

WELLINGTON AS A DEVELOPING SOUTH AFRICAN WINE TOURISM DESTINATION

by

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DECLARATION

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ABSTRACT

The focus of this thesis is the Wellington Wine District as a developing South African wine tourism destination. It is a newly designated wine district (March 2012) and an exploratory research study was undertaken to determine what the Brand 'DNA' of the Wellington Wine District is and then to propose appropriate marketing strategies for the developing wine tourism destination.

The research process focussed on two types of wine tourism behaviour, namely festival-goers at the Wellington Wine Harvest Festival and the visitors to selected Wellington Wine Route members' cellar doors. Surveys were executed by means of interviews and self-administration of structured questionnaires. Results were analysed in terms of two categories: first time visitors (FTV) and repeat visitors (RV). The findings revealed that at the Wellington Wine Harvest Festival visitors came in groups of 2 to 4, they heard about the festival from friends, the RV were high (93%), the visitors brought their young children along and the main reason for attending the festival was because both FTV and RV enjoy drinking wine. The findings of the cellar door survey showed that a high percentage (93%) of visitors were repeat visitors; that most visitors live within a radius of 100km of the wine district; that visitors are younger people without children; and that word-of-mouth references and 'enjoy a tasting experience' were the main reasons to visit the cellar door. These visitors overall have a good (self-assigned) wine knowledge.

The proposed marketing strategies are based on the 7 Brand 'DNA' elements which could be determined from the results:

1. Scenery that includes the nature (fynbos), the mountains and the beautiful vineyards.
2. The Wellington Wine District is seen as rural and off the beaten track.
3. The environment is untouched and unspoiled.
4. Wellington inhabitants are welcoming, friendly, decent and warm.
5. Wine quality is good, wine is affordable and there is a wide variety available.
6. Red wine is seen as excellent wine with great quality.
7. All year round, the weather in Wellington is acceptable.

Marketing strategy proposals take into account the obvious importance of the winescape and its preservation, the age group of visitors as the target market, the different consumer needs in terms of a festival and cellar door visitation, as well as the fact that friends and family and word-of-mouth are the primary sources of information.

This study contributes to the knowledge pool of information on wine tourist behaviour in South Africa. It has broadened the field of information on the wine marketing strategies that a developing wine district can implement based on the destination Brand 'DNA'. The research findings are limited in that the study was exploratory in nature and undertaken in the low season. It is recommended that the research study be repeated in the future as the wine district grows as a destination. Greater understanding of the specific leisure needs and expectations of the visitors is required.

UITTREKSEL

Die fokus van hierdie tesis is die ontwikkeling van die Wellington Wyndistrik as 'n wyntoerisme bestemmingspunt in Suid-Afrika. Dit is 'n nuut aangewysde wyndistrik (Maart 2012). Daar is 'n ondersoekende navorsings studie geloot om vas te stel wat is die kenmerk 'DNA' van die Wellington Wyndistrik is en dan 'n toepaslike bemarkingstrategie voor te stel vir hierdie ontwikkelende wyntoerisme bestemming.

Die navorsingproses fokus op twee tipes gedrags patrone van die wyntoeriste, naamlik feesgangers by die 'Wellington Wine Harvest Festival' en die besoekers by die proelokale van geselekteerde wynkelders vir die studie op die Wellington Wynroete. Navorsing is uitgevoer in die vorm van onderhoude en die invul van gestruktureerde vraelyste. Die resultate is geanaliseer in die volgende twee kategorieë: eerstekeer besoeker (*FTV – First Time Visitor*) en herhaalde besoeker (*RV – Repeat Visitor*). Die resultate het getoon dat by die 'Wellington Wine Harvest Festival', besoekers die fees bygewoon het in groepe van 2 tot 4 mense, hulle het van die fees gehoor by vriende, die 'RV' syfer was hoog (93%), die besoekers het hulle jong kinders saam gebring na die fees en die hoofrede vir die 'FTV' en 'RV' om die fees te besoek was dat hulle daarvan hou om wyn te drink. Die resultate van die opnames by die proelokale het getoon dat meeste besoekers (93%) herhalende besoekers was; dat meeste besoekers binne 'n radius van 100km van die wyndistrik woon; dat besoekers jonger persone sonder kinders is; en dat die hoofredes vir hulle besoeke was as gevolg van mondelinge inligting en die genotvolle ervarings wat hulle beleef het. Besoekers glo oor die algemeen dat hulle oor 'redelike goeie wyn kennis' beskik.

Die voorgestelde bemarkingstrategieë is gebaseer op die 7 kenmerke van die handelsmerk ('DNA') van die bestemming wat vasgestel kon word uit die resultate:

1. Uitsigte wat die natuur (fynbos), berge en mooi wingerde insluit.
2. Die Wellington Wyn Distrik word gesien as die platteland en weg van die hoofstroom.
3. Die omgewing is onaangeraak en onbedorwe.
4. Wellington se mense is verwelkomend, vriendelik, ordentlik en aangenaam.
5. Die kwaliteit van die wyn is goed, bekostigbaar en daar is 'n groot verskeidenheid beskikbaar.
6. Die rooiwyn is van uitstekende gehalte.
7. Regdeur die jaar is die klimaat aangenaam in Wellington.

Die bemarkingstrategie voorstel neem in ag die belangrikheid van die 'winescape' en die instandhouding daarvan, die teikenmark se ouderdomsgroepe, die verskillende kliente se behoeftes by feeste en die proelokale en die feit dat familie en vriende en mondelinge inligting die primêre bron van informasie is.

Hierdie navorsingstudie dra by tot die kennis aangaande die gedrag van wyn toeriste in Suid-Afrika. Dit het die bron van informasie vergroot rakende die bemarkingstrategieë wat 'n ontwikkelende wyndistrik kan implementeer, gebaseer op die bestemde kenmerke 'DNA'. Die navorsings bevindinge is beperk omdat die studie ondersoekend was en buite seisoentyd plaasgevind het. Dit word aanbeveel dat die navorsingstudie herhaal word in die toekoms omrede hierdie wyndistrik nog 'n groeiende industrie is. Daar word nog 'n groter verstandhouding benodig van wat die besoekers se spesifiek behoeftes en verwagtinge is.

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Chapter 1

Introduction

1.1. Background

South Africa is seen as an international holiday destination, with the Western Cape as one of the main attractions. Viticulture is one of its important agricultural activities. The vineyards and nature surrounding the wine farms have developed as the so-called Cape Winelands into a well-established tourism destination. The scenic beauty, history, culture, hospitable atmosphere and diverse wine tasting experiences that tourists can enjoy at wine farms, holds great potential for the future development of the industry.

Wine farms are divided into different wine regions, which are then divided into districts and followed by wine wards. Not all wine wards are related to wine districts. An example: The Coastal Region consists of 10 districts; Cape Peninsula, Cape Point, Darling, Franschhoek Valley, Paarl, Stellenbosch, Swartland, Tulbagh, Tygerberg and Wellington. Wards in the Paarl district are for example Simonsberg-Paarl and Voor Paardeberg. Not all districts fall within a region. The Ceres Plateau District with five wards falls within the Western Cape Geographical Unit – no region. These demarcations are set by the Wine and Spirit Board of South Africa in order to legally protect the origin of wine products.

Sustainable marketing strategies can assist wine regions to develop into competitive wine tourism destinations and attract visitors. The main idea of wine farms is to sell their grape wine product to wine consumers and by hosting visitors (consumers) on their farm, they can thus forge a relationship between the product and consumer. Wine tourism is regarded as a highly sociable activity that is also linked to the rich culture and history of the different wine regions and wine farms therein. The context of wine tourism in South Africa is complex: farms vary in sizes, owners vary from family businesses (some for many generations) to corporate and from local to foreign, while not all producers' value wine tourism to the same extent.

New wine districts (or regions) as a group of stakeholders, need to acquire knowledge of consumers' perception when they are in the process of becoming an umbrella brand, i.e. the wine district. It is difficult for such a group (district) to establish itself as another competitive wine tourism destination offering top quality wine related products and experiences in an already very competitive industry. Research on the wine tourism industry in South Africa has not focused on the problems relating to the development and establishment of new wine tourism destinations. This study aims to shed light on the possible marketing strategies that a developing wine district can follow in order to establish as true wine tourism destination. Focus will also be given as to how visitors perceive the Wellington Wine District. The study was conducted in the newly designated Wellington Wine District in the Western Cape, South Africa.

1.2. Problem statement

Wellington Wine District is situated only 45 minutes' drive from Cape Town. It is a wine district that aims to develop as a true and competitive destination in terms of the wine tourism concept. The newly designated wine district experiences a lack of suitable marketing strategies to support its development as a wine tourism destination. The problem statement consists of two different parts that include both the supply side view and the demand side view:

1. What is the "Brand DNA" of Wellington as a wine destination? and
2. What marketing strategies can wine route members use to develop Wellington Wine District's Brand DNA?

In order to address this "problem" there are three critical questions that must be addressed:

1. What is the profile of the Wellington Wine District visitor?
2. What is the perceived image of Wellington as a Wine Tourism Destination?
3. What is the perceived image among wine tourists of the wine produced in the Wellington Wine District?

1.3. Objective of the study

The main purpose of this study is as follows:

1. To illustrate wine tourism and wine tourism concepts in the context of the Wellington Wine District.
2. To determine the profile of the wine tourist attending the Wellington Wine Harvest festival.
3. To determine the profile of the wine tourist visiting the wine cellar doors of the members.
4. Determine the characteristics of the wine district as perceived by the cellar door visitors in order to establish the Brand 'DNA' for the wine district.
5. Establish which marketing strategies would be appropriate to consider and assist the Wellington Wine District as a developing wine district and wine tourism destination.

1.4. Methodology

In order to establish Brand ‘DNA’ in the Wellington Wine District in South Africa, a wine tourism research study was conducted. The aim of the study is to establish the Brand ‘DNA’ by using questionnaires at the annual Wellington Wine Harvest Festival and at designated cellar doors. The Wellington Wine Harvest Festival took place on Saturday 15 March at the end of the harvest season. The cellar door survey ran from the beginning of autumn for two consecutive months.

The questionnaire was designed in such a way that both qualitative and quantitative data could be captured. Similar studies have shown that questionnaires are a very effective way in which qualitative and quantitative data can be gathered and then analysed (Bruwer & Alant, 2009; Rootenberg, 2009).

The findings will in turn be measured and portrayed in the form of First Time Visitor and Repeat Visitor to the festival and cellar doors. Previous studies have used the method of comparing First Time Visitors and Repeat Visitors to one another (Alant & Bruwer, 2004; Bruwer *et al*, 2012; Bruwer & Lesschaeve, 2012b; Bruwer, 2014a; Bruwer, 2014b; Tassiopoulos *et al.*, 2004), in order to highlight the differences in behaviour between these two types of visitors to a wine tourism destination.

Proposed marketing strategies will be discussed in Chapter 7 in order to demonstrate how the behaviour of the two types of visitors can influence the Wellington Wine District.

1.5. The study area

The area of focus is the Wellington Wine District in the Western Cape, South Africa. Here the wine routes, and specifically the wine farms who are members of the Wellington Wine Route, will be the main focus area. Appendix A: ‘Wellington’, indicates the Western Cape partly with Wellington encircled. The surrounding wine districts for example Paarl, Stellenbosch and Franschhoek are also encircled. Paarl is 17km, Stellenbosch is 42,1km, Franschhoek is 45km away from Wellington, and the Cape Peninsula is 71,4km away.

The Wellington Town Map (Appendix B: ‘Wellington Town Map’) can be used by tourists to navigate around the town and immediate vicinity. The legend on the map indicates accommodation and restaurants and provides a contact number for each. It does not place specific emphasis on cultural or historical aspects.

Although there are 32 wine farms in the Wellington Wine District, in this study focus was given to only the 20 farms, which are all official members of the association known as the Wellington Wine Route. A sample of 11 member farms was selected to part take in the research at the tasting rooms. The tasting room survey took place over the course of two months, April and May 2014. The focus was on collecting information about tourist’s demographics, visiting patterns and the way they experienced their wine tasting outing. This provided information to build a profile of the Wellington Wine District wine tourist.

The Wellington District Map (Appendix C: ‘Map of Wellington Wine District’) indicates the 32 wine farms and distilleries and the routes that can be taken to reach each farm. Attractions and amenities are annotated. The purpose of the map is to assist wine tourists visiting the Wellington Wine District with access.

1.6. Outline of the study

The presentation of information in this thesis is organised as follows:

Chapter 2 contains a literature review of wine tourism concepts and gives background information on the Western Cape as a tourism destination, as well as discuss wine marketing. Chapter 3 focuses on the South African context highlighting the wine industry production processes and established wine districts and wine routes.

Chapter 4 will focus entirely on the Wellington Wine District. Background to the town history will be reported, the various member farms located in the Wellington Wine District will be discussed in terms of the district’s wine production integrity, and the hospitality aspect will be highlighted. Chapters 5 and 6 focus on the findings from the Wellington Wine Harvest Festival and the Cellar Door surveys respectively. Each of these chapters will include a literature review, discussions of research methodology relevant to the findings and conclusions.

The Wellington Wine District Brand ‘DNA’ and proposed marketing strategies will be discussed in Chapter 7, as well as final remarks.

Chapter 2

Wine Marketing, Tourism and Wine Tourism

2.1. Introduction

South Africa can be seen a country which attracts many foreigner tourists. This is evident in the fact that 2 445 788 tourists visited South Africa in 2013 (Statistics South Africa, 2014:3) while Cape Town International Airport saw 784 710 visitors arrive and depart (Jooste, 2014). The Western Cape offers many popular tourist attractions, such as visiting Table Mountain, Boulders penguin colony, Kirstenbosch Gardens and the so-called Cape Winelands.

The Cape Winelands is one of the major role players in the Western Cape and the tourism industry employs more than 150 000 people (Jooste, 2014). Wine tourism also plays an important role in the tourism industry; however, focusing on the tourism factor, the aspect of leisure cannot be overlooked.

2.2. Wine Marketing

2.2.1. Wine Marketing and the Marketing Mix

Philip Kotler defines marketing as follows (Kotler, 2005:1):

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. It identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. Market segments are pinpointed, which the company is capable of serving best and it designs and promotes the appropriate products and services. Marketing is often performed by a department within the organisation and also includes social and managerial processes by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others”.

Kotler also includes 6P’s in the marketing definition. The 6P’s of marketing are: ‘process, product, price, promotion, place and people’. The ‘promotion’ element includes aspects such as sales promotion, electronics, direct marketing, public relations, advertising and personal selling (Kotler, 2014). These ‘Ps’ are considered the marketing mix.

The Marketing Mix consists of the 4Ps: product, price, place and promotion and can be seen as a combination of factors which the marketer can control and utilise to satisfy a target market. It is important to remember that in order to market to a consumer, one has to able to think like a consumer (Maryland University, 2014).

Hall & Mitchell (2008:26) suggest that wine marketing encompasses 8Ps of marketing: product, place, pricing, promotion, packaging, people, planning, positioning. It is important for a winery, as well as for a wine district, to consider the most efficient way to be portrayed to the consumer. The 4Ps (product, place, pricing and promotion) are very traditional and when looking at the 8Ps, they can be seen as the extension of the 4Ps which has focused on wine marketing in order to reflect it in an appropriate way.

It is important for a winery to apply some form of marketing. The reason being that in order for the product and the experience to be sold, the consumer needs to be made aware of what is available. The 8Ps can be used in such a way that the winery can benefit from their implementation. Converting the traditional focus of each to a wine marketing focus can establish the wine marketing application. If wineries consider appropriate wine marketing applications, the entire region could benefit. Wine routes are one such way in which regions can benefit. Looking at 'place', the traditional use in marketing tends to lean more towards the supply chain, but with wine marketing the value chain concept is more the factor (Hall & Mitchell, 2008:26).

2.2.2. Literature review of marketing mix

The marketing mix is seen as a contemporary framework, used to operationalize the results of an organisations' strategic marketing planning process. The marketing mix must aim to please consumers, warrant long-term financial success of the organisation and protect the physical and sociocultural environment (Pomeroy *et al.*, 2011). The marketing mix furthermore represents the 'seller's view of the marketing tools available for influencing buyers' (Kotler & Keller, 2006:19).

Marketing mix as a concept is an ideal checklist that tourism organisations can use to examine what is currently being done. The elements encapsulate the core values of the organisation, which reflect the nature of its relationship with key stakeholders, for instance suppliers, consumers, employees, host communities and the environment (Pomeroy *et al.*, 2011).

The 8P's of the wine marketing mix are product, place, pricing, promotion, packaging, people, planning and positioning. The marketing mix is a combination of the different elements (Hall & Mitchell, 2008:26). The mix can be implemented in such a way that it would help with individual and regional wine marketing strategies. Some of the elements, which are similar to the traditional marketing definitions, have been adapted in order to apply to wine marketing.

1. The traditional focus of '**product**' is core, quality, attributes and the brand, while this focus has shifted in wine marketing to increasing the understanding of the product from the perspective of the consumer's needs. The factor of co-creating is also involved. The newer application of 'product' in wine marketing is that the product is more than just wine in terms of on premise wine marketing. The product also represents a wine service, matching food with the right wine, as well as creating an experience for the consumer (Hall & Mitchell, 2008:27).

2. **'Place'** is the traditional focus on distribution, retail outlets, warehousing and sales territories which all focus on where the product is being sold. The wine marketing focus is considered more production driven. The application in wine marketing links terroir and geographical designated origins, as well as include the country or region of origin, regional characteristics, place of winery sense – all of these connect the consumer to the intangibles of place and creating a place of environmental dimensions (Hall & Mitchell, 2008:27).
3. **'Pricing'** traditionally includes costs, distribution and mark ups from the retailers, as well as discounts. The focus from a wine marketing perspective is adding value for the consumers rather than just focusing on costs. The traditional understanding looked at the situation with more knowledge of what would provide value for the customer. Pricing related to wine is based on rarity and novelty, quality as the consumers determine it, place as in origin and (the provision of ancillary) services for example those received in a restaurant (Hall & Mitchell, 2008:27).
4. The traditional focus for **'promotion'** is advertising, sales promotion, personal selling and publicity, while the traditional wine marketing focus is on the different actors in the value chain. The implementation of promotion takes place but is different for each winery, intermediary, retailer, post retail, the region and the integrated wine businesses (Hall & Mitchell, 2008:28).
5. The traditional way of focusing on **'packaging'** has always been the design and labelling of a product. Moving toward the wine marketing focus, bundling with other types of products has also been explored. The traditional application in wine marketing has been the labels on the product and using types and sizes of different bottles. The bundling effect has been coupled in conjunction with tourism products, food and wine pairings and even event programming (Hall & Mitchell, 2008:28).
6. Service providers and/or creators have been seen as the traditional focus of the 'p' for **'people'**. The participants in the value chain are the focus of wine marketing (Hall & Mitchell, 2008:28). The value chain as proposed by Michael Porter is seen as a tool, which identifies ways to create more customer value. Firms have activities that are performed to design, produce, market, deliver and support their products (Kotler & Keller, 2006:38). Indirectly the value chain can thus be seen as a series of activities from supplier to customer that adds value to a product or service for the benefit of the customer (Russel & Taylor, 2011:3). When the 'people' element is applied, wine marketing considers cellar door staff, restaurateurs, waiters and bar staff as the key actors in the value chain (Hall & Mitchell, 2008:28).
7. Traditional focus does not really look at **'planning'**, but in the wine marketing approach the focus is on marketing planning, planning or determining strategies for the value chain and understating the business environment. Planning as applied in wine marketing is the means to develop and implement the determined marketing plans and strategies and implement the value chain strategy and to ensure that useful research has been done (Hall & Mitchell, 2008:28).

