lovers was wine tasting (100%), followed by relaxation (62%) and scenery and farm setting (41%). Events and activities were least likely to attract Wine Lovers.

When asked why they were visiting a specific winery, Wine Lovers said it was for a wine tasting (89%), to buy wine (42%) and/or for a wine tour or experience (25%), which were some of the defining criteria for this segment. A past positive experience (45%) also played a big role for this group, along with winery restaurant (24%).

About half of the Wine Lovers segment (50%) were most likely to visit more than one winery per day, with the Wine Interested visitor who is not far behind at 46%.

Most of this segment (87%) came from the Western Cape, with a massive drop to the next provinces: KwaZulu-Natal (7%) and Gauteng (4%) (see Illustration 29).

Wine Lovers were likely to consult the most information sources in selecting a winery, with Facebook, Instagram, word of mouth and winery websites exceeding the average scores by the largest margin. The importance of different information sources highlights the difference between incidental and intentional viewing: the Curious Tourist may incidentally find a wine farm on Facebook, while the Wine Lover will intentionally search for a winery website.

When we looked at leisure activities, Wine Lovers showed a clear culinary interest above the two other groups, with scores well above average for dining out (80%), going out in the evening for drinks and entertainment (60%) and cooking or baking (45%).

**INDUSTRY FACT**

**89%**

**OF WINE LOVERS**
VISIT A SPECIFIC WINERY FOR WINE TASTING

## FREQUENCY OF VISIT BY SEGMENT

This was one of the defining criteria for Wine Lovers, with their higher frequency of visit setting them apart from Wine Interested visitors. Despite the fact that wine and wine tasting was not the main motivation for Curious Tourists, this group showed a good frequency of visiting wineries, which is one of the reasons that – depending on the nature of your winery – this segment is worth pursuing. (See Table 5.)

TABLE 5

Frequency of visit by segment

| Frequency of visit | Wine Lovers | Wine Interested | Curious Tourists | Average |
|---|---|---|---|---|
| More than once a week | 10% ↑ | 3% ↓ | 3% ↓ | 5% |
| Every week | 12% ↑ | 3% ↓ | 12% ↑ | 6% |
| Twice a month | 25% ↑ | 9% ↓ | 8% ↓ | 13% |
| Once a month | 38% ↑ | 10% ↓ | 17% | 17% |
| Every two months | 16% ↑ | 4% ↓ | 14% ↑ | 8% |
| Three or four times a year | 0% ↓ | 33% ↑ | 31% ↑ | 25% |
| Once a year | 0% ↓ | 22% ↑ | 10% ↓ | 15% |
| Less than once a year | 0% ↓ | 18% ↑ | 7% ↓ | 12% |

↑ Above average score ↓ Below average score

## WINE ENGAGEMENT BY SEGMENT

This was a defining criterion for Wine Lovers, but not for the other segments. It's great to see 'I only visit wine farms for the food or scenery' come up as highest for Curious Tourists, which indicates this segment is behaving as expected (see Table 6).

TABLE 6

Wine engagement by segment

| Wine engagement statement | Wine Lovers | Wine Interested | Curious Tourists | Average |
|---|---|---|---|---|
| I visit a farm for their specific wines | 4,0 ↑ | 3,3 ↓ | 3,1 ↓ | 3,5 |
| Visiting a wine farm is just another thing to do, like going to the beach or a nature reserve | 2,9 ↓ | 3,0 | 3,0 | 3,0 |
| I buy or subscribe to a wine magazine or website | 2,3 ↑ | 1,9 ↓ | 1,9 ↓ | 2,0 |
| I know a fair amount about wine and winemaking | 3,6 ↑ | 2,9 ↓ | 3,0 ↓ | 3,1 |
| I belong to a wine club | 2,4 ↑ | 1,8 ↓ | 2,0 | 2,0 |
| I like to discuss the quality of the wine, the vintage, etc., with the winemaker | 3,5 ↑ | 2,7 ↓ | 2,5 ↓ | 2,9 |
| I only visit wine farms for the food and scenery | 2,8 ↓ | 2,9 | 3,2 ↑ | 2,9 |
| I visit a region for their wine grape varieties | 3,5 ↑ | 2,7 ↓ | 2,5 ↓ | 2,9 |
| I tend to visit the same wine farms most of the time | 3,1 ↑ | 2,7 ↓ | 2,9 ↑ | 2,8 |

↑ Above average score ↓ Below average score

Employs the 5-point Likert Scale: an average of 5 means all respondents strongly agreed with the statement and an average of 1 means they strongly disagreed


## AVERAGE SPEND BY SEGMENT

There was a slightly higher propensity to spend by Wine Lovers (see Illustration 30). It could be argued that Curious Tourists should be targeted by wine farms, given that they do not have a significant propensity to spend less than the Wine Lovers or the Wine Interested.

ILLUSTRATION 30

Average spend per person by segment

| Spend Category | Wine Lovers | Wine Interested | Curious Tourists |
|---|---|---|---|
| R0 – R200 | 23% | 17% | 24% |
| R201 – R500 | 39% | 39% | 42% |
| R501 – R1 000 | 22% | 20% | 16% |
| R1001 – R2 000 | 7% | 8% | 6% |
| >R2 001 | 5% | 4% | 1% |
| Prefer not to say | 5% | 12% | 12% |

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