



DESTINATE

{a. 1. Destined.

v.t., 1. To destine, design, or choose}





IT IS GOOD TO
FINALLY BE IN
CHILE.

THANK YOU
FOR THE
WARM
WELCOME.







WHY WINE
TOURISM?

SOUTH AFRICA WINE MAP

DIGITAL EDITION - FREE TO SHARE - ENJOY

250,000
Vineyard Acres

56% white wine
44% red wine

MOST POPULAR GRAPE VARIETIES

Chenin Blanc
Cabernet Sauvignon
Colombard
Syrah
Sauvignon Blanc
Chardonnay
Pinotage
Merlot

100 km
100 miles

N



- 20 wine regions
- At least 16 routes
- 3 232 farms
- 566 wineries



OKAY TO PRINT FOR PERSONAL USE | NOT FOR RESALE
SOURCE: winefolly.com/review/south-african-wine-map
© 2013 winefolly.com



CONNECTING IT ALL



A WINE TOURISM STRATEGY



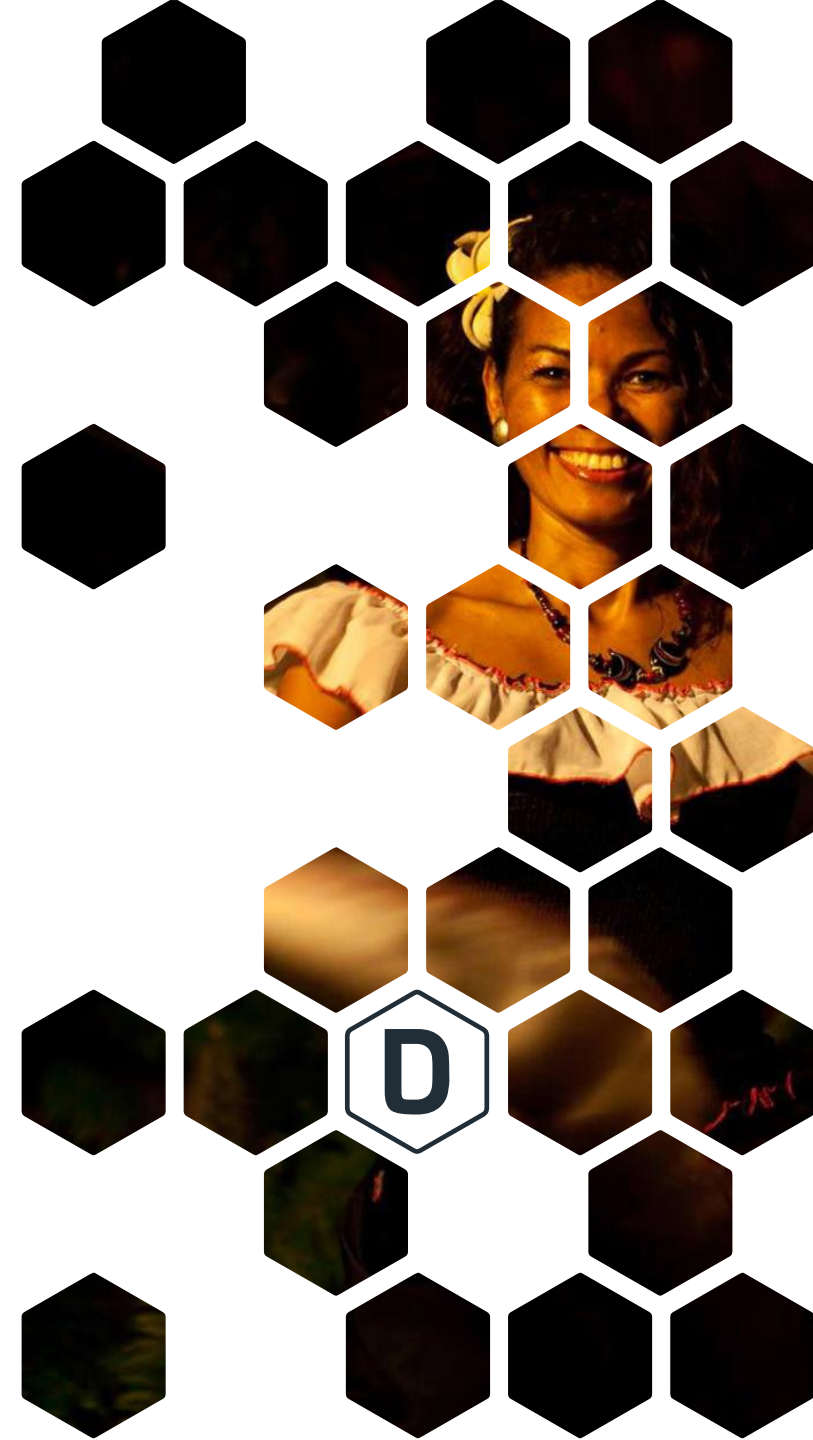
WINE TOURISM HAS INCREASED WITH 16% BTW 2016 AND 2017, BRINGING MORE VISITORS TO THE REGIONS THAT NEED IT THE MOST.



TOURISM VALUE CHAIN



A FEW NUGGETS





WE ALL WANT
TO GO DEEPER

WE WANT
TO
RECONNECT



MOMENTS OF INSPIRATION





PEOPLE BRING
PLACES TO
LIFE

=KAYAMANDI=

IT'S ALL ABOUT THE
STORY







VERGENOEGD
WINE ESTATE





CHANGING
PERCEPTIONS
AND BUILDING
A NEW WINE
TRIBE

JOBURG WINE CLUB





SOME BRANDS BUILD
THEIR FOLLOWING,
OTHERS CONVERT
THEIR FOLLOWERS
INTO FANS FOR LIFE.





DESTINATE



+27(0)21 882 8935

info@destinate.co.za

www.destinate.co.za

facebook.com/destinate.co.za

[@Destinate_co](https://www.instagram.com/Destinate_co)