8. The last of the 8Ps of the wine marketing mix is '**positioning**'. The traditional focus has always been to attempt to control the perception about the product in a certain position in the market. The number of intermediaries complicates the focus of wine marketing, but the application of positioning takes place in the value chain strategy (Hall & Mitchell, 2008:28).

Apart from the marketing mix with the 8P's, (Kotler 2012) described the following marketing concepts as important:

- Segmentation
- Targeting
- Positioning
- Needs
- Wants
- Demands
- Offerings
- Brands
- Value and satisfaction exchange
- Transactions
- Relationships and networks
- Marketing channels
- Supply chain
- Competition
- The marketing environment, and
- Marketing programs

Besides the above mentioned marketing concepts, (Kotler, 2012) adds that there are also five key marketing processes. The marketing process should be used and incorporated into the marketing strategies that the members are considering.

1. Opportunity identification
2. New product development
3. Customer attraction
4. Customer retention and loyalty building, and
5. Order fulfilment

Wineries need to consider implementing the principals and concepts of wine marketing. If each winery in a wine region or district strives to improve itself, it can lead to an entire region moving forward and reaching common goals. Cooperation of wineries can help a region to not only develop as wine destination, but also to be recognised as great wine producing region.

2.3. Tourism

The word 'tourism' has different meanings to different people, but one meaning that cannot be changed is the fact that tourism is linked to words such as holiday, relaxation and not being at work. The possibilities supplied by the tourism sector are seemingly endless in their diversity: Going to another country to ski, scuba diving, going shopping in Paris and seeing the Eifel tower, visiting Italy and Rome, going to South Africa and the Kruger National Park or traveling to Cape Town and going on a wine tour.

Defining tourism is a difficult task, because both demand side and supply side aspects have to be taken into account. The World Tourism Organisation (WTO) Ottawa Conference on Travel and Tourism Statistics, defines tourism as follows (WTO, 1995):

“The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

This definition recognizes that tourism encompasses a broad range of activities, going beyond the common perception of tourism being limited to holiday activities only. Consumers have changing needs and desires, and while tourism is a dynamic and competitive industry, it requires the ability to adapt to these changes (Go2, 2014).

Metaphorically, tourism can be seen as an octopus. Each leg represents a different tourism sector. Tourism can include flying overseas for a holiday or visiting local museums on home soil. Each country offers a tourist some sort of adventure. South Africa is one such country that has shown incredible growth in the tourism sector. President Jacob Zuma announced a 10.2% growth in international tourist visitors to South Africa in 2012 (Van Schalkwyk, 2013). It shows that South Africa is growing as an international tourist destination, and has been winning international awards.

The Department of Tourism ensures that there is sustainable growth and development of tourism in South Africa (Department of Tourism, 2014). In the Western Cape, Wesgro acts as the official Investment and Trade Promotion Agency. Services are provided for exporters, international buyers, investors and Wesgro has since 1982 been contributing to the development of the Western Cape (Wesgro, 2014a).

During 2013, three major cities: Cape Town, Durban and Johannesburg, stood out at the World Travel Award-Africa event that took place in Nairobi. Although South Africa was ranked quite high in the international category nominations, it stood out in the African heats by winning 32 awards out of the 57 categories (Media Club, 2013). South Africa won the categories for the leading African airport, beach destination, family resort, city hotel, conference venue, and safari lodge and spa resort. Awards are voted for online by travel and tourism executives and business and leisure tourist (Media Club, 2013).

The international nominations that Cape Town received made the CEO of Cape Town Tourism, Enver Duminy, give the following comment (Media Club, 2013):

“This is another feather in the cap of Cape Town and the Mother City’s tourism offering – right off the back of another accolade in the Condé Nast Readers Choice Awards for 2013. This is really good news for Cape Town and its tourism businesses - these awards are great marketing opportunities as they assist in promoting our destination globally and keep the Mother City top of mind among potential travellers.”

Cape Town and vicinity has much to offer to the tourist and the tourism industry benefits from such recognition as it helps to bring more and more visitors to Cape Town, who become the ‘origin’ of tourists that visit the so-called Cape Winelands.

2.4. Tourism in the Western Cape

The tourist attractions in the Western Cape vary and are quite unique. The most popular attractions near Cape Town are Table Mountain, the Boulders penguin colony, City Sightseeing Bus Tours, going to Cape Point and visiting the V&A Waterfront. The attractions include architecture and design, beaches, culture and heritage and nature and scenic drives (Cape Town Tourism, 2013a).

The Western Cape Province is internationally renowned for its natural and scenic beauty, and boasts a well-developed tourism infrastructure. Alongside the culture, heritage, nature and scenic drives, the so-called Cape Winelands vineyards and wine farms are picturesque and very accessible within 2 hours drive of the city of Cape Town (Kellas, 1999; Nowers *et al.*, 2002).

Nature in the Western Cape offers one of the most unique sites in the world. ‘Fynbos’ is defined as a major vegetation type of a small botanical region known as the Cape Floral Kingdom (CFK). It is both the smallest and richest floral kingdom worldwide, because of the highest known concentration of plant species: 1 300 per 10 000 km². ‘Fynbos’ covers the mountains, valleys and coastal plains of South Africa’s southern and south-western Cape from Niewoudtville in the north to Cape Town in the south and east to Grahamstown. ‘Fynbos’ plants can be recognised by the hard, tough and leathery and small leaved nature of almost all woody plants (Maneveldt, 2014). The areas to visit include Table Mountain, Cape Point, the Kirstenbosch National Botanic Garden and the Silvermine Nature Reserve for walking to experience the fynbos. Scenic drives can also be taken to Cape Point (Cape Town Tourism, 2013d).

Close to 90% of wine production in South Africa takes place within the CFK, thus the wine tourist can enjoy the CFK and the nature and beauty of vines are also available. Since 1994, concern has been evident for this vulnerable natural habitat that might be targeted for vineyard expansion as the South African wine industry was growing at that time. Subsequently the wine industry and the conservation sector have partnered up in order to conserve the rich biodiversity of the CKF (Biodiversity and Wine Initiative, 2014).

The Biodiversity and Wine Initiative (BWI) came into being as a partnership, which was established between the wine and conservation industry. The aim of the BWI is to ‘prevent further loss of critical habitat, to increase the areas set aside as natural habitat and to promote positive change in farming practices’. Becoming a member requires a minimum of two hectares of natural or restored natural area that can be conserved (Biodiversity and Wine Initiative, 2014). Currently, BWI members are conserving 141 199h, compared to an area under wine grapes less than 101 000 hectares. There are a total of 222 farms that are implementing conservation of which 175 are members, 29 are champions (earned additional recognition and status for their excellent track record as leaders in environmentally responsible farming practices) and 18 are producer cellars (World Wide Fund, 2014).

2.5. Wine Tourism

Arcodia & Whitford (2006) reported that wine tourism has long been recognized as part of different tourism industries. They reported that it is part of agricultural tourism, rural tourism, cultural tourism, industrial tourism and special interest tourism, but wine tourism as a real is a sector within the tourism industry. Much research has been done on wine tourism, because of its emerging value to rural diversification and economic development (Hall *et al.*, 2000).

2.5.1. What is wine tourism and who is the wine tourist?

For both the wine and tourism industries, wine tourism is a significant component. The close connection of wine and tourism has always been there (Hall *et al.*, 2000:1). The wine and tourism industries respectively have different reasons for why they view wine tourism as an important component, because each industry has different goals and motivations. The tourism industry views wine producing aspects as attractive destinations, which can attract more visitors. In terms of the wine industry, wine tourism can be seen as a way in which relationships with customers are built. The wine industry provides the customer with the opportunity to have a first-hand experience of the wine, the wine farm and the nature surrounding the farm (Hall *et al.*, 2000:1).

The nature of the wine industry can be seen as an industry that lends itself to a marriage with tourism (Bruwer, 2003). It encompasses both service provision and destination marketing (Barth & Salazar, 2011). Wine has different linkages and some of them are the fact that wine is associated with relaxation, learning about new things, communing with others, complementing food, as well as hospitality (Marais & Saayman, 2011).

Wine tourism can be defined as follows:

“visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”
(Hall *et al.*, 2000:3).

Wine tourism can be linked to other tourism types such as agri-tourism, rural tourism, gastronomic tourism, as well as experiential tourism (Quadri-Felitti & Fiore, 2012; Yuan *et al.*, 2005). Visitors do enjoy variety and by exploring wine tourism as a form of consumer behaviour, researchers such as Charters & Ali-Knight (2002) came to the conclusion that ‘wine lovers’ and those who are interested in wine regions travel to destinations of their desire. The research that was done about the different segmentations of wine tourist, led to term ‘wine lovers’ being defined by Charters & Ali-Knight (2002) as follows:

“The ‘Wine Lovers’ have a comprehensive grounding in wine education. They are twice as likely to have attended a wine course as they have read books about wine. One could tentatively suggest that the entire ‘lifestyle package’ is particularly important for the ‘Wine Lovers’ more so than the other segments. Food and gaining wine knowledge are key components of their motivation in making the visit.”

Wine tourists travel for the purpose of experiencing wineries and wine regions and their links to lifestyle choices (Barth & Salazar, 2011). Bruwer and Alant (2009) confirm that in a broader context, wine tourism may be linked to lifestyle activities and to travel *per se*. The wine tourist has needs that can relate to both the location of where the wine is being produced, as well as the wine itself. When wine tourism is viewed from a marketing perspective, the potential and actual wine tourist places emphasis on having a full on experience (Getz & Brown, 2006).

Getz (2000, cited in Getz & Brown, 2006:147) highlighted that there are at least three key views to consider on the subject of wine tourism. These are: the wine producer, tourism agencies (representing the destinations) and consumers. Getz & Brown (2006:147) concluded that “wine tourism is simultaneously the following:

- a form of consumer behaviour
- a strategy by which destinations developed market wine-related attractions and imagery, and
- a marketing opportunity for wineries to educate and to sell their products directly to consumers.”

Wine tourism as a concept is still evolving, as well as a product that is still undergoing change and growth (Hall *et al.*, 2000:5). Charters & Ali-Knight (2002:312) explain the wine tourism definition by including “a lifestyle experience, supply and demand, an educational component, linkages to art, wine and food, incorporation with the tourism-destination image and as a marketing opportunity which enhances the economic, social and cultural values of the region.”

The travel outcomes or desired experiences will differ for people and change as they grow older (Hall *et al.*, 2000:6). It is also necessary to remember that wine tourists may come from various cultural backgrounds and ways to approach the process of travel and visitation with different expectations and requirements (Charters & Ali-Knight, 2002). Tourists warn that they are not a generic group of people and wine tourist behaviour may vary in different regions. It is important that wine producers have a broader understanding of their consumer and visitor (Hall *et al.*, 2000).

Charters and Ali-Knight (2002) mention that no one single stereotypical wine tourist can be defined. Wineries adopt an intuitive approach to the segmentation of their wine tourist. Charters and Ali-Knight (2002:315) adopted a self-classification segmentation method in their research. Four wine tourist market segmentations were identified namely, the 'wine lover', 'connoisseur', 'wine interested' and 'wine novice' segments. Bruwer (2003:431) points out that the wine tourist profiles can vary between countries, regions and even between estates. Researchers Dodd & Bigotte (1997, cited in Saayman & Krugell, 2009:154) also indicated that there are different categories of wine tourists for example: 'wine lover, the wine connoisseur, those interested in wine, the wine novice, the curious and the drinker'. The conclusion can be made that because of these very different categories, it is difficult to define a wine tourist in just one definition.

In a radius of less than 200km from Cape Town City centre in South Africa, wine and tourism products are good examples of what tourists can experience through what the industry provides (Bruwer, 2003:424). Wine farms are organised geographically along different routes that facilitates access to various wine growing regions. The variety of wine routes offers a tourist a unique insight into the history of each wine farm. The different routes are located throughout the so-called Cape Winelands. There are a total of 18 wine routes to visit (WOSA, 2013b), of which the oldest and most prominent is Stellenbosch Wine Route with \pm 154 members.

The closest wine routes to Cape Town City Centre are the following (distances from city indicated by km): Constantia Valley (18km), Stellenbosch (Centre of the wine route) (51km), Paarl (62km) and Franschhoek (77km) (Team Distance, 2014). These routes can all be reached by car within the hour. Wellington Wine District is also reachable within an hours' drive from Cape Town and is still a developing wine tourism destination and route. There is the opportunity to establish itself as a wine tourist destination within the vicinity.

Relationship building and getting the brand across to the consumers while creating brand awareness is what helps with growth in the wine industry. The South African wine industry is seen as one of the oldest outside of Europe. Wine has been produced in South Africa ever since the first vineyards were planted in the 1650s (Bruwer, 2003:424). Ensuring that relationship building takes place and creating brand awareness is possible, a winery must keep in mind the image that it is currently portraying and the image it wants to portray. The image that the visitor might have of the winery is also not necessarily the same. Each visitor has a different idea of what to expect and what to experience. It is thus important that wineries recognise the importance of image and the central role that it plays in tourism and wine industries, especially in terms of wine-making and the selling of wine (Hall *et al.*, 2000:8).

2.5.2. Advantages of wine tourism

The various socio-economic benefits that could be achieved through wine tourism development, is a theme of much wine tourism research (Beverland, 1998; Getz, 2000; Hall *et al.*, 2000; Mitchell & Hall, 2006). In order for wine tourism to develop successfully, wineries should attempt to give their full co-operation to the wine route committee. Being willing and able to help with research projects and investing time and money, can help to ensure that results will be evident. The various reasons why wineries should cater to visitors are neatly summarized by Dodd (1995, cited in (Getz, 2000:64) and further augmented by (Hall & Mitchell, 2008:116):

- “ *increased consumer exposure* to product and increased opportunities to sample product,
- *Brand awareness and loyalty* built through establishing links between producer and consumer, and purchase of Company-branded merchandise,
- *Increased margins* through direct sale to consumers, where the absence of distributor costs is not carried over entirely to the consumer,
- An *additional sales outlet* or, for smaller wine producers who cannot guarantee volume or constancy of supply, the only feasible sales outlet,
- *Marketing intelligence on products*. Wine producers can gain instant and valuable feedback on the consumer reaction to their existing products, and are able to trial new additions to their product range,
- *Marketing intelligence on consumers*. Visitors to the winery can be added to a mailing list which can be developed as a customer database to both target and inform customers,
- *Educational opportunities*. Visits to wineries help create awareness and appreciation of wine and the wine industry, and the knowledge and interest generated by this can be expected to result in increased consumption.”

It is clear that there are benefits to producers when engaging with tourists in wine tourism; however, it is still not that easy or simple for all wine businesses. Wine businesses has different objectives, and even though engaging with tourists in wine tourism can be beneficial, not all wine business has the capital to participate.

Getz (2000:7) indicated that there are three categories of benefits that should be considered. They are: Benefits to the Wine Industry, Benefits to Destinations and Benefits to Host Communities.

1. Benefits to the 'Wine Industry' include "increased wine sales, educating visitors and fostering brand loyalty, attracting new market segments, reaching higher profits from winery sales, testing new products, attracting new partnerships, as well as improving links with trade." (Getz, 2000:7)
2. The benefits to 'Destinations' consist of "generating increased visitor numbers and their spending, to attract new and repeat visitors, developing a unique, positive destination image and to overcome slow demand periods." (Getz, 2000:7)
3. The benefits to the 'Host Communities' would be that "new investments are being attracted, new facilities and amenities such as restaurants can be developed, community pride can be fostered and successful events for both residents and visitors can be created (Getz, 2000:7–8). It is important to try and fully understand what the consumer wants, in order to provide the total wine tourism experience in different ways (Charters & Ali-Knight, 2002). The added benefits mentioned by Getz (2000:7-8) will help ensure that the total wine tourism experience incorporates cultural heritage, hospitality, education and festivals and events (Charters & Ali-Knight, 2002:312).

2.5.3. Disadvantages of wine tourism

The same way that wine tourism can be advantageous, it must be kept in mind that there are also disadvantages apparent. According to Hall & Mitchell (2008:116) the following are disadvantages of wine tourism:

- *Increased costs and management time.* The operation of a tasting room may be costly, particularly when it requires paid staff. While the profitability gap is higher on direct sales on the consumer, profit may be reduced if wineries do not charge for tastings,
- *Capital required.* Suitable facilities for hosting visitors may be prohibitively expensive; especially as winemaking is a capital intensive business.
- *Inability to substantially increase sales.* The number of visitors a winery can attract is limited and if a winery cannot sell all of its stock it will eventually need to use other distribution outlets."

However, the wine industry is ever evolving and the needs of consumers change. Wineries are well advised to spend time and energy on building a direct relationship with their consumers through which to better understand their behaviour (Wagner *et al.*, 2007:321).

2.5.4. Consumer relationship

A farmer can have a well-oiled winery, make the finest wine, create the most beautiful tasting room and have a picturesque wine farm, but it will mean nothing if there is no-one to buy the wine. Creating brand awareness and building customer relationships can be seen as crucial to the success of any farm and thus any business.

There are a number of reasons why relationships are beneficial for a winery. Customers would be more resistant to competitors, they avoid the complicated communication problems of a distribution network and customers generate direct sales (Wagner *et al.*, 2007:321).

It is also important to remember that a cellar door will be the place where most of the direct relationship building can take place. The best opportunities will take place at the cellar door, particularly because it is the place where the winery has the most control over everything. It includes how the wine is presented to the customer, the pricing, as well as the entire experience that the visitor is offered (Hall & Mitchell, 2008:139). Chapter 6 will continue to elaborate on Cellar Door sales and creating brand awareness, and the findings of the cellar door survey will be discussed and interpreted.

It has been argued that the winery staff and especially the owners of the winery, constitute a large part of the experience that the wine tourist will have. If the aim is to ensure that the tourist returns, both staff and owner have to do their best in making sure the visitor has a great experience (Getz, 2000:81).

2.6. Wine Routes and Destinations

2.6.1. Establishing a wine route

It is quite complex to establish a wine route. Aspects to consider are that a wine route should constitute a geographical wine-growing region with members belonging to an organisation like a wine route managing body, a trust and or association that aims to promote the region and represent producers and various industry bodies (WOSA, 2014f).

A wine route allows tourists particular activities. Apart from the winery and all things wine related, the tourist has the opportunity to participate in the variety of the natural and cultural features of the landscape (Bruwer, 2003:24).

2.6.2. Destination

It is important to acknowledge that ‘destination’ may seem different depending on the origin of the visitor and the type or style of the trip. Multiple styles or patterns of visitation can thus be expected by wine tourism destinations. Each results in unique planning and management challenges and requires a different marketing approach. Apart from the different marketing approaches, the term destination can be perceived as follows (Getz, 2000:110–111):

- Having a place to stay when going on holiday and then combining a variety of activities together.
- Having a place of business that merges leisure options.
- Having a place where one can pass through and have the option to stop at more than one place, and
- The destination is in one’s hometown. It creates the possibility of permanent ability to visit attractions and events.

Some research on this topic has been conducted, but this was up to 25 years ago. Nevertheless, there is still merit in it today. Woodside & Lysonski (1989, cited in Bruwer & Lesschaeve, 2012b) suggested that tourist destinations with strong, positive images are more likely to be considered and chosen in the travel destination process. Furthermore, they go as far as to state that perception or imagery includes three processes, namely awareness, categorizing and associating.

Hu & Ritchie (1993, cited in Bruwer & Lesschaeve, 2012c:614) state that tourist destinations are a combination of the natural and human-made environment. Tourist facilities and services are also included. One thing that is also very prominent, is that to truly understand why people visit wine regions, it is important to determine the main features of the wine tourism experience (Bruwer & Lesschaeve, 2012b).

When a destination offers a variety of experiences, the chances of attracting a wide and diverse group of tourists is very good. Giving tourists a variety of experiences will lead to the destination having a competitive advantage (Alant & Bruwer, 2004). An enhancing factor that has proven to be important, is that of product offerings. Consumers had shown that they want more at wineries than just to simply taste wine (Ferreira & Muller, 2013). On the other hand, there are a few competitive tendencies that require continued emphasis. These include quality products, special branding and positioning, as well as effective marketing to a specific target group (Getz, 2000).

2.6.2.1. Winescape

By giving the tourist the option of different experiences at a winery, Nowak & Newton (2006) stated that the tourism experience happens within a larger environment. The ‘winescape’ can be described as the rural countryside, vineyards, landscape, tasting rooms, tourist facilities and so forth (Hall *et al.*, 2000). This contributes to the concept of a wine destination within or encompassed by a winescape. This makes it possible for the wine tourist to indulge in a variety of experiences. The tourist will have the opportunity to experience the environment that consists of both natural and physical features (Bruwer & Alant, 2009).

A question that could be asked is what can be done if a visitor draws his or her own conclusions about a region and that that conclusion is not what the region wants to portray? The answer could be that the region should ensure that they have taken the necessary steps to formulate the best marketing strategy of branding the region. The brand image must be formed so that brand identity can be established (Bruwer & Lesschaeve, 2012b).

The study of Bruwer & Lesschaeve (2012:613b) contributes to the knowledge field of destination image. Their study included both the components of functional and psychological characteristics. The functional characteristics can be measured and are directly observable. These include tourism infrastructure, prices and so forth while the psychological characteristics include atmosphere, friendliness of local people, etc. which cannot be measured directly.

Determining the key attributes of the wine tourism experience will give insight as to why tourists visit a wine region. The winescape does precisely that. It is the environment where the tourism experience takes place. Bruwer & Lesschaeve's (2012) study successfully identified dimensions within a newly developed winescape framework. Their eight dimensions are: nature-related, wineries and vineyards, heritage-related towns, wine and other products, signage and layout, ambient factors, service staff and local residents, as well as activities that have fun as a basis element.

Apart from these eight dimensions related to wine tourism, the study from Hosany & Gilbert (2010) identified three emotions that will assist with marketing communication about a destination: joy, love and positive surprise. When tourists are experiencing higher levels of pleasure, their overall satisfaction is also higher. This can then lead to favourable behavioural intentions in terms of a tourist's loyalty and their willingness to pay more for a product (Hosany & Gilbert, 2010).

Understanding how much the wine tourist is aware of their physical environment and how their behaviour is affected by it will help member to use this as a unique selling point (USP). Members should also keep in mind that the nature and context of the regional image formation should be established first. Only then can the path towards promoting and marketing the desirable tourist destination take place (Bruwer & Lesschaeve, 2012).

2.6.2.2. Conclusion

It is clear that 'destination' features as an important component of a wine region/district brand. Wine tourists have experiences within the winescape, which contributes to the image formation of the brand. The image of a wine region can have a positive impact on a visitor's choice of wine destination and wine product. The more positive the image they have, the more inclined they will be to visit that specific region or wine destination.

2.7. Conclusion

South Africa and the Western Cape indicate a strong presence of tourism and tourist attractions. The main attractions of the Cape include amongst other the wine industry and related wine tourism. The aim of this chapter was to give background information on tourism and wine tourism aspects.

It is clear that defining tourism is not easy as there are many aspects to consider. Defining a wine tourist *per se* is also not that simple. The profile of a wine tourist cannot be generalised, because of the differences between and within countries and wine districts. Specific needs and reasons for visiting a winery and wine region, also contribute to the fact that wine tourists have different profiles: for example a visitor from within the district or a tourist from overseas. Wine tourism includes both advantages and disadvantages for the wine business owners or stakeholders, but the advantages are much greater if implemented strategically.

Moving forward, Chapter 3 will focus on the South African wine industry and the wine routes. The desire of a region to become a wine tourism destination and how consumers relate to it, will be discussed.

Chapter 3

The South African Wine Industry and Wine Routes

3.1. Introduction

In many areas of the world, vines have been part of the local landscape for generations, and even centuries. Wine is seen as perhaps one of the most historical and cultural symbols of food and beverages that we as humans have regular contact with (Phillips, 2000). The history or background of an area is very important to a winery business. Over time, the vines integrate into a region's culture and tradition, and systematically become a 'place reference'. What also happens is that the iconic nature of wines tends to help identify a wine region or even the nation where the wine is produced (Banks *et al.*, 2007). And, according to Beverland (2006:254) using region of origin in the wine trade has a long history.

Research has shown that place reference and cultural landscape has been a contributing factor and wine has played an important role in a region's tourism strategy, as is the case of Barossa Valley in Australia. This tourist destination had shown an increase in popularity, seeing as the region is of German heritage. It thus offers history to the region and is being linked to wine and food products of that region. The cultural landscape is what helps the wine product and the region's history to be associated with one another (Lead-Elliott, 2005 cited in Alonso & Northcote, 2009).

The term 'wine region' (district or ward) can be important, as knowledge of the place of production can influence a visitor's decision on whether to visit a specific wine region and more importantly to buy wine from a specific region. The central idea around where wine is produced, is key to the wine producer's standing in his own area, country and world.

3.2. Wine Production

When looking at South Africa and how far it has come today, it is clear that wine production has improved over the years. South Africa is currently ranked 12th worldwide as wine producer in terms of vineyards planted for wine and table grapes. Spain is in first place with 1 023 000 ha under production (SAWIS, 2014).

When considering wine production in litres, South Africa was ranked 9th as a wine producer in 2013. This equates to 1 097 200 000 litres of wine and 4% of the world's total wine production (SAWIS, 2014).

Table 3.1 International Comparisons: area under vines and wine production - 2013

COUNTRY	AREAS UNDER VINES - BEARING (WINE AND TABLEGRAPES)			WINE PRODUCTION (liters)		
	HECTARES	% OF TOTAL WORLD SURFACE AREA	RANK	WINE PRODUCTION	% OF TOTAL WORLD PRODUCTION	RANK
Spain	1 023 000	13.8	1	4 270 000 000	15.4	2
France	794 000	10.7	2	4 201 600 000	15.1	3
Italy	752 000	10.1	3	4 490 000 000	16.2	1
China	600 000	8.0	4	1 170 000 000	4.3	8
USA	408 000	5.5	6	2 200 000 000	8.0	4
Argentina	224 000	3.0	8	1 498 400 000	5.4	5
Chile	207 000	2.8	9	1 280 000 000	4.6	6
Australia	158 000	2.1	11	1 245 600 000	4.5	7
South Africa	130 000	1.7	12	1 097 200 000	4.0	9

(Source: SAWIS, 2014:43)

During 2012, South Africa had 100 093 hectares of vines producing wine grapes of which white varieties were 55,1% with Chenin Blanc making up 18,2% of the total percentage and 44,9% was red varieties. The major red varieties planted were Cabernet Sauvignon (11,8%), Shiraz (10,5%), Merlot (6,3%) and Pinotage (6,9%) (WOSA, 2013a).

3.2.1. Structure of the South African wine industry

Table 3.2 shows the structure of the South African wine industry from 1993 to 2013 in terms of three sectors: primary producers, cellars which press grapes and bulk wine buyers. It is clear that there has been a decrease of 1 311 primary producers from 1993 to 2013, with the greatest decrease visible in the production category 1-100 tons.

The wine cellars which crush grapes include three categories: 1) producer cellars, 2) private wine cellars and 3) producing wholesalers. Producer cellars buy wine grapes and make wine in a cellar that belongs to them. Private wine cellars are cellars that produce and buy grapes and make wine in a cellar on their own property, while producing wholesalers combine all these functions. Over a period of 20 years (1993 – 2013), the number of cellars in all three categories has more than doubled from 259 in 1993 to 564 cellars in 2013. The most significant increase is that of ‘private wine cellars that crush grapes’ which increased from 183 in 1993 to 493 in 2013. While the number of ‘producer cellars’ has decreased in the same period, ‘producing wholesalers’ showed an increase.

The number of bulk wine buyers has also increased: from 32 in 1993 to 67 in 2003, and then to 103 in 2013.

Table 3.2 South African wine industry structure

Primary Producers	1993	2002	2003	2013
<i>Tons of grapes</i>	<i>No of Producers</i>	<i>No of Producers</i>	<i>No of Producers</i>	<i>No of Producers</i>
1 -100		2 173	2 151	1 249
>100-500		1 545	1 548	1 216
>500-1000		404	456	429
>1000-5000		223	278	416
>5000-10 000		1	2	13
Total	4 634	4 346	4 435	3 323
<i>Cellars which crush grapes</i>	<i>1993</i>	<i>2002</i>	<i>2003</i>	<i>2013</i>
Producer Cellars	71	66	66	50
Private Wine Cellars	183	349	423	493
Producing Wholesalers	5	13	16	21
Total	259	428	505	564
<i>Bulk Wine Buyers</i>	<i>1993</i>	<i>2002</i>	<i>2003</i>	<i>2013</i>
Total	32	70	67	103

(Source: SAWIS, 1996; 2003; 2004; 2014)

Specifically, the Wellington Wine District has grown over 20 years in terms of the number of cellars. In 1994, Wellington only had 9 cellars listed in the then 'John Platter Wine Guide (Platter Wine Guide, 1994). 10 years later this figure doubled to 18 in 2004 and another 10 years later in 2014, the figure stands at 32. Table 3.3 shows the different wine farms per 10 years.

Table 3.3 Wellington wine farms: 1994, 2004 and 2014

1994	Bolvlei	Groenvlei	Napier	Onverwacht	Rustenburg Claridge	
	Union Wine	Wamakersvallei	Wellington Wine Farmers	Welvanpas		
2004	Bovlei	De Compagnie	Diemersfontein	Eshkol Winery	Hildenbrand	Jacaranda
	Linton Park	Maize Valley	Mischa Estate	Mount du Toit	Nabygelegen	Napier
	Oude Wellington	Upland Organic Estate	Wamakersvallei	Welgegund	Wellington Wines	Welvanpas
2014	5 Mountains	Andres Wines	Alkmaar Wines	Boplaas	Bosman Family Vineyards	Dunstons Wines
	De Compagnie	Diemersfontien Wines	Doolhof Wine Estate	Douglas Green Bellingham	Hildenbrand Estate	Imbuko
	Jacques Smit Wines	Jorgensen's Distillery	Jacaranda Wine and Guest Farm	Kleinfontein	Klein Optenhorst	Langkloof Roses
	Lazanou Organic Vineyards	Linton Park Wines	Malan de Versailles	Mischa Estate	Mont du Toit	Nabygelegen
	Napier Winery	Oude Wellington	Schalk Burger & Sons_Welbedacht	Sedgwicks Distillery	Val du Charron Wines	Wellington Wines
	Welgegund	Welvanpas				

(Source: Platter Wine Guide 1994; 2004; 2014)

Table 3.4 shows how ‘total wine production’ of South Africa has increased every five years since 1993. Although every five years has a clear indication of a steady increase, it is very clear that the increase from 1998 to 2003 had been much more than that of 1993 to 1998. The year 2003 was generally considered at the time, one of the finest vintages in the recent years (Boom, 2003). The increase in total wine production from 2003 to 2008, increased close to 15%. The next five years (2008-2013) only showed a slight increase, but an increase nonetheless.

Table 3.4 Total wine production

Year	Gross ton (grapes)
1993	1 023 509
1998	1 041 004
2003	1 233 689
2008	1 425 612
2013	1 498 701

(Source: SAWIS 1996; 2008; 2014)

An increase in production is linked to the increase in the total number of vines for South Africa in the same 20 year period 1993 to 2013.

Table 3.5 Vine type

Year	1993		2003		2013	
Variety	Vines	Hectares	Vines	Hectares	Vines	Hectares
Wine grapes	287 124 028	93 247	321 601 036	110 200	296 775 118	99 680
Table grapes	16 965 627	7 854	24 492 832	13 354	30 045 880	15 715
Rootstock	462 901	155	248 227	98	82 686	40
Currents	1 236 296	398	1 065 208	356	1 070 609	390
Total	305 788 852	101 654	347 434 303	124 008	327 974 293	115 825

(Source: SAWIS 1996; 2004, 2014)

During the same period the number of vines in the Paarl/Wellington district had decreased by almost 10 000 vines. This feature can be ascribed to farmers uprooting vines and rather planting orchards and buying livestock.

Table 3.6 Geographical distribution of vines in Paarl/Wellington District

Paarl	Number of Vines	% of total vines	Area hectares	% of total ha
1995	57 466 795	18.6	18 912	18.3
2003	56 310 151	17.51	18 097	16.42
2013	48 460 222	16.33	16 106	16.16

(Source: SAWIS 1996; 2004, 2014)

The decline in the area planted to Chenin Blanc grapes in the Paarl District over the last two decades (from 7 205 ha in 1993 to 3 041 ha in 2013) is because many more different type of varieties had been planted in the region, including Viognier, Shiraz, Pinotage and Merlot. The region is well suited for red varieties; hence the increase in Cabernet Sauvignon plantings.

Table 3.7 Paarl/Wellington District wine hectares of wine grape varieties

Year	1993	2003	2013
Variety	% of total production of region		
Chenin Blanc	38.1	23.2	19
Colombar(d)	5.3	6.8	3
Sauvignon Blanc	5	5	6
Chardonnay	3.3	5.9	8
Cabernet Sauvignon	8	10.8	17
Cinsaut	9.3	6.6	4

(Source: SAWIS 1996; 2004, 2014)

Over time, the percentage of white wine grapes have decreased and red increased and this can be due to the price farmers receive for different types of grapes and wine. The increase in red wine production can be because of the interest in the health facts surrounding the consumption of red wine, as well as the fact that the region is suitable for red wine production.

Table 3.8 Distribution of production between red and white (%)

Year	Wine grapes utilised for total wine making purpose		Wine Produced	
	Red %	White %	Red %	White %
1993	11.8	88.2	7	93
2003	28.1	71.9	32.1	67.9
2013	32.2	67.8	37.9	62.1

(Source: SAWIS 1996; 2004, 2014)

It is noted that by 2013 South Africa had in total more white varietals than red varietals planted in total, 54 463 ha (54.6%) and 45 217ha (45,4%) respectively (SAWIS, 2014:12–13). In the Wellington Wine District however, more red varietals are planted: 8 288 287 red grape vines (60.29%) and 5 458 809 white grape vines (39.71%). The red (2 729ha) and white (1 750ha) vines cover a space of 4 479 hectares of land (Floris, 2014).

South Africa's wine industry exceeded all expectations during 2013, when volumes of 525,7 million litres of wine were exported, which broke the previous export record of 2012, an increase of 26% compared to the 2012 figures. WOSA gave credit to the record breaking exports due to South Africa's bumper harvest in 2013 (De Kock Communications, 2014).

There is year-on-year growth in the South African wine export industry. This is evident in the fact that the volumes to the UK, Germany and Russia had all increased with more than 15% in 2013. The UK is still South Africa's biggest importing country. In 2012, just over one-fifth of total volumes exported were to the UK. The UK's increase of 21%, meant that they imported 111,2 million litres of wine. South Africa is now also the biggest New World supplier to Germany, and their volumes increased by 24% to 96,4 million litres in 2013. Even exports to Russia had increased by 18% to 37,3 million litres. These increase took place in the period of 2012 to 2013 (De Kock Communications, 2014).

The exceptional growth in overseas markets was partly the result of the shortfall in the European harvest. There were even cases where yields were the lowest in over 40 years. The increases in exports to wine-producing countries such as France, Italy and Spain were the result of these shortfalls in harvest. However, aside from these countries, exports also grew across an increasingly wider range of markets, including the US market (De Kock Communications, 2014) and Africa.

Exports increased across all categories, namely bottled, packaged and bulk volumes - exported white bulk volumes increased from 59% to 65%. There was also an increase in sales of white wines and red wines, close to 18% and 22% respectively. Sauvignon Blanc, Merlot, Pinotage, Shiraz and Cabernet Sauvignon showed the biggest increase (De Kock Communications, 2014).

3.2.2. Certified wine

The Wine of Origin Scheme (W.O.) was introduced in 1973 to protect both the producer and the consumer (WOSA, 2014d). The Scheme focuses on the origin, variety and the vintage of the wine. 'Wine of Origin' wines are made under strict legal control, which starts from harvesting the grapes all the way down to the final product. Producers complying with the Wine of Origin Scheme's requirements can display the certification seal on the bottle, which confirms that at the time of assessment the wine has met the prescribed standards. This assessment is done by the Wine and Spirit Board (SAWIS, 2013:17). No wine that does not have the seal may be legally sold as wine.

The primary function of the Wine and Spirit Board is to administer the Wine of Origin, Integrated Production of Wine and Estate Brandy schemes, as well as to make recommendations and give advice to the Minister of Agriculture on any matter that relates to the Liquor Products Act and its subordinate legislation (WOSA, 2014c).

In the year 2013, 588 325 882 litres of wine was certified. This was an increase of 4% compared 2012 when only 520 882 844 litres was certified (SAWIS, 2014).

3.3. Wine Routes

A wine route can be defined as a tourist route that connects several wine estates and wineries in a given area. The route has distinctive characteristics. It can include natural attractions such as mountains and other types of scenery, physical attractions i.e. wineries on the wine estate and accommodation, vineyards and roads and markers (signposts) directing the tourist to the individual wine route estates. Wine routes can therefore be seen as the roadways to the core attraction in wine tourism, which are wines and the winery (Bruwer, 2003).

In Europe, wine routes have existed for over 50 years and are seen as an important component in wine tourism strategies. Destinations are offered opportunities to attracted tourists. When the tourist receives better information and accessibility to attractions and services, the wineries should be able to see an increase in the number of visitors (Getz, 2000:121).

When looking at wine routes, the idea of a ‘bounded space’ is quite important. It helps the wine-producing members define an identity that would proclaim unique attributes for their wines and cultural heritage (Preston-Whyte, 2000:107). Hall *et al.*, (2000) stressed that the nature of the grapes and the wines they produce, the soils and climate that help give distinctive character and the culture heritage that nurture them, are the attributes that distinguish them from their competition.

Aside from a wine route itself, it is vital to realise that in today’s world the wine region and the wine country of origin are factors that will help a winery determine its success in the future (Bruwer, 2003:424). Merrit & Whitwell (1994, cited in Bruwer, 2003:424) argued that wine is seen as a commodity that is rare and thus branded on the basis of its geographical origin.

3.3.1. South African wine routes

From the so-called Cape Winelands and beyond, a variety of wine routes can be explored. Added to this, is the brandy route, wine biodiversity route and the world’s longest wine route (WOSA, 2014f).

The Western Cape Province can be seen as the centre of all wine routes in South Africa. This is also where the bulk of the country’s wine production takes place (WOSA, 2014f). Looking more closely, the town of Stellenbosch holds the name of oldest wine route in South Africa. Their wine route was established in 1971 (Preston-Whyte, 2000:102).

Geographical indication (GI) is one such way to show the branded basis of a wine region. This could be in the form of a branded descriptive name i.e. Champagne (France) or Stellenbosch (South Africa) (Bruwer, 2003). Each wine route in South Africa displays its own personality. They are designed and laid out in such a way that they showcase the region’s best wines and wine-making traditions (WOSA, 2014f).

When applying the tourism route model, wine-growing regions have developed various wine routes. Some of these routes include Stellenbosch, Paarl, Franschhoek, Route 62 and wine routes in the Northern Free State (Lourens, 2007). The Cape Route 62 can be classified as a special interest route seeing as it is said to be the world’s longest wine route. The Brandy Route in the Western Cape also falls into a special interest route category, along with the world’s very first biodiversity wine route called the Green Mountain Eco Route (Media Club, 2013).

3.3.1.1. Brand 'DNA'

Wine of South Africa (WOSA) is a generic marketing organisation focussing on promoting the profile of South African wine in key export markets. The term Brand 'DNA' for the South African wine industry was created by WOSA. Brand 'DNA' is the way in which wine regions, districts and wines itself can be defined. The image that a brand (a specific wine bottle of a certain wine farm) portrays to the consumer can have an everlasting influence. In terms of the image of the Wine South Africa Brand, the bigger picture is seen as a 'Brand' where the entire industry is connected to one another through the unique environment, purpose, values and character. WOSA also established the concept of the 'Four Cornerstones', which include heritage, the natural environment, production integrity and hospitality in the wine tourism industry (WOSA, 2010).

Each wine region can focus on what its specific Brand 'DNA' is. By incorporating Brand 'DNA' into wine marketing strategies, a wine region can help to ensure that the image it wants to portray to the consumer is the right image in terms of characteristics and wine quality.

3.4. The beginning of wine routes

The historical and cultural background of wine regions can be a way to help create an identity and at the same time help to market a region's wines (Alonso & Northcote, 2009). Old World Wine Regions such as France, Italy and Spain, has a very rich culture connected to wine, the process of winemaking and the lifestyle lived in terms of wine. The New World Wine Regions has a different outlook and feeling towards wine. The culture of wine is not yet that deeply rooted in each of these New World Wine Region, however South Africa has been making wine for more than 350 years and one could argue that culture of wine is present in the country. A few examples of where culture and history are present in New-World wine regions is that in the areas of California (Helzer, 2001), Uruguay (Carrau, 1997), South Africa (Demhardt, 2003) and Australia (Leader-Elliott, 2005 cited in Alonso & Northcote, 2009).

When looking at Uruguay, the influences of Algerian, Italian, Swiss, French, German and Spanish immigrants was clearly visible in the beginning stages of the emerging wine industry (Carrau, 1997). In South Africa for example the French Huguenot refugees in 1688 helped establish new wine producing areas like Franschhoek (Demhardt, 2003). Many of the new world wine regions also have history and culture that is linked with Old World Wine Regions. In current times, the idea of wine routes can be seen as a much more new age development.

The French wine region of Beaune, Les Hospice de Beaune (an old charitable hospital), this heritage attraction benefits from being in close proximity to a wine region. Tourists have the opportunity to visit more than just the hospital. In regions such as Burgundy in France, the names of the villages are often the same as the actual wines. This links the history and age of the wine together with the wine route (Frochot, 2000:72).

Other Old World Wine regions that are steeped in history and culture are Tuscany in Italy, Kremstal, Traisental and Vienna in Austria, Baden and Rheinhessen in Germany and Navarra and Rioja in Spain.

3.4.1. South African wine farms – the historical background

The rich history of wine regions and associated wine farms in South Africa is spectacular. Awareness of the fact that a wine farm has truly come a long way for example 350+ years, adds to the mystic and wonder of that farm. The history of production can play a significant role in the development of a brand.

The very first wine estate established in South Africa is Groot Constantia, founded in 1679. Today the farm is situated on the outskirts of Cape Town (South African Tourism, 2014). The first vines at Groot Constantia were only planted in 1655 and the very first wine was produced on 2 February 1659 by the first Dutch governor of the Cape, Jan van Riebeeck (WOSA, 2014a).

The Dutch Commander Simon van der Stel, when he became Governor of the Cape of Good Hope founded the town of Stellenbosch in 1679 and named it after himself (Anon, 2014b). Stellenbosch boasts with at least two of the oldest wine estates in the country. Muratie Wine Estate and Spier. Although Muratie's history dates as far back as 1685 (Muratie Wine Farm, 2014a), the farm would only be known as 'Muratie' for the first time in 1897 (Muratie Wine Farm, 2014c). The first ever Pinot Noir vines to be planted in South Africa were planted on this estate in 1927 (Muratie Wine Farm, 2014b).

In 1692 Governor Simon van der Stel signed the very first title deed of Spier and thus the farm was now Arnoud Jansz's property (Anon, 2014b). However, even though the wine farms dates back to 1685, wine tourism is a fairly new concept and South Africa is classified as a "New World" wine region.

The technical definition of 'New World Wines' is (Roberts, 2014):

“wines produced in regions established by colonies of European exploration, which began with some of the longer voyages in the 15th century”

Countries that are classified as New World wine-producing counties along with South Africa are for example Australia, Canada, New Zealand, Argentina, Chile and the United States (Roberts, 2014).

3.4.2. Wine routes in the Western Cape

Besides housing some of the oldest wine estates in the country, the Stellenbosch Wine Route became the very first official wine route in South Africa. It was established in 1971 (Preston-Whyte, 2000:103). Since then, more wine routes has been added to the list of South African Wine Routes. The following 18 accredited wine routes are all situated within the Western Cape Province (WOSA, 2013b).

Wine Routes in the Western Cape

1. Botrivier Wine Route
2. Breedekloof Wine Route
3. Brandy Route
4. Contantia Valley Wine Route
5. Darling Wine Route and Art Experience
6. Durbanville Wine Valley
7. Elegantly Elgin Wine Route
8. Franschhoek Vignerons
9. Hermanus Wine Route
10. Klein Karoo Wine Route
11. Paarl Wine Route
12. Robertson Wine Valley
13. Stellenbosch Wine Route
14. Swartland Wine and Olive Route
15. Tulbagh Wine Route
16. Wellington Wine Route
17. West Coast Wine Route
18. Worcester Wine and Olive Route

Appendix D: ‘Wine Routes in South Africa’ indicates 15 of the 18 wine routes. The figure also indicates on the ‘key to distances’ the time and distance it will take to travel to the respective wine routes from the Cape Town City Centre.

Aside from the wine routes, the Western Cape also boasts with two of its very own Brandy Routes. These two routes are the R62 Brandy Route and the Western Cape Brandy Route. In Appendix E: ‘R62 Brandy Route in the Western Cape’, there are eight venues to visit: Klipdrif, Kinga, Barrydale Cellar, Ladysmith Cellar, Boplaas, Grundheim, Oudtshoorn Cellar and Mons Ruber (SA Brandy Foundation, 2014a).

The Western Cape Brandy Routes consist of 16 venues on their route. These venues include Backsberg, Blaaukklippen, De Compagnie, Jorgensen's Distillery, Kaapzicht, KWV Wine Emporium, KWV Sensorium, Laborie, Louiesenhof, Nederburg, Oude Molen, Oude Wellington Estate, Tokara, Uitkyk, Upland and Van Ryn's (SA Brandy Foundation, 2014c). Appendix F: 'Western Cape Brandy Route', gives a clear indication of where these venues can be found. A route that is a little less commonly known is the Urban Brandy Cocktail Route. On this route one has the option of visiting any of the different 14 venues. Appendix G: 'The Urban Brandy Cocktail Route', indicates where each of these venues can be located in Cape Town itself.

The Wellington District features four times in the Western Cape Brandy Route. The venues are: De Compagnie, Jorgensen's Distillery, Upland Organic Estate and Oude Wellington. Two of these venues, De Compagnie and Jorgensen's Distillery are also members in the official Wellington Wine Route. Few other members of the Wellington Wine Route also offer a brandy tasting - these farms include Napier Winery and Nabygelegen Private Cellar.

3.5. Conclusion

In last 40 odd years real progress has been made in terms of wine tourism and establishing wine routes in South Africa. The Wellington Wine District is only a small part of the entire South African wine industry; however, it is a developing wine district that has the potential to develop into a fine wine tourism destination.

The Wine of Origin Scheme is there to protect and give credibility to the products of a wine region/district or ward. It ensures that the uniqueness is safeguarded and not exploited. This assists with developing destination and sense of place for wine consumers, and facilitates marketing.

Chapter 3 had described various wine industry concepts, as well as discussed the South African Wine Industry Structure. The following chapters will demonstrate how the wine tourism aspects can be implemented into the wine marketing strategies based on the research study findings.

Chapter 4

Wellington Wine District

4.1. Introduction

Wellington became an official Wine District on 16 March 2012 (De Wet 2012b; De Wet 2012a) and as such can now include ward subdivisions in the future. The agricultural area of Wellington was originally known as Limiet Valley, which means ‘border’ or ‘frontier valley’. Towards the end of the 17th century when the French Huguenots settled here, it then became known as Val du Charron or Wagenmakersvallei – Valley of the Wagon Makers (James, 2013:186).

Wellington Wine District is still a developing wine district. Being a separate official wine district holds several opportunities in terms of wine production and wine tourism. One such opportunity is that Wellington can now label their wines under the names of Wellington Wine of Origin.

Many tourists are attracted to the Cape Winelands’ history and culture. The Wellington Wine District not only offers award-winning wines, and it also offers the opportunity to relax, escape the daily rush and to learn about the history and culture of the region.

4.2. The History

The town of Wellington itself has been described as follows (Route 62, 2007):

“A hidden treasure found on the doorstep of Cape Town (only 45 minutes’ drive) on the R62 and within a 30 minutes radius of other Boland towns. Nestled at the foot of the Groenberg Mountain, the town lies in a picturesque valley on the banks of the Kromme River with the majestic Hawequa Mountains as silent sentinels on the eastern border. At the foot of the mountains are the beautiful manicured vineyards and finely restored Cape Dutch homesteads, some declared national monuments.”

Wine farms in the Wellington Wine District have a story of their own and could contribute to making it a successful wine district and wine tourism destination.

The town of Wellington was formally established on 26 March 1840 and renamed after “England’s greatest soldier” Lord Arthur Wellesley, Duke of Wellington, who had defeated Napoleon at Waterloo (Wellington Tourism, 2014e). Knowledge of the history and origin of how Wellington received its name adds nostalgia to the perceived image of the area. Dr John Addey was an Englishman who succeeded in establishing the Dutch Reformed Church in Wellington in 1840 (Smit, 2001:3:1). The railway line running from Cape Town to Wellington was unveiled by governor Sir Philip Wodehouse on 4 November 1863 (Smit, 2001:3:4).

The Scottish minister, Dr Andrew Murray of the Dutch Reformed Church, introduced an American-style Seminary schooling system to his hometown in the early 1870’s. He is to be thanked for the fact that Wellington has long been an important educational centre. The Seminary gave rise to Huguenot Girls’ High School and Huguenot Teacher Training Collage in 1873 where girls would be able to receive an education in teaching, which evolved into Huguenot University (Rousseau, 2001:8:6–9). A Mission Institute for men was established in October 1877 and today Wellington remains an important centre for theological studies and teacher training. There is also a large Technical College campus available for current and potential students (Wellington Tourism, 2014b).

Andrew Geddes Bain was the man responsible for planning and building the Bains Kloof Pass during 1849-1853. The pass would increase mobility towards the north (Van Zyl, 2001:7:2). The Bains Kloof Pass (R301) is a scenic drive linking the Wellington Wine District with in-land towns such as Wolseley, Tulbagh, Ceres, Worcester and De Doorns. The pass is seen as one of South Africa’s national monuments. The Wellington Museum itself will also give an intriguing glimpse into the past of Wellington’s Victorian hey-day (WellingtonMuseum, 2005). Many of the wine farms on the Wellington Wine Route offer just as much.

4.2.1. The Wellington Wine Route

Paarl and Wellington tourism offices merged on 1 July 2014 and formed the Drakenstein Local Tourism Association (DLTA). The outcome of the merger is to create one office, one tourism policy. One goal of many goals is to put Wellington and the Wellington Wine District on the wine tourism map through the newly formed Destination Marketing Organisation (DMO) (Oosthuizen¹, 2014a).

Trudy Oosthuizen is head of the Wellington wine tourism office. She is in charge of all aspects related to wine in the Wellington Wine District. Her responsibilities range from marketing the district, communicating with members, arranging wine events, doing the newsletter for the wine farms and ensuring that the necessary communication between committees and members takes place (Oosthuizen², 2014c).

¹ Primary information is available on request

² Primary information is available on request

The Wellington Wine District is home to the Mutual & Federal Agri Wellington Wine Route. Mutual & Federal Agri is the title sponsor to the district. They have no authority over the decisions that the wine route makes, but in terms of their sponsorship of the Wellington Wine Route, they receive publicity in the form of having a joint logo with Wellington Wine Route, letter headings, e-mail signatures, and any other form of possible publicity. Even though Wellington Tourism is part of the DLTA, the Wellington Wine Route pays a fee to be a member of the DLTA and that is why they can have a joint logo with the sponsor Mutual & Federal (Oosthuizen³, 2014c).

The wine route of Wellington consists of 20 member farms. Membership fees are dependent on the quantity of grapes pressed. South African Wine Industry Statistics (SAWIS) is in charge of determining the membership fee, collecting the fee and doing audits. Members are invoiced per term and they have three months in which to pay their fees to SAWIS. SAWIS then transfers the money into the Wellington Wine Route's account. No farm is obligated to be a member of the wine route and it is the wine farm owner's choice whether to become a member or not (Oosthuizen, 2014c).

Reasons for not being a member vary. Amongst the inhibiting factors are farms being too small and not having enough capital, old feuds between different farm owners and farmers who do not agree with the goals and strategies of the wine route association.

The wine route has a committee that consists of 5 members. The members are nominated and elected at the annual general meeting. The minimum number of committee members is at least three, because there has to be a quorum before any decisions involving the wine route can be taken. The current chairperson is Johann Fourie (Doolhof), with members Neil Büchner (Bosman Family Vineyards), David Rabie (Wellington Wines) and Trudy Oosthuizen. Oosthuizen acts as the secretary of the committee, the minutes, notes, setting the agenda and arranging the committee meetings, etc (Oosthuizen, 2014c).

She is also responsible for correspondence with members by means of e-mails, telephone calls and meetings. When decisions have to be made that can affect members, she ensures that all members are well informed. Communication takes place on a daily basis. Members are kept in the loop on events, invitations and anything else that is wine related (Oosthuizen, 2014c). Membership to the Mutual & Federal Agri Wellington Wine Route has its advantages in terms of marketing.

³ Primary information available on request

A few examples of marketing exposure for members are as follows (Oosthuizen, 2014b):

- Advertising in the official Wellington tourism brochure or any publication originating in the Wine Route Office.
- If any event is held which will promote Wellington at large, then the official Wellington tourism brochure or publication from the Wine Route Office may also be used as a marketing vehicle
- Exposure on the official Wellington Website and the Harvest Festival website.
- Access to a combined database, as well as Wesgro database and the international database of SA Tourism (BWI).
- Supplying tour operators with contact details and information for itineraries.
- Members will enjoy the benefit of being included on a comprehensive free of charge map available at the tourism office.
- Enjoying the benefit of networking at social gatherings and meetings.

Developing Wellington Wine District into a tourism destination can only be achieved when the common goal of the members is to work together. Although not all the members have tasting facilities, those who do have can use it as a way to build consumer relationships and showcase the region.

The 20 members are listed in Table 4.1. Information sourced from secondary sources like wine farm websites and the Platter guide (Platter Wine Guide, 2014), has been compiled to give as complete an overview as possible of the members.

4.2.2. Wine marketing events of the Wellington Wine Route

Currently the Wellington Wine Route organises two wine festival events annually – The Wellington Wine Harvest Festival and the Fork & Cork Festival. The date for the Harvest Festival is fixed as being the second weekend in March, in order not to clash with wine festivals in other wine regions/district. However, in 2013 the festival was cancelled due to the Absa Cape Epic Mountain Bike Race hosting one of the stages in Wellington.

The first Fork & Cork Festival was held in September 2013 at Kleine Valleij wine farm where various wine producers had tasting stalls and informal food stalls. In 2014 the date has been moved to sometime in November (not finalised at the time of writing).

The lack of consistency presents a problem for consumers, as they cannot relate to specific events at specific times in Wellington. Thus a tradition in the wine tourism context cannot be developed.

Table 4.1 Overview of Wellington Wine Route member farms

Wellington Wine Route Stakeholder Farms	Ownership	Date Established	Wine First Bottled	Hectares	Hectares under vines (not necessarily in production)	Red Varieties (%)	White Varieties (%)	Rose Varieties (%)	Tomage pressed & Cases produced	Bottles own wine on property	Weddings/functions	Other tourist attractions/amenities on the property	Conference	Open by appt only	Open Saturdays	Open Sundays	Open public holiday	Meals/Refreshments	Accommodation	Cellar Tours	Disabled Friendly	Child Friendly	Languages spoken	
Alkmaar Boutique Winery	Local	2001	2005	9.9		83	17		50t/900cs own label (12 000/bulk)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	T				
Andreas Winery	Foreign	2003	2004	6	4.5	100			48t/3,168cs own label	✓	✓	✓	✓	T*	✓	✓	✓	✓	✓	T			SV	
Bosman Family Vineyards	Family Owned	1699	2004	300		70	25	5	3000t/20 000cs own label	✓	✓	✓	✓	T	✓	✓		✓	✓	T*				
De Compagnie Wynlandgoed	Local	2001	2002	27	12				25t/430cs own label	✓	✓	✓	✓	T*			✓	BYO	✓					
Diemersfontein Wine & Country Estate	Foreign	2000	2001	180	60	90	10		600t/80 000cs own label	✓	✓	✓	✓	✓	✓	✓		✓	✓	T		✓		
Doolhof Wine Estate	Foreign	1995	2003	380	38	73	26	1	300t/24 000cs own label	✓	✓	✓	✓	✓	✓	✓		✓	✓	T		✓		
Douglas Green Bellingham (DGB)		1942				50	49	1		✓			✓											
Dunstone Wines	Foreign	2006	2006	2	2.5	90		10	20t/5 000cs own label	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓		
Jacaranda Wine & Guest Farm	Foreign	2009	2009	4.5	4	50	40	10	9t/1 500cs own label	✓	✓	✓	✓		✓	✓		T*	✓				FR/DE/MDR	
Jacques Smit Wines	Family Owned	2003	2003	60	32	100			300t total	✓	✓	✓	✓	T				✓	✓	T		✓		
James Sedgewick Distillery																			✓					
Jorgensen's Distillery	Local (foreign)									✓			✓											
Linton Park Wines	Foreign	1995	1998	210	84	50	40	10	650t/120 000cs own label	✓	✓	✓	✓	T*			✓	BYO	✓	T*				
Malan De Versailles																								
Nabygelegen Private Cellar	Local	2001	2002	35	17	50	50		180t/24 000cs own label	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓				
Napier Winery	Owned	1989		135	89	70	30			✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		
Welbedacht Estate Schalk Burger & Sons	Family Owned	2005	2005	140	130	75	20	5	1 300t	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	DE	
Welgegend	Local	1800	1997	35	15	62	38		84t/640cs own label	✓	✓	✓	✓	T				✓	✓					
Wellington Wines	70 Shareholders	1941		2400		60	40		27 000t	✓	✓	✓	✓		✓	✓	✓	✓	✓	T		✓		
Welvanpas Family Vineyards	Family Owned	1704	1994	260	50	80	15	5	25t own label	✓	✓	✓	✓		✓	✓		BYO				✓		

(Source: Platter Wine Guide, 2014)

Explanation of indicators set out in the table:

- ‘Ownership’ indicates whether the farm is owned by locals (South African citizens), foreigners (non-South African citizens) or if it is a farm that has been in the same family for generations.
- The different percentages of group varietals indicate how much of each is produced on the farm.
- ‘Open by appt only’ is indicated by a “T”.
- ‘Open public holidays’ are indicated by ✕ which means closed on all public holidays otherwise assume open all or some holidays.
- The BYO at Meals/Refreshments stands for Bring Your Own Picnic.
- The “T” at the Cellar Tours means that in order to do the Cellar Tour, an appointment must be made.
- On certain farms, other languages are also noted: SV = Swedish, FR = French, DE = German and MDR = Mandarin.

Wine Production:

The one aspect that is quite significant for the fact that the Wellington Wine District has a very diverse range of farm sizes and ultimately production as well. Jacaranda Wine & Guest Farm produces the smallest production of wine - a mere 9 tons. Wellington Wines has the biggest production and can boast with 27 000 tons as it has 100+ contributing grape growers. It is considered a ‘mega winery’. The other big wine player is Douglas Green Bellingham (DGB) described as a well established merchant house in Wellington, with own brand wines including Bellingham, Boschendal, Franschoek Cellar, Tall Horse, the Beach House etc (Van Zyl, 2014:128).

Wine Pricing:

Pricing of the different member’s wine also varies quite substantially. Farms have different wine ranges that vary from everyday drinking wine to a more selective drinking. The wine ranges also vary in price. Everyday drinking wine or even entry level drinking wine, which is both seen as easy drinking wine, is priced lower. Premium ranges are more expensive. On an overall scale, more red wine is produced in the Wellington Wine District. The red wines are also more expensive than the white wines. On average red wine varies from R71 to R148 and white wine varies from R54 to R76. There is still the special selected wines such a Doolhof’s ‘Jacques Potier’ 2009, R300 and ‘Theseus’ for R245, Bosman Family Vineyards’ ‘Erfenis’, R350 and Welbedacht Wine Estate’s ‘nr6’ for R600. The white wines on the other hand have a special selected wine from Welbedacht Wine Estate’s Myra VCC 2007 for R275 and Bosman Family Vineyards has a 2011 Chenin Blanc and Dolce Primitivo for R180 and R135 respectively.⁴

⁴ This is my own calculations that I had done from the pricelist respectively.

Table 4.2 shows only the members chosen as the sample for the survey and provides information that is more specific.

Table 4.2 The sample farms of the study

<p>1. Alkmaar Boutique Winery † Part of Wellington Wine Walkers</p>	<p>7. Linton Park Wines † 4x4 Trails † Mountain Bike Trails</p>
<p>2. Bosman Family Vineyards † 1798 the first generation settled on farm † 8 Generations of family farming † Conservation Area † BBBEE Certification (level 2) † Biodiversity & Wine Initiative (BWI) † Fairtrade – De Bos Handpicked vineyards † Ethical Production methods: cut carbon footprint</p>	<p>8. Nabygelegen Private Cellar † Part of Wellington Wine Walkers † Mountain Bike Trails</p>
<p>3. Diemersfontein Wine & Country Estate † Part of Wellington Wine Walkers † Hazard analysis and critical control points † Mountain Bike Trails</p>	<p>9. Napier Winery † Produces Sir George Potstill Brandy</p>
<p>4. Doolhof Wine Estate † 4x4 Trails † Mountain Bike Trails † Biodiversity and Wine Initiative (BWI)</p>	<p>10. Welbedacht Estate Schalk Burger & Sons † Welbedacht Cricket Oval † Property dates back to 1800s</p>
<p>5. Dunstone Winery † Country House † Bistro</p>	<p>11. Wellington Wines † Biodiversity & Wine Initiative (BWI) † British Retail Consortium † Fairtrade † Integrated Production of Wine</p>
<p>6. Jorgensen's Distillery † Produces SA's only handcrafted premium Vodka</p>	

(Source: Van Zyl, 2014)

4.3. The four cornerstones of the Wellington Wine District Brand

The Wellington Wine District currently strives to incorporate four specific elements into their brand. These elements are based on the suggestions put forward by Wine Of South Africa Organisation (WOSA) (WOSA, 2010:p.8):

1. Proud heritage
2. Natural environment
3. Production integrity and
4. Hospitality

The natural environment can be seen, while the proud heritage, production integrity and hospitality can be experienced while visiting the Wellington Wine District.

4.3.1. Heritage

There are a few prominent figures and occurrences that contributed to the development of Wellington and its surrounding areas. Before the French Huguenots became the permanent settlers of Wagenmakersvalley in 1688, the Khoikhoi (nomad herdsmen) and San (hunters) were the indigenous people of the valley. They roamed the valley in search of water and pastures for their livestock (Janse Van Vuuren, 2001:1:2). The town of Wellington was established in the late 1800s as previously described.

The Wellington Wine District has the unique honour that two members of the Wellington Wine Route are of the oldest farms in Wellington i.e. Welvanpas Family Vineyards and Doolhof. Bosman Family Vineyards. Nabygelegen Private Cellar and Welgegend are also farms that date back before the 1900's. Welvanpas has been in the Retief family for more than 305 years and 10 generations (Welvanpas, 2012). The farm was originally known as Krakeelhoek and owned by Pierre Mouy of St. Amand. Doolhof on the other has was owned by Jacques Potier of Moscroon (Le Roux & Le Roux, 2001:2:7). Both these farms are situated next to the Wamakers River (meaning wagonmaker's river).

The value of heritage in terms of wine production is very important as it indicates the history of an area over a certain period of time. It showcases the way in which growth has taken place over many years. In terms of wine, heritage also refers to aspects such as elegance, structure, sophistication, authentication, quality and balance (WOSA, 2010).

4.3.2. The natural environment

The surrounding mountains and the Bain's Kloof Pass are well known for its natural features plus scenic beauty. The terroir is also a great asset to the wine district. Wellington Wine makers was awarded the SA Terroir Top Wine Area award in 2010 while it was still a wine ward of the Paarl wine district.

According to WOSA (2010:22) certain words describe the natural environment and the wine that grows in the so-called Cape Winelands. The environment can be described through words like diversity, terroir, eco-systems, natural wonders, cooling breezes, fertile valleys, majestic mountains and biodiversity. The wine on the other hand can be described as lively, distinctive, dynamic, intense, balanced, exciting and unique to name but a few.

Nabygelegen Private Cellars is one such farm in Wellington that can relate to the above mentioned descriptions. They believe that their soil types help them to make even great wine each year and being situated next to the mountains creates excellent climatic conditions (Nabygelegen Private Cellar, 2011). Apart from Nabygelegen, other farms in the Wellington Wine District such as Welvanpas Family Vineyards, Doolhof Wine Estate and Dunstone Winery can also relate to terroir, fertile valleys and creating unique and lively wines.

4.3.2.1. Terroir

The basic notion of ‘terroir’, among wine enthusiasts, is to discover wines that best reflect the terroir in which these wines are produced (SA Novare Terroir Wine Award, 2014c). The SA Novare Terroir Wine Award has been running since 2006. Each year only certified Wine of Origin may be entered and these wines must come from a specific ward, estate, vineyard or small district⁵ not divided into wards, with emphasis on ‘not dived into wards’. It means that any district that is not divided into wards, qualifies because a specific area is being represented. This is the only necessary qualification to enter the competition. It ensures that the wines entered are South Africa’s most distinctive and top quality wines (SA Novare Terroir Wine Award, 2014d). The rules are very strict in terms of the ‘wine of origin’. The number of entries varies each year, but approximately 230 wines are entered annually (Labuschagne, 2014).

Wellington achieved this award by having seven wines as finalists and two wines as national winners in 2010. Diemersfontein’s Pinotage and Doolhof’s Petit Verdot were the two national winners (SA Novare Terroir Wine Award, 2014a). Schalk Burger & Sons of Welbedacht wine farm produced the Chenin Blanc 2005, Merlot 2007 and Cricket Pitch 2006, which were three of the seven national wine finalists (Wellington Tourism, 2010). In the following year, Wellington (still a wine ward of Paarl), came second in the 2011 SA Terroir Top Wine Area award (SA Novare Terroir Wine Award, 2014b).

4.3.2.2. Annual Wellington ‘Ovest for the Best’ Wine Awards

The Wellington ‘Quest for the Best’ (QftB) is an annual internal wine evaluation initiative ‘by Wellington for Wellington’. The top 10 premier wines of the district are selected during a blind tasting by a panel of five highly regarded sommeliers. The event can be described as a celebration of the district’s quality and diverse variety of wines available. It is also an opportunity to showcase the district’s wines to the public at large. The event was initiated in 2010 and has since been held annually. The ultimate aim of the QftB is to raise the overall quality of Wellington wines from within by setting higher benchmarks each year (Oosthuizen, 2014d).

⁵ Although ‘small’ is not defined.

The number of entries varies each year and in, 2014, 64 wines were entered by 21 winemakers. The winners of the 2014 QftB were (Oosthuizen, 2014d):

- | | | | |
|-----|------------------------|------|-----------------------------|
| 1. | Diemersfontein Wines | 2012 | Carpe Diem Viognier Reserve |
| 2. | Diemersfontein Wines | 2012 | Carpe Diem Pinotage Reserve |
| 3. | Doolhof Wine Estate | 2009 | Doolhof Theseus |
| 4. | Welbedacht Wine Estate | 2005 | Cricket Pitch |
| 5. | Welbedacht Wine Estate | 2011 | Pinotage |
| 6. | Diemersfontein Wines | 2012 | Thokozani CCV |
| 7. | Wellington Wines | 2014 | Bovlei Cellar Chenin Blanc |
| 8. | Wellington Wines | 2011 | La Cave Cabernet Sauvignon |
| 9. | Dunstone Wines | 2012 | Dunstone Shiraz |
| 10. | Linton Park Wines | 2013 | Louis Fourie Chardonnay |

QftB also helps the district to determine which wines are more appropriate to the unique terroir of Wellington. On local soil, the competitions that are entered include the Absa Top Ten Pinotage, Veritas award and the Old Mutual Trophy Award. International competitions include the Michelangelo International Wine Award, Decanter Awards, International Wine Challenge, International Wine & Spirit Competition (IWSC), Shanghai International Wine Awards, as well as the Concours Mondial de Bruxelles.

4.3.3. Production integrity

When a wine farm has the Integrity & Sustainability seal on their wine bottle, it indicates that the wine has met the required credentials and guidelines. Integrity is a guarantee of quality in the sense that at least 85% of the grapes that are shown on the bottle are of a variety and vintage and that the wine has been bottled in South Africa. Sustainability will guarantee that the wine meets the specific environmental guidelines that have been set up in South Africa in 1998 and have continually been improved since then. The seal on the bottle is thus a clear indication that the grapes can be traced from vine to bottle, and that the wine being drunk, has respected the environment (WOSA, 2010:12).

The Integrated Production of Wine (IPW) is another scheme established by the South African wine industry. IPW is a voluntary environmental sustainability scheme, which was established in 1998 and it had the 2000 vintage as its first certification. The certification of the IPW agreement falls under the jurisdiction of the Wine and Spirit Board (WSB) and the IPW has a devoted office that has been responsible for the administration of the scheme since its announcement in 1998 (IPW, 2014). The Sustainability and Integrity seal is only awarded to producers who comply with both IPW and BWI schemes.

IPW acts in accordance with international wine industry environmental sustainability criteria. The ‘Global Wine Sector Environmental Sustainability Principles’ that are published by the International Federation of Wine and Spirits (FIVS) and the International Organisation of Vine and Wine (OIV) are included. The guidelines for sustainable Viti-viniculture as published by the OIV are (IPW, 2014):

- Production
- Processing and
- Packaging of products

Bosman Family Vineyards (Bosman Family Vineyards, 2014) in the Wellington Wine District implements production integrity into their farming methods:

- Handpick all their grapes
- Develop the community and promote sustainable farming
- Employ 260 full-time workers on the estate and some of them are 5th generation families
- Received official Fairtrade Certification in 2009
- Their Black Economic Empowerment deal in 2008 – a joint venture between Bosman Family Vineyards and the Adam Workers Trust
- Part of the Biodiversity and Wine Initiative (BWI)

The BWI is a partnership that is between the South African wine industry and the conservation sector. By adapting the biodiversity guidelines of the SA wine industry, farms can contribute by practising sustainable wine production (Van Zyl, 2014).

The following Wellington wine farms are accredited members of the BWI, and by being a member, the conservation of fynbos is promoted (Doolhof, 2014). Members are: Bosman Family Vineyards, Diemersfontein Wine & Country Estae, Doolhof Wine Estate and Wellington Wines.

4.3.4. Wellington hospitality

The word ‘hospitality’ can be seen as rooted in the relationships that develop between hosts and guests (Clarke & Chen, 2007:5). Jones (cited in Clarke & Chen 2007:57) explained that hospitality and the hospitality industry can also be seen as follows:

“in essence, hospitality is made up of two distinct services – the provision of overnight accommodation for people staying away from home, and the provision of sustenance for people eating away from home or not preparing their own meals. Both of these services meet very basic human needs – the need to sleep and need to eat.”

Hospitality clearly primarily refers to organizations that provide accommodation or lodging and foodservices to people when they are away from home (Ninemeier & Perdue, 2005:4).

South Africa is known to be one of the friendliest countries worldwide (WOSA, 2010:36) and Wellington welcomes visitors to the Wellington Wine District with a warm heart. Apart from wine tourists, the following activities are on offer (all nature related): visiting Bontebok Ridge Reserve, Bloublommetjieskloof and Limietberg Nature Reserve, doing the Doolhof River Walk or going on three different trails i.e. Horse & Wine Trail, Hiking Trail and Welvanpas Bike Trail. Scenic Drives can also be taken at the Horseshoe / “Perdeskoen” or driving up Bain’s Kloof Pass (Wellington Tourism, 2014d).

Visitors can experience the outdoors at Bontebok Ridge with a game drive in the unique Renosterveld Conservancy (Wellington Tourism, 2014a). A range of hiking trails and mountain bike trails are also available. One of the more popular trails to do is the guided Wellington Wine Walk. Hiking in the foothills of the Hawaeque Mountains, the historic Daljosaphat, Blouvlei and Bovlei area, experiencing wine parings and encountering the beautiful fynbos nature, can be seen as top priority (Wellington Tourism, 2014c). Groups of 8 to 10 (maximum 12) persons sharing are preferred. The 3 and 4-day hikes require a minimum group size of 6 persons. The walking tours take place from March through to November, because Wellington experiences very hot summer conditions (Steytler n.d.).

Accommodation in the Wellington Wine District is provided by both members and non-members. Some members and non-members have made provision for a restaurant or have a kitchen that can make light meals at the farm.

Table 4.3 Accommodation on the Wellington Wine District farms

ACCOMMODATION	
MEMBERS	NON-MEMBERS
Diemersfontein Wine & Country Estate Guest House	Mischa Estate Cottage
De Compagnie Wine Estate Cottage	Oude Wellington Wine Estate Guest House and Self-catering
Dunstone Winery 4 Star Guest House & Self-catering	Val du Charron Wine Estate Guest House
Doolhof Wine Estate 5 Star Elegant Country House / Cottage	
Jacaranda Wine & Guest Farm B&B and Self-catering	
Nabygelegen Private Cellar Self-catering	
Welbedacht Estate Schalk Burger & Sons B&B	

Table adapted from (Oosthuizen, 2014b)

The following members have restaurant and/or coffee shop facilities:

Table 4.4 Members in the Wellington Wine District with restaurant and/or coffee shop facilities

RESTAURANT	COFFEE SHOP
Diemersfontein Wine & Country Estate	Diemersfontein Wine & Country Estate
Doolhof Wine Estate	Doolhof Wine Estate
Welbedacht Estate Schalk Burger & Sons	Welvanpas Family Vineyards
Dunstone Winery	

Table adapted from (Oosthuizen, 2014b)

Val du Charron Wine Estate is the only non-members with restaurant and Function / Wedding Venue facilities. Aside from the wine farms in the Wellington Wine District the Wellington tourism and the rest of the district itself also offers tourists a variety of places to overnight and dine.

Table 4.5 Accommodation in Wellington

ACCOMMODATION		
5 Mountains Lodge and Spa	Casa Simelia Woestkloof	Little Farm on a Stream
9B on Bain	Cummings Guest House	Merlot 171 B&B
Allegro Cottages	Daizy's on Second	Monte Video Guest House
Au 'de Hex Boutique Hotel	June's Place	Mooi Bly
Bakkies B&B	La Folie	Ons Stee B&B
Bartholomeus Klip Farmhouse	L&L B&B	Sauvignon Country Lodge
Bontebok Ridge Reserve	La Rochelle B&B	Soete Huys Gueust House
Bovlei Valley Retreat	Lady Loch Guest House	1692 De Kleijnebos

Table adapted from (Oosthuizen, 2014b)

Table 4.6 Restaurants in Wellington

RESTAURANTS	
Apalachee Spur	Pescali's Restaurant
Die Bôrdienghuis	Seasons Restaurant
Fiesta Restaurant	The Perfect Place
Langkloof Roses Tea Room	Twist Some More
Oude Wellington Restaurant	

Table adapted from (Oosthuizen, 2014b)

4.4. Conclusion

The aim of chapter 4 was to sketch the background of Wellington and the wine farms that are part of this study. The history of the Wellington town and wine farms is rich in cultural terms. The current different aspects of the four cornerstones of Brand 'DNA' in the Wellington Wine District are implemented, but can be further developed and utilized. The positive attitude of some members can be seen through the various wine competitions that they enter. Wine quality is an important aspect that they wish to convey to the current and potential consumers.

The high standard of available accommodation and restaurants indicates that luxury and leisure can be experienced in the Wellington Wine District. The different tourist activities are advantages for the district, because it adds variety to what a visitor can experience. The idea of Wellington Wine District being the first choice when a wine destination needs to be chosen is possible.

The following Chapters 5 and 6 contain the results and findings of the Wellington Harvest Festival survey and Wellington Cellar Door survey respectively. Chapter 7 follows with the proposed marketing strategies.

Chapter 5

Wellington Wine Harvest Festival

5.1. Introduction

Many wine producing countries and regions have started to believe and realise that wine tourism has come forth as a strong and growing area of special interest tourism. It can also be seen that this important component of the tourism product is still increasing (Hoeksema, 2009). The needs of tourists are consistently changing, as well as tourism trends. These changes in the tourist needs, can be seen as the fuel for the changing tourism trends (Saayman *et al.*, 2010). According to Getz (2000), wine tourism has grown rapidly in recent years because visitors are searching for more than an opportunity to experience wine products at the cellars. They are looking for a total experience or also known as “new experiences”.

Wine festivals is a new type of experience. One such wine festival is the Robertson Wacky Wine Festival, taking place in the Robertson Wine District for the eleventh time (Botha, 2014b). Robertson is just one of many towns in the Cape Winelands to host a wine festival. In the Swartland wine district area of the Western Cape, Riebeek Valley plays host to quite a few festivals during the year, for example the Riebeek Valley Olive Festival in May, the Shiraz and Art Weekend in September, and the Swartland Revolution during a weekend in November (Tourism, 2014). In June the Lord Charles Hotel, which is situated in Somerset West, Western Cape, has the “Taste the Helderberg” Festival. This showcases wines from the Helderberg Wine Route (Anon, 2014c). In the Klein Karoo town of Calitzdorp (in the Klein Karoo wine route area), the annual Calitzdorp Port and Wine Festival can be visited during a weekend in June (Marais, 2014). Then there is also the Soetes & Soup Festival that takes place in the Bredekloof Valley (Bredekloof wine route) where exotic home-made country soups can be tasted along with red and dessert wines (Botha, 2014). As spring arrives, the town of Botrivier (Botrivier wine route) celebrates spring with its very own Bot River Spring Festival (Anon, 2014a). Another Western Cape festival that is not to be missed is the Fork & Cork Festival in Wellington. 2014 will be the second year that it takes place (Oosthuizen, 2014).

There are also wine festivals that take place more north of the Western Cape. The wine producers of Robertson travel to Gauteng and there the Robertson Wine Valley Festival @ Kievits Kroon can be attended during August (Botha, 2014a). Magaliesberg in Gauteng hosts an annual wine festival called the Cellar Rats Wine Festival that takes place during the month of August and its purpose is to give visitors the opportunity to taste South Africa’s wine in a serene environment (Alexander, 2014).

5.2. Literature Review

Researchers have acknowledged the part that wine festivals play in promoting the attractiveness of wine regions, selling the wine brands, enhancing the image of the destinations and helping build customer loyalty towards the different wineries and their specific wines (Getz, 2000). Aside from just the part that wine festivals play, according to Getz (1991 cited in Yuan *et al.*, 2005) of leisure and tourism-related events are among the fastest growing forms of wine tourism.

From the consumer's perspective, Yuan *et al* (2005:43) defined a wine festival as a 'special occasion where attendees can actively engage in in order to satisfy their interest in wine and / or the entertainment that has been made available by other leisure activities'. In the short term, as well as in the long term, the aim of a wine festival is to increase a wine producer's revenue, while the spillover effects will benefit the community in the area (Saayman & Krugell, 2009). A wine festival has the unique opportunity to be used and executed in such a way that more younger people are attracted to wine festivals. By introducing young adults to wine, they can become increasingly interested in wine and wine related experiences. Future target markets for wine tourism development can thus be seen as a prospect for hosting a wine festival (Yuan *et al.*, 2005:41).

Wine festivals are thus ideal events for wineries and wine regions to promote their products and attractiveness (Getz, 2000). When looking at the role that a regional wine festival has in the promotion of the wineries and the enhancement of the image of the destination, that role can be quite big. If organisers investigate their wine festival attendees, it will thus help them in their attempts to maintain the quality of a wine festival and to further promote the local wines and wineries (Yuan *et al.*, 2008). Loyalty to a wine festival, destination and region *per se* can be developed and maintained in the long term, if organisers continue to explore the wine festival attendees (Cambourne & Macionis, 2000:95).

Different type of research has been done regarding wine festivals. Each study looks at something specific and tries to expand the current knowledge and information that exists. Yuan, Morrision, Cai, & Linton (2008) did a study that constructed a temporal model of wine tourist behaviour from a festival approach. It looked at the relationship between the wine festival attendees' intentions to revisit and satisfaction with perceived value of and past behaviour regarding the festival. The study also added two dimensions to the model. It examined the effects of satisfaction and perceived value on the attendees' intentions to 1) visit the local winery and 2) buy local wine products.

When looking at the results, this research makes a unique contribution to the area of consumer research. The results indicated the following (Yuan *et al.*, 2008:207):

1. “past behaviour influenced the intention to revisit and the level of perceived value, but had no effect on the level of satisfaction;
2. perceived value strongly affected the level of satisfaction;
3. satisfaction had a strong impact on future intentions to revisit and also an effect on intention to visit local wineries and to buy local wine products; and
4. perceived value affected the intentions to revisit the festival and to visit local wineries but did not influence the intentions to buy local wines.”

If a tourist revisits a wine festival, assumptions of loyalty can be made. Research on loyalty was done at the UNLVino™ wine tasting event in Las Vegas. The study investigated the reasons for attending a wine tasting event and explored factors that influenced event loyalty. Reasons for attendance at a wine festival may differ between first time and repeat visitors. Even if attendance reasons differ, it is still equally important for organisers to know how to cultivate repeat visitors (Tanford *et al.*, 2012).

The study produced four factors that were found to influence attendees’ decisions to attend the event: social recognition, wine experience, enjoyment and diversion. Bowen & Shoemaker (2003, cited in Tanford *et al.*, 2012:82) established in their research that emotional commitment is a sure variable that is essential for building lasting consumer relationships. Emotional commitment was thus included in this study.

5.2.1. The South African wine festivals:

The one South African wine festival that has some of the most published research is the Robertson Wacky Wine Festival. Research has been done about many different aspects of the festival (Saayman & Krugell, 2009; Rootenberg, 2009; Saayman *et al.* 2010; Marais & Saayman, 2011; Joubert, 2012; Saayman *et al.*, 2013).

The study of Saayman & Krugell (2009:153) was called: “Determinants of visitor spending: The Wacky Wine Festival as a case study”. They applied a factor analysis and differentiated three types of wine tourist called: Festinos, Epicureans and Social Adventurists. The study’s findings indicate that determinants of visitor spending differ from event to event and the results show that a variety of social-demographic and behavioural determinants influences spending. The study can also assist the marketers and the festival organisers in increasing the economic effects that the festival has. This is done by identifying the high spending market i.e. epicureans.

“The influence of a wine festival on tourists life satisfaction” was a study done by Cindy Rootenberg (2009). Her study sought to link tourist satisfaction of a tourism product or service i.e. a wine festival with Life Satisfaction. The study also indicated the importance of service quality in enhancing tourist satisfaction. While there is no typical or stereotypical wine tourist, an understanding of who the wine tourist is can be determined. This is done by determining the geo-demographic and psychographic characteristics of the Wacky Wine Festival tourist. If there is a better understanding of the wine tourist and more knowledge available about that tourist, it will lead to greater satisfaction. Reaching greater satisfaction will help to ensure that repeat visits increase, as well as the sales for the festival and participating wineries.

The researchers Saayman, Marais & Krugell (2010:95) wrote a paper on the Wacky Wine Festival called “Measuring success of a wine festival: Is it really that simple?” Their results indicated that there were three different visitor groups at the Wacky Wine Festival. These groups had ratings that were clearly different regarding the key success factors of managing a wine festival. It can thus be concluded that the research confirms that markets have indeed different needs. The requirements as to what is important from a managerial point of view to host a successful wine festival, will then also differ. This paper then highlights the importance for event organisers to know how the event was experienced by the visitors. Moreover, how they as the organisers will be able to meet the expectations and requirements of the tourist, as well as satisfy their needs.

From the previous study of Saayman, Marais and Krugell, Marais & Saayman (2011:146) wrote an article called “Key success factors of managing the Robertson Wine Festival.” The aim of their study was to identify the key factors that are important when managing a wine festival. The findings indicated that there were seven key success factors that the festival organisers should take into account when they are organising the Wacky Wine Festival. These are: 1) Quality and good management, 2) Wine farm attributes, 3) Effective marketing, 4) Route Development, 5) Festival attractiveness, 6) Entertainment and activities and 7) Accessibility.

Joubert (2012:6) did a study about the economic impact of the Wacky Wine Festival. The study’s purpose was to determine the contribution to the local economy of the Robertson Valley and to compile a profile of a heavy spender. The findings indicated that if the festival organisers as well as the wine farmers focus their marketing strategies on the high spending segment, an increase in revenue could occur. This increase would then also lead to improving the economic contribution of the event to the local Robertson economy.

Saayman *et al.*, (2013:427) wrote a paper on “The contribution of the Wacky Wine Festival to the local economy.” Their researched focused on the wine farmers and the wine tourists. Two types of surveys were thus conducted. The direct spending due to the event is seen as a crucial input factor into any economic impact study. For the survey to hold merit, spending by attendees was divided into two groups, residents and non-residents. The money that was taken into account was that of the non-residents, because their money can be seen as “new money” that was being spent and that enters the economy due to the wine festival. The money that the wine cellars were spending due to the festival was also taken into account.

Seeing as Robertson has had so many different types of research done at the Wacky Wine Festival, the Wellington Harvest Festival can take a page out of their book. Very little research has been done about Wellington itself, and no research has been done about the Wellington Harvest Festival. The following is the first attempt to establish who is the tourist that visited the Wellington Harvest Festival and how do they compare to other studies visitation information and findings.

5.3. Process of the Wellington Wine Harvest Festival

According to Hall & Mitchell (2008:212), to create interest and attract attention will depend on the uniqueness that the festival has, as well as the status it will create. It is also becoming very important to build wine brands at various scales, in other words on the scale of the region, producer and label (Mowle & Merrilees, 2005). Building a relationship with the consumer and using the wine event as a means to increase brand loyalty can only be beneficial at the end of the day (Hall & Mitchell, 2008:222).

The Wellington Harvest Festival can be regarded as a public wine event. The town of Wellington started their own ‘Wellington Wine Harvest Festival’ in 2008. The Wellington Harvest Festival was an initiative of the Mutual & Federal Agri Wellington Wine Route. It was held for five consecutive years from 2008-2012. In 2013, one of the stages of the Absa Cape Epic Mountain Bike Race took place in Wellington. Both the Harvest Festival and the Cape Epic took place on the same weekend and thus the Harvest Festival took the back seat. Nonetheless, the Harvest Festival was back in action in 2014 and took place on Saturday 15 March.

5.3.1. History of the Wellington Harvest Festival

Before explaining the results and findings of the 2014 Harvest Festival, it is appropriate to shed some light on the history of the Harvest Festival. The festival commemorates the end of harvest. The goal of the festival is simple. All the farms with visitor facilities in Wellington would open their doors to the public. This would give the public a chance to embrace all that the farms have to offer i.e. taste wine, see the cellars, meet the wine maker, etc. Individual farms welcomed this type of festival because it gave them a marketing platform to work from and from where they could do networking, as well as build a client database (Oosthuizen, 2014b).

By hosting a wine festival, Wellington aims to attract more visitors to the Wellington Wine District. While the wine route organises and funds the festival, their primary reason for hosting the festival is still to sell more wine. Wellington had decided to hold the event on the second weekend of March because it is the end of the harvest season. They registered this weekend on the South African Forum for Wine Routes (SAFWR) calendar. Two other wine festivals are also taking place in the month of March in other wine districts, namely Paarl's Ommi-berg festival and Franschhoek's ATKV Oesfees held at Solms-Delta Wine Estate. These two festivals started after the Wellington Harvest Festival (Oosthuizen, 2014b). The ATKV is an organisation promoting Afrikaans culture and language (Afrikaanse Taal en Kultuur Vereniging). The ATKV Oesfees is a wine festival that takes place over the Human Rights Day weekend at Solms-Delta Wine Estate in the Franschhoek area. The festival presents true Boland music and culture and many Afrikaans speaking South African performers' star at the festival (Franschhoek Wine Valley, 2014).

In 2014 the festival committee took a different route in order to eliminate two problems, namely smaller producers did not receive relevant publicity and visitors usually could not visit more than three farms. The committee decided to host the festival at three specific venues. Visitors would have the opportunity to visit only three farms and still taste all the wines that Wellington has to offer. Each venue has a certain number of farms that presented their wines. Smaller producers benefit in the sense that they need not have to spend so much money anymore and could still receive adequate exposure (Oosthuizen, 2014b).

The three themes that was allocated to the 2014 Harvest Festival was the result of a brainstorm session of the seven festival committee members. The specific three venues were selected because they are located in the different areas of the Wellington Wine District. Each venue host would then invite the farms in their surrounding area regardless of whether they are wine route members or not. If a non-member wanted to participate, they were charged a fee. By hosting the festival at three distinct farms, more wineries had the opportunity to partake and receive equal amounts of exposure (Oosthuizen, 2014b).

Each of the three locations had a different theme (WOSA, 2014b).

1. The theme at Diemersfontein Wine Estate was "New Fashioned Boere Bazaar" which portrayed all things that were authentically South African, e.g. 'braaivleis', 'bobotie', 'boerewors' rolls and 'boerekerrie'.
2. The theme at Bosman Family Vineyards was "Top Chilling". Here one experienced a much more family orientated and laid back relaxed feeling, with shaded seating, live music, tasting stalls and food stalls.
3. The theme at Welbedacht Wine Estate was "Wilder as die Wildtuin" (meaning wilder than the game park). Here was a much more lively and upbeat atmosphere, with for example a wild boar on a spit, Muscato slushies, etc. (WOSA, 2014b).

Diemersfontein Wine Estate and the participating wine farms fall under what is known locally as the area of Blouvillei. At Diemersfontein there were only 5 farms present. They were Alkmaar Boutique Vineyards, Diemersfontein Wine Estate, Hildenbrand Wine & Olive Estate, Jacques Smit Wines and Douglas Green with their Rib Shack Red (May, 2014). Bosman Family Vineyard played host to 7 wine farms i.e. Andreas Wines, Bosman Wines, Doolhof Wine Estate, Douglas Green Bellingham, Dunstone, Nabygelegen and Napier Winery, which all fall under the area of Bovlei (Buchner, 2014).

Welbedacht Wine Estate hosted 9 participating farms of the Groenberg area namely Bontebok Ridge, Tall Horse from Douglas Green Bellingham, Jacaranda Wine & Guest Farm, James Sedgwick's Three Ships Whisky, Limietrivier Alpaca Farm, Linton Park Wines, Versailles Wines, Welbedacht Wine Estate and Wellington Wines (Du Toit, 2014).

A map of the festival venues and linking roads was distributed when one bought a Wellington Wine Harvest Festival armband. On the left-hand side of the map, all 32 wine farms of Wellington are indicated. The three venues are highlighted with a distinct colour. Diemersfontein Wine and County Estate is orange, Welbedacht Estate is green and Bosman Family Vineyard is blue. The same colours are also indicated on the route part of the map.

The map key indicates what each farm has to offer i.e. Cellars / Wineries, Restaurants or Coffee Shop. The map also indicates certain landmarks of Wellington such as the Church next to the Tourism Bureau, and the Bureau itself. This district map of Wellington is the most current and updated map available. See Appendix I: 'Wellington Wine Harvest Festival Map.'

5.4. Research Methodology

5.4.1. Research design and sampling

Exploratory research was carried out using a structured questionnaire to obtain both qualitative (for example the characteristics of the Wellington Wine Route) and quantitative information (for example demographics). Previous research successfully used questionnaires at festivals for example gathering information at the Robertson Wacky Wine Festival (Joubert 2012; Rootenberg 2009). The questionnaires were completed by a one-on-one interview with Wellington Wine Harvest Festival attendees. Attendees were approached and asked if they were willing to participate in completing a questionnaire. If the answer was yes, the question of "Whose birthday is next" was asked. This was done in order to assure complete randomness of attendees who completed the forms. A total of 139 questionnaires were completed on Saturday 15 March from about 11 a.m. to 3 p.m. There were approximately 2300 attendees at the festival (Oosthuizen⁶, 2014a), and the 139 completed questionnaires meant that a total of 5.5% of the festival population were captured. This is acceptable within the limits of required statistic percentages.

⁶ Primary information available on request

5.4.2. Questionnaire and survey

The questionnaire (see appendix H) used to conduct the research was developed from previous research findings (Barth & Salazar, 2011; Alant. & Bruwer, 2004; Bruwer & Lesschaeve, 2012; Marais & Saayman, 2011; Bruwer & Alant, 2009). Questions were focussed on the festival experience from beginning to end, e.g. “How did you find out about the festival?”, “Whose idea was it to come to the festival” and “Why did you come to the festival?”. Open-ended and closed-ended questions were also included. Two questions were in the form of a five-point Likert scale. Question 7 had the option of where 5 = most important and question 9 had the option of where 5 = ‘Being Excellent’ and 1 = ‘Being Plain’. Demographic questions were also included such as age, gender and town of residence.

The survey took place at the three farms respectively. Six honours students were allocated; two students per farm. They collected the information anonymously, obtaining no personal information from the interviewee.

5.4.3. Data analysis

The data from 139 questionnaires were captured onto a Microsoft Excel spreadsheet. STATISTICA was the program that was used to analyse the captured data. In Statistica, different analyses were conducted. 2D Histograms were made and various plots were drawn. Cross tabulation tables, correspondence analysis, as well as ANOVA was also applied to the data.

The cross tabulation table and ANOVA were used to compare First Time Visitors and Repeat Visitors (from here on referred to as FTV for First Time Visitor and RV for repeat visitor) to certain questions asked in the questionnaire. ANOVA uses an F-test to compare the means of the groups (Saayman *et al.*, 2010).

5.4.4. Results

Certain results from the Wellington Wine Harvest Festival research findings correspond to other previous research findings of wine festivals. By implication, it means there is a clear indication that certain findings at wine festivals will almost always be the same. It is still important to remember, that because the sample of completed questionnaires are so small, not all the results might be completely accurate.

5.4.4.1. Demographics

Firstly, the visitor's profile information indicates the following: Gender: 41% were male and 59% female. The sample of people indicated that three-quarters of the people were Afrikaans speaking, 75%, and the other quarter were English-speaking, 25%. See Table 5.1. There is an indication of a good presence of young people who attended the festival. Wine consumption and wine tourism researchers have mostly indicated that it is baby-boomers (50 years and older) who live an active wine lifestyle (Yuan *et al.*, 2005).. The respondents were aged between 18-29 years (39%). These results correspond with the findings of a wine festival in Indiana, USA where the majority of attendees were aged between 21-29 years.

It should also be noted that the average age of FTV was about 37 years old, and that of the RV about 41 years old. The means for the age of the festival attendee is 38.89 years. Employment status: 75% of respondents are currently working and of those 75%, 83.05% are RV. This clearly shows that working people did enjoy and attend the previous year's festivals.

Table 5.1 Wellington Wine Harvest Festival

Wellington Harvest Festival: <i>n</i> = 139			
Gender	%	Average Age	Years
Male	41	First Time Visitor	37.01
Female	59	Repeat Visitor	41.29
Language		Employment Status	%
Afrikaans	75	Working	75
English	25	Working Repeat Visitor	83.05
AGE	Mean: 38.89 year		
18-29	39% (<i>n</i> =54)		
30-39	17% (<i>n</i> =24)		
40-49	17% (<i>n</i> =24)		
50-59	17% (<i>n</i> =24)		
60-69	6% (<i>n</i> =8)		
70+	4% (<i>n</i> =5)		

5.4.4.2. Sources of information

A list of source options was supplied from the questionnaire and interviewees could indicate several sources of information. It is clear that FTV and RV had different sources of information. For the FTV, their friends told them about the festival (52.56%). This is higher than the 36.07% for the RV of the same option. FTV also found out about the festival via 'Facebook and Posters', but it is the RV that mostly found out about the festival via 'Other forms' of communication, 'Newspapers', 'Banners in Wellington', as well as 'Flyers'.

Table 5.2 How did respondent find out about the Wellington Wine Harvest Festival

Source of information	First Time Visitor (%)	Repeat Visitor (%)
Friends	52.56	36.07
Newspaper	16.67	18.03
Other	11.54	22.95
Banners in Wellington	10.26	16.39
Facebook	10.26	3.28
Poster	6.41	6.56
Flyer	3.85	9.84
Website	3.85	4.92
Radio	0	0

'Friends' was rated the highest in both groups of FTV and RV. When comparing these results to the study of Bruwer & Alant (2009), it is clear that word-of-mouth is an effective means of exposure. One could assume that if the respondents had a good time at the 2014 Wine Harvest Festival, they will be inclined to tell more of their friends about the festival. This could then lead to more people attending the 2015 Harvest Festival.

The source of information 'Other' for RV, 22.95%, was rather high compared to the FTV, 11.54%. The different sources of information included in 'Other' are: winning prizes, being part of a wine club, living in Wellington, working for one of the participating farms and attended previous year's festival.

In Figure 5.1, one can see more clearly how each type of visitor found out about the festival. Figure 5.1 is called a row and column coordinate plot. The coordinate values above 0.0 indicate the options the RV had chosen. The coordinate values below 0.0 indicate the options of the FTV. If the RV and the FTV had options that were close in percentage value, the options would appear close to the 0.0 coordinate. It is an indication that both selected these options as almost equal.

On Figure 5.1, the RV shows a higher indication that ‘Flyers’ and ‘Other’ were the ways in which they found out about the festival. Compared to RV, ‘Facebook’ was utilised much more by FTV. ‘Friends’ was the leading manner in which both FTV (52.56%) and RV (36.07%) found out about the festival (Table 5.2). In Figure 5.1 ‘Friends’ can be seen below the 0.0 coordinate, closer to -0.2. ‘Poster’ is the perfect example of were FTV and RV select this option almost equally and thus the reason for it being on the 0.0 row coordinate.

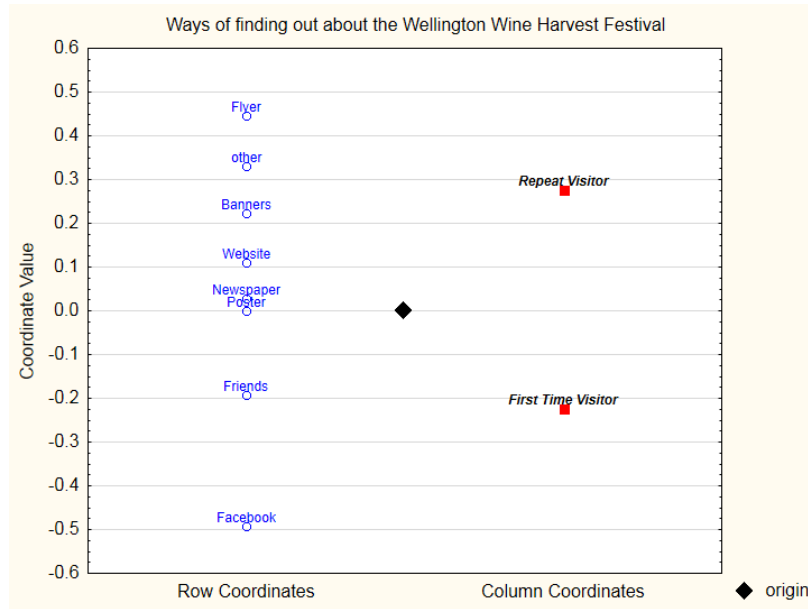


Figure 5.1 How did respondents find out about the Wellington Harvest Festival

5.4.4.3. Decision makers

From the 139 respondents, 56% indicated they are FTV and 44% were RV. This is important, because FTV and RV have different reasons for who initiated the idea of attending the festival. The end goal might be the same, but the initial idea often differs.

Table 5.3 shows whose idea it was to attend the festival. There is a clear indication that as a FTV, you are more likely to be influenced by your friends (47.44%) to attend the festival. Second most important was the interviewees’ own decision to attend (24.36%), followed by ‘family’ with 21.27%. Being a RV means having previous experience and that would most likely be why 44.26% of respondents said that they themselves had the idea of attending the festival. Second only then was their choice influenced by ‘friends’, 32.79%, followed by their ‘partner’ with a mere 13.11%.

Table 5.3 Whose idea to attend Wellington Wine Harvest Festival 2014

Whose Idea to attend	First Time Visitor (%)	Repeat Visitor (%)
Friends	47.44	32.79
Interviewee	24.36	44.26
Family	21.79	9.84
Partner	6.41	13.11
Other	2.56	6.56

5.4.4.4. Visitor group size

Results indicated that FTV are persuaded by their friends to attend the festival, but group size also needs to be taken into account. Figure 5.2 indicates clearly that there are two major sized groups: a group of people of 2 and groups of people of 4. When establishing what the average group size is, it is groups of 4.65 people and thus the median is 4 people. This group size also correlates with the findings of Saayman & Krugell (2009) at the Wacky Wine Festival where most of the respondents travelled in groups of four people. There were only a few groups that had more than 10 people, but at the Wine Harvest Festival, there were four groups of 15 people (family or friend groups).

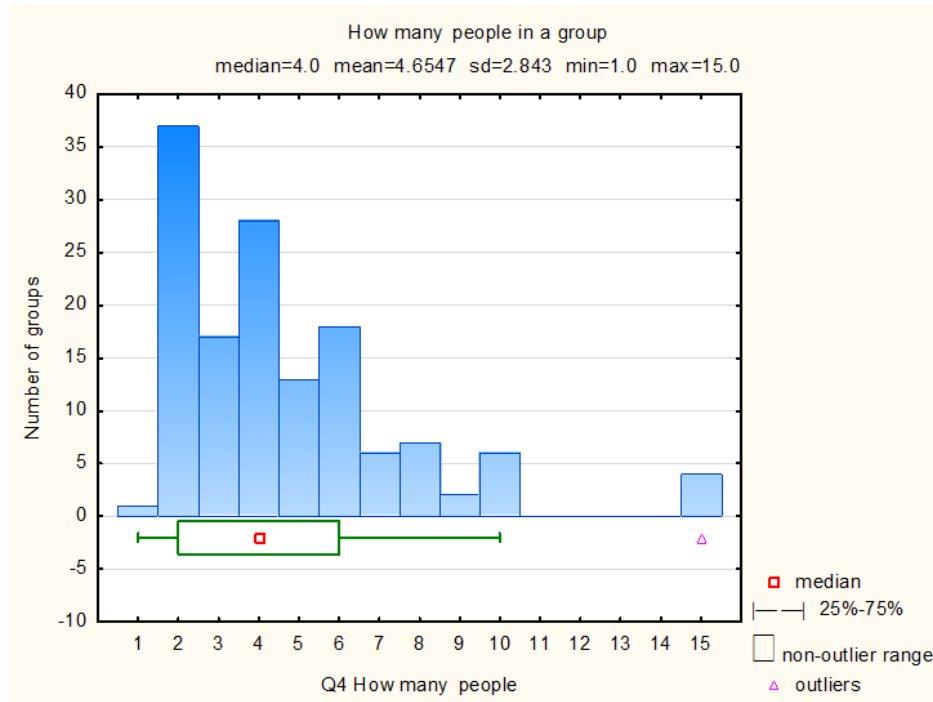


Figure 5.2 How many people in a group

5.4.4.5. Reasons for attending

FTV and RV are not expected to have the same reasons for attending the Wellington Harvest Festival. Table 5.4 shows that both groups stated 'Enjoy drinking wine' as their main motivation, but there was no significant difference between the two groups. On the other hand, 25.64% of first time visitors wanted to 'Try something new', compared to 11.48% for repeat visitors, a difference that is statistically significant. When visiting a festival for the first time, new visitors' motives differ from those of the repeat visitors. FTV are new to a festival and thus their reasons for attending a festival will most likely be different.

Looking at both FTV and RV reasons for attending the Wellington Harvest Festival, it is apparent that there are reasons that correlate with other wine festivals. A study that was done at the Robertson Wacky Wine Festival indicated that the reasons why people attended the festival was because there is an opportunity to taste different types of wines, the product is of a good quality, you get value for your money and the festival provides the combination of wine, cheese and entertainment (Saayman & Krugell, 2009). The Wine Harvest Festival has both ‘Enjoy drinking wine’, ‘To be social’ and ‘Scenery’ as the reasons that were most often selected.

‘Scenery’ was a factor for both FTV and RV, seeing that there is only a very small difference, 0.95%. This is a clear indication that apart from the social and wine drinking aspect of a festival, visitors furthermore appreciate the surrounding wine area. It suggests that the destination of the festival appeals to them.

Table 5.4 Reasons for attending the Wellington Wine Harvest Festival

Reason for attending	First Time Visitor (%)	Repeat Visitor (%)
Enjoy drinking wine	50	60.66
To be social	50	57.38
Scenery	26.92	27.87
Music	16.67	22.95
Meet new people	12.82	16.39
Try something new	25.64	11.48
Curious	24.36	9.84
Other	15.38	9.84
Kids outing	2.56	8.20
Learn something new	7.69	4.92

Figure 5.3 gives a more clear indication of the reasons for attending the Wellington Wine Harvest Festival. It is clear that FTV are more likely to be curious and wanting to learn and try something new. They are also more prone to have other reasons other than that which was listed for why they are attending the festival. RV already know what to expect from the festival and reasons for attending such as ‘Enjoy drinking wine’ and ‘To be social’ are applicable, as well as reasons such as ‘music’ and ‘meet new people’.

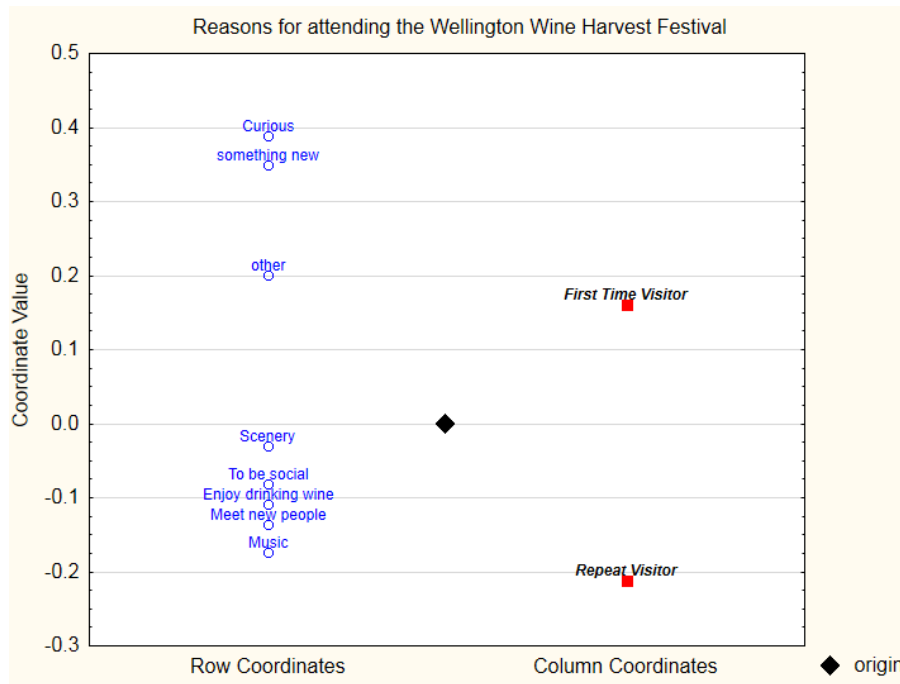


Figure 5.3 Reasons for attending the Wellington Wine Harvest Festival

5.4.4.6. Desirable features

Table 5.5 indicates the desirable wine festival features. Respondents were asked to rate each of these desirable wine festival features on how important they felt it was to them. When comparing FTV to the RV, a 5% significance level ($p < 0.05$) was used as guideline for determining significant differences.

The ‘wide selection of wines’ has a p-value value of 0.92. The closer the value is to 1, the smaller the difference will be between what the FTV and the RV had rated the feature. Thus, there was no statistical significance. Both the FTV and RV felt the same towards the ‘wide selection of wines’. This type of analysis can be done for all the other features as well.

FTV and RV might have some similarities, but there are still differences. It should be kept in mind that there are no significant differences in the desirable wine festival features between FTB and RV. ‘Entertainment for children’ and ‘Facilities to buy wine’ are both not statistically significant because $p > 0.05$. In this instance, there is no difference between the FTV and RV. ‘Entertainment for children’ has a Sig value of 0.11. RV has the higher mean value of 3.89 compared to the FTV mean value of 3.53. It means that it is not statistically significant because $p > 0.05$. RV has previous experience and they know what to expect and this could be why they rated ‘Entertainment for children’ higher. In the case of ‘facilities to buy wine’, the FTV rated it higher. The reason could very well be that because FTV does not know the festival, they felt like there were adequate wine buying facilities. There is thus no statistical significant difference in how ‘facilities to buy wine’ were rated because of $p > 0.05$.

Table 5.5 Desirable wine festival features

Desirable Wine Festival Features	ANOVA				
	TOTAL Study (MEANS) <i>n=139</i>	First Visitor (MEANS)	Repeated Visitor (MEANS)	F	Sig
	Entertainment for children	3.69	3.53	3.89	2.6369
Facilities to buy wine	4.33	4.41	4.23	1.5760	0.21
Food parings	3.97	4.03	3.88	0.83575	0.36
Food demonstrations	3.52	3.58	3.45	0.53068	0.47
Directions to the farm	4.23	4.26	4.18	0.22155	0.64
Music	4.26	4.24	4.30	0.13981	0.71
Decent bathroom facilities	4.48	4.51	4.45	0.14078	0.71
Quality of food	4.27	4.29	4.25	0.11816	0.73
Parking facility	4.60	4.61	4.58	0.08932	0.77
Affordable wines	4.28	4.26	4.31	0.7188	0.79
Wide selection of wines	4.61	4.62	4.61	0.01055	0.92

5.4.4.7. Festival activities

Respondents had the opportunity to rate the festival activities on a Likert scale of 1-5, with 5 being excellent. The activity options were arranged at random. The first activity in Table 5.6 that shows a clear indication of a trend is that of ‘Selection of wines to taste’. The Sig value is <0.01 which means it is statistically significant. The FTV has a means value of 4.48 and the RV has a value of 4.10. The FTV had thus rated the ‘Selection of wines to taste’ higher. The reason behind this could be because everything is new to them they felt that this specific activity was outstanding.

In the cases of ‘Seating Availability’ and ‘Parking Facility’ both Sig values are statistically significant. They are 0.09 and 0.04 respectively. With regards to 0.09 it is statistically significant on the guideline of 10% ($p < 0.1$) and the value of 0.04 is statistically significant on the guideline of 5% ($p < 0.05$). The RV rated both ‘Seating Availability’ and ‘Parking Facility’ higher. Seeing as they have attended the Wellington Harvest Festival in the past, they know how it was compared to now. And by rating both higher they are both signalling that the festival is improving.

All of the other festival activities had a very small difference in the rating that they received. Even though the RV still rated each activity, except ‘Other drinks’ higher than the FTV, the Sig values indicate that the values is not statistical significant. Both the FTV and the RV experienced the activities the same.

Table 5.6 Festival activities

Festival Activities	ANOVA				
	TOTAL Study (MEANS)	First Visitor (MEANS)	Repeated Visitor (MEANS)	F	Sig
Selection of wines to taste	4.31	4.48	4.10	7.4368	<0.01
Parking Facility	4.46	4.32	4.46	4.2172	0.04
Seating Availability	4.02	3.86	4.23	2.8464	0.09
Food	3.90	3.81	4.01	1.7069	0.19
Whisky Theatre	3.61	3.51	3.74	0.87802	0.35
Kids Entertainment	3.96	3.89	4.05	0.67399	0.41
Music	3.91	3.88	3.95	0.16119	0.69
Other drinks	3.50	3.52	3.46	0.11695	0.73
Craft Beers	3.43	3.43	3.44	0.00076	0.98

It is also necessary to know whether or not respondents visited the other venues during the festival. When the respondents were asked if they are going to the other venues, 93.68 attendees replied with “Yes”. From these “Yes” replies, respondents could select one or all three of the other venues. The result would be that the “Yes” replies would indicate the venue which was most likely to be visited. That venue was Bosman Family Vineyards with 47% attendees. Bosman Family Vineyards was then followed by Welbedacht Wine Estate with 42% and lastly was Diemersfontein Wine Estate with 32%.

5.4.4.8. Return to festival and place of residence

Apart from visiting the venues, respondents were also asked if they would return to next year’s festival. From the 139 respondents, only 135 answered this question. Only the “Yes” answers would be applicable, and as indicated in table 5.7 86% of FTV to the festival said they would attend next year. The RV, who also indicated that they would return next year, was 93%. This is very significant and places a burden on the organisers to find new experiences for visitors.

One of the main goals of the festival planners should be to keep on ensuring that visitors will want to attend the festival the following year (Tanford *et al.*, 2012). The Harvest Festival Committee should consider that younger people attend the festival, as well as younger people with children. The response for ‘children entertainment’ was positive and the committee should strive to keep on ensuring that it stays that way. Enjoyment of a festival can be an important determinant of loyalty and satisfaction. Keeping the visitor happy and satisfied can only lead to positive feedback year after year.

Table 5.7 Would the respondents return to next year's Wellington Wine Harvest Festival

Return to next year's festival	n=135
First Time Visitor	86%
Repeat Visitor	93%

Respondents also had the opportunity to give a reason for why they would return to next year's Wellington Harvest Festival. The overall feeling from the "Yes" respondents were that the wine and food was very good, the atmosphere was great, it is a fun and sociable family day and many respondents live relatively close by for example Wellington, Paarl, Durbanville, Stellenbosch, Strand, Bellville and Cape Town

Table 5.8 indicates that most visitors are from the Western Cape (set out in detail). And the highest percentage are from Wellington vicinity (38%). Very few visitors are from other provinces and from overseas. This can be regarded as a good start for the wine festival to gain local support before focussing on the wider wine public.

Table 5.8 Place of residence

Place of Residence	n=138
Western Cape	123
Overseas	7
Gauteng	5
Eastern Cape	2
Northern Cape	1
Total	138
Detail of Western Cape	
Wellington	52
Paarl	14
Stellenbosch	10
Cape Town	8
Durbanville	8
Bellville	5
Strand	5
Malmesbury	3
Other	18

5.4.5. Findings and implications

The results indicate there are some significant implications. In certain aspects, there is a clear distinction visible between FTV and RV to the Wellington Wine Harvest Festival. These visitors thus have different ideas and feelings towards the wine festival. From the data collected, one can make hypothesis and recommendations towards the following years' festival.

There is no average set of visitors to a wine event and thus each wine event attracts a different type of audience. In the case of the Wellington Wine Harvest Festival, they tried to cater for three specific audiences, by creating three venues with specific themes and different activities.

The age distribution indicated that repeat visitors were working and they are on average 41.29 years old. A conclusion that can be drawn here, is that visitors in this group could have young children. 'Entertainment for children' scored higher than for the FTV and this is a clear indication that the RV had known what to expect. They were happy with the entertainment and combined with the fact that most visitors were at Bosman Family Vineyards, one could say that the wine festival succeeded in keeping both the children and their parents happy.

The average group size also indicates that there is some importance of the social dimension of the wine event experience. Visitors want to have a great time when attending a wine event. And seeing as more than 85% of both FTV and RV indicated they would return to next year's festival, one could make the assumption that the Wellington Wine Harvest Festival was successful.

Word-of-mouth can be seen as the main way in which both FTV and RV found out the wine festival. Ensuring both of these visitors feel special and building that relationship with him or her, the organisers are trying to ensure that these visitors will return to next years' festival. Ensuring that the emphasis of the wine festival stays on fun and relaxation, the number of younger attendees, less than 50 years old, may increase in the coming years.

5.5. Conclusion

This part of the research aimed to shed light on the profile is the Wellington wine festival attendee at the Wellington Wine Harvest Festival. Demographic and trip characteristics of the wine festival attendees were also investigated. Results indicated a number of young attendees at the Wine Harvest Festival. It could be argued that if these attendees experienced the festival and the region positively, they would be inclined to return year after year and thus become more loyal towards the Wellington Wine Harvest Festival.

The results indicated that attendees did enjoy all the wine-related activities. Tasting wine, buying wine and relaxing while there is entertainment for children added to the attendees being happier and enjoying themselves. The percentage of FTV that indicated they would also return to next year's festival, can be seen as positive, as 86% of FTV would return. This can only mean that they did enjoy themselves and the festival had fulfilled the need for wine and festival related activities.

The Cellar Door Survey will be discussed in Chapter 6. The literature review will be followed by a short discussion of research methodology and analysis. The results are interpreted and the relevant findings are clarified.

Chapter 6

Wellington Cellar Door Survey

6.1. Introduction

Building a relationship with the consumer as well as creating that ever-important brand awareness has become a focus in the wine tourism industry. Bruwer (2003) is of the opinion that there is rapid growth in wine tourism in South Africa, but according to Tassiopoulos *et al.* (2004:52) the wine tourist has not yet enjoyed the exposure and exploration it deserves in the South African wine tourism market.

Thus, in this study the wine tourist profile of the Wellington Wine District visitor could be compared to those in overseas studies, in order to highlight differences as well as similarities and gain a better understanding thereof. The behavioural trends and patterns as noticed can also be compared in the same way to illustrate the complexities of visitor needs, motivations and expectations. This research study on wine tourism behaviour will then contribute to the pool of wine industry knowledge in South Africa.

6.2. Literature Review

Wine and the location (wine region) of where the wine is produced are aspects that a wine tourist can relate to. Many studies have been done in order to establish and gain insight as to why tourists visit a cellar door, why they buy wine or why they are in the region. The study of Cambourne & Macionis (2000:86) has some of the clearest identifications as to wine tourism motivations. Primary motivations of the wine tourist are the tasting and buying of wine. There are also secondary motivations that include socialising, learning about wine and entertainment.

More studies had confirmed that the primary driver motivations that Cambourne & Macionis (2000:86) found are true (Alant & Bruwer, 2004; Bruwer, 2003; Charters & Ali-Knight, 2002; Hall *et al.*, 2000). The secondary motivations also have merit. Bruwer & Alant (2009:241) state that in order to create a positive link between the wine tourist and the wine product, visiting the cellar door and experiencing what the cellar door has to offer are essential.

6.2.1. View from the supply side

Cellar doors can use the fact that there is no direct competition from other wineries to their advantage. The cellar door experience can involve more activities than just offering wine tastings and selling wines (Ali-Knight and Carlsen, 2003; Bruwer, 2002 cited in Bruwer & Alant, 2009:241). Dodd (2000, cited in Yuan *et al.*, 2008:208) suggested a model on the spending behaviour of visitors at a winery in order to anticipate sales. He incorporated their demographic, psychographic and behavioural characteristics, information search, perceptions and outcomes of the visits. The model was called the *wine purchasing model*.

However, it is important to keep in mind that not all wineries have the necessary facilities or manpower to host visitors and some may have a different focus on visitation. If wineries choose to participate in hosting visitors, there are three types of actions that can be implemented: 1) attract more visitors, 2) maximize sales or 3) execute relationship marketing. Each action has positive and negative effects, for example although maximising sales can be beneficial to the business, it may also make visitors feel unimportant. Therefore, depending on what the winery would like to achieve, this would then determine which approach to be taken or focussed on more (Dodd, 2000:138).

Other cellar door studies have focused on how to raise cellar door revenue by trying to understand the visitor in terms of being a wine buyer. Strategies can be made in order to better promote product sales for example: sales going directly to customers through the winery cellar door, mail order or internet. At the cellar door visitors could be educated on different types of wine and visitors' wine knowledge in general could be increased. Consider giving free wine tastings, but add a charge were a tangible 'extra' such as a tasting glass was offered. Make sure that the service that the tourist receives in a winery tasting room will positively affect their satisfaction with the wine tasting experience as this can affect their purchase intentions (Alonso *et al.*, 2007; Bruwer, 2004; Charters *et al.*, 2008; Dodd & Bigotte, 1997; Lebkowski & Cole, 2005). The winery cellar door can be seen as the unique consumption setting of wine tourism (Gill *et al.*, 2007). The cellar door can be a tourism destination or place and is then seen as the venue where tourism experiences take place (Snepenger *et al.*, 2007:310).

6.2.2. Visitor behaviour

The study of Getz & Brown (2006:155) indicated that core destination appeal included features such as beautiful scenery, good climate, affordable accommodation, easy access to information, wine trails that is well posted with signs and having the opportunity of a variety of things to do and see. Apart from the cellar door experience *per se* the winescape and thus the core destination appeal are equally important elements to consider. A unique selling point of a winery is the understanding of what awareness the wine tourist has of their physical environment and what guides their behaviour. Bruwer & Alant (2009) investigated the Paarl Wine Region. Their findings concluded that the motives of the wine tourist in the region and at the cellar door are: firstly, to enjoy the scenic beauty of the region and thereafter the friendly and welcoming people. They indicated that there was a highly social and pleasure-seeking aspect involved.

It is at the cellar door where wineries have their best opportunity to build brand awareness. By having full control of the cellar door and everything that goes on inside, cellar door staff can ensure that the right image of the brand is portrayed. Wine brands can thus develop a personality and associate with the intended target market (Hall & Mitchell, 2008:139). The study of Fountain & Charters (2010) found that Generation Y (people born between 1978 and 1994) was on the lookout for interaction at the cellar door. They wanted to be engaged in conversation and be asked about their wine drinking behaviour. This would most likely turn them into repeat visitors. Even though Generation Y might lack wine knowledge and consumption experience, the eagerness to learn and try new things was reported. This then confirms the opportunity that the cellar door presents to build brand awareness and brand loyalty (Fountain & Charters, 2010).

Determining customer satisfaction can play an important role in order to have repurchased and revisit intentions. Nowak & Newton's (2006) study provided evidence that product quality, feeling positive emotions, wine preference, customer commitment and having fair pricing were all significant predictors of repurchase intentions. The results yet again emphasise that through a positive tasting room experience, wineries can cultivate a relationship with customers that will lead to brand awareness and loyalty.

Bruwer (2014a) recently completed a cellar door study in South Australia with the purpose of understanding the way in which wine consumers buy wine, as well as understanding consumption patterns that are directly related to the winery visit. The cellar door would act as the central facility where the wine experience takes place. The study compiled a cellar door visitor profile (socio-demographics) and commented on the relationship that the visitor has with the winery and the region. Findings indicated that it was mostly women who visited the wineries. Men preferred red wine to the white that women mostly prefer. Nearly 60% were first time visitors, with 32% of people being on holiday; visiting a winery was one of the activities being engaged in while in the region. One thing that did stand out was the way in which information about the winery was distributed. Word-of-mouth was indicated as the main source of information. This begs the question as to how important print advertising still is.

Bruwer (2014a) did another study in Canada where the main objective was to examine gender and age generation differences in terms of wine consumption behaviour. The study focused on Canadian wine consumers at the tasting room and the results shed some light on the wine consumption behaviour that can be used to target specific markets (Bruwer *et al.*, 2012). Knowledge of the wine that the visitor enjoys and prefers, can assist the winery in fulfilling the visitors' needs.

The cellar door research study of the Wellington Wine District in the Western Cape, South Africa concluded with similar findings as the above studies. The rest of the chapter is an exposition of the research methodology and findings.

6.3. Research Methodology

The Wellington Wine District has 20 official wine route members. The cellar doors are of different established age and of production size. A sample of 11 wineries from the 20 members was selected to take part. Firstly, only wineries with a cellar door were selected to partake in the study. Secondly, these wineries were contacted and an enquiry was made as to how many visitors there are during the months of April and May. After this enquiry, 11 farms were selected (see table 6.1) [see page 35 for more detailed information on the wine farms].

Table 6.1 Selected farms for the cellar door survey

1.	Alkmaar Boutique Winery
2.	Bosman Family Vineyards
3.	Diemersfontein Wine & Country Estate
4.	Doolhof Wine Estate
5.	Dunstone Winery
6.	Jorgensen's Distillery
7.	Linton Park Wines
8.	Nabygelegen Private Cellar
9.	Napier Winery
10.	Welbedacht Estate Schalk Burger & Sons
11.	Wellington Wines

6.3.1. Research design and sampling

A Cellar Door Survey would produce more in-depth information on the Wellington Wine tourist. The aim of the survey was to explore the visitation behaviour of the wine tourist and wine drinking behaviours, as well as their perception of the wine district characteristics. To measure all the data collected, findings will be presented in terms of FTV and RV.

The research was conducted by means of a self-administrative questionnaire. It was purpose-designed, highly structured, and quick and easy to complete. The tasting room personnel had to hand the questionnaire to cellar door visitors and asked them to take part in the survey. In order to ensure randomness of the completion of the survey, tasting room personnel had to ask the question of "Whose birthday is next?". The person having their birthday first was then selected to complete the survey. Even though this was the procedure, the tourist still had the choice to decline.

The survey was conducted at a time of year which is considered a low season for tourists in the Western Cape. Data was gathered during the months of April, May and the first week of June 2014. A total of 106 questionnaires were completed during 9 weeks.

6.3.2. Questionnaire and survey

The questions in the questionnaire (see Appendix J: 'Wellington Cellar Door Survey') were adapted from previous research and included both a qualitative and quantitative perspective (Alant & Bruwer, 2004; Bruwer, 2003; Tassiopoulos *et al.*, 2004; Bruwer & Lesschaeve, 2012b; Charters & Ali-Knight, 2002; Bruwer & Alant, 2009; Famularo *et al.*, 2010).

Questions were designed to create a profile of the Wellington wine tourist from the information collected. Socio-demographic and wine behaviour questions were included. The socio-demographic questions covered gender, age, educational status, employment status, household consumption and place of permanent residence. The wine tourism behaviour questions covered visitation frequency, decision making, motivations for visits, wine knowledge and visiting other wine routes. Open-ended and closed-ended questions were used. A combination of the latter was a question asking the visitor to rank the top three reasons in terms of importance as to why they visited the specific winery. Another question was in the form of a five-point Likert scale with 5 being 'Excellent'.

6.3.3. Data analysis

The data from the 106 cellar door questionnaires were captured onto a Microsoft Excel spreadsheet. STATISTICA was the computer program used to analyse the data. 2D Histograms were made, plots were drawn, cross tabulation tables were made, correspondence analysis done, ANOVA was applied to the data and the Spearman technique was used to compare the visitors' age with different questions.

The cross tabulation table and ANOVA were used to compare First Time Visitors and Repeat Visitors (from here on referred to as FTV for First Time Visitor and RV for repeat visitor) to certain questions asked in the questionnaire. ANOVA uses an F-test to compare the means of the groups (Saayman *et al.*, 2010).

The results of the qualitative question regarding the three main characteristics of the wine route, had to be quantified in order to interpret and present a finding. All characteristic were grouped into 10 major categories, which became apparent from the qualitative answers.

6.3.4. Results

The socio-demographics of the cellar door visitor can help create that needed profile of the Wellington Wine District tourist. Knowledge of the difference in age, gender, education and place of permanent residence can create focus in deciding how to market to these segments.

300 questionnaires were sent out and a total of 106 were completed. 57 were completed by female cellar door tourists and 49 by male cellar door tourists. Interestingly enough, Table 6.2 indicates that the female FTV were 57% compared to the female RV of 53%. This shows quite an even spread between female FTV and RV. The results also indicated that the overall FTV were a mere 30.28% and the RV 76.72%. This is a huge significant and difference.

Similar studies conducted in South Africa, Paarl Wine Route (Bruwer & Alant, 2009), Western Australia (Gill *et al.*, 2007), Australia (Bruwer, 2014a) and USA (Beverland, 2001) also found that RV tend to be higher percentages, as well as general female attendance.

6.3.4.1. Socio-demographics of the Cellar Door Visitor

Table 6.2 Cellar door profile

Gender	n = 106	Total Study (%)	First time visitor (%)	Repeat visitor (%)
Male	49	46.22	43	47
Female	57	53.77	57	53
AGE	n = 100	%		
18-29	35	35.35		
30-39	15	15.15		
40-49	18	18.18		
50-59	12	12.12		
60-69	15	15.15		
70+	5	5.5		

The percentage of male and female FTV and RV in the Canadian study (Bruwer & Lesschaeve, 2012a) compares more or less the same to the Wellington cellar door survey. The almost equal split can be ascribe to the fact that wine tourism is mainly a social and pleasure-seeking experience (Bruwer & Alant, 2009).

When looking at the RV and the number of times that they have visited the Wellington Wine District, the mean would suggest on average 9.95 times. The median however indicates that four is the number of times a visitor has truly been in the Wellington Wine District. RV in the survey also indicated the number of farms they are still going to visit. Data showed that on average, two or more farms would be visited on the same day. The conclusion here is that three farms on the Wellington Wine Route are most likely to be visited per day.

The percentage of the different age groups indicates that the age, 18-29 is the largest with 35.35%. This is followed by people in their 40s, 18.18% and then people in their 30s, 15.15%.

Table 6.3 Cellar door educational status

Educational Status	n = 97	First time visitor (%)	Repeat visitor (%)
Diploma	12	15	11
Certificate	10	7	11
Technikon	7	7	7
Bachelor's	45	41	49
Masters Degree	14	26	10
Other: PhD	9	4	11

The educational status of the FTV and RV indicates that the visitors are quite literate and qualified. More than half of both groups have a tertiary education. Their possible disposable income opens up interesting marketing possibilities that include the media style that is used to convey a certain message. It is also important to consider the message content, because the possibility of a high disposable income could signify that these visitors expect a particular type of message, have certain lifestyle and particular expectations.

More than 75% of visitors who completed the questionnaire are permanently employed. Only 3.3% are unemployed. This again points to the possible disposable income.

Enquiring about the number of household drinkers, the data showed that for 'people under 18 living in house' the mean is 0.58. The mean for 'people older than 18, live and drink wine in house, incl. yourself' is 2.24. It could thus be argued that the visitors who came to the Wellington wine district are old enough to consume wine and do not have children under the age of 18 at home. However, the Wellington Wine Harvest Festival indicated a difference (see Chapter 5.4.4.1. 'Demographics'). The festival-goers do have children under the age of 18 living at home.

Table 6.4 Permanent residence of cellar door visitor

Place of permanent residence: n=102	%
Western Cape	74.73
Overseas Tourist	10.10
Gauteng	8.8
Kwazulu Natal	6.6
Limpopo	1.1
Eastern Cape	1.1
North West	1.1
Mpumalanga	1.1
Free State	0
Northern Cape	0

The highest 'place of permanent residence' is the Western Cape Province with 74.73% of these tourists. These tourists originate mostly from Cape Town, Wellington, Paarl and Stellenbosch. Not enough respondents indicated the specific town of residence to warrant stating a statistic relating to the results for the city and towns mentioned above. Overseas tourists, Gauteng and Kwazulu Natal Province follow with 10.10%, 8.8% and 6.6% respectively.

6.3.4.2. Wine tourist behaviour and visitation characteristics

Understanding why a wine visitor came to a specific winery is crucial. When wine farms and cellar doors know the specific reasons, they can ensure that they deliver on the tourist's expectations. It should ensure that the entire wine tasting and cellar door experience lives up to and exceeds the tourists' expectations. Respondents (Appendix J: 'Wellington Cellar Door Questionnaire', question 7) had to choose the reasons for visiting a specific winery from a list. Only three options were allowed, and those had to be ranked from 1-3, where 1 is the most important.

The results (Appendix K: 'Cellar Door – Reasons for visiting a winery) indicated that “enjoy a tasting experience” was the top rated reason for visiting a winery. “To buy wine” and “spend a day with partner, family or friends” were the reasons that followed. These all indicate that a tourist is looking for a relaxing day and having an overall wine experience in the company of people (high social context). The reasons indicated by respondents reflect the winescape.

It also shows that both FTV and RV mostly scored the same reasons for visiting the winery. The Sig value shows 0.48 which means it is not statistically significant because of $p > 0.05$ on the 5% guideline. The interaction effect tests the hypothesis that the different between the reasons for both groups are the same. Both the FTV and the RV consider the same reasons as important and not important.

The time spent in the Wellington Wine District follows a clear specific pattern. Almost half of the respondents indicated that they have chosen to make a day trip of their time out. Table 6.5 shows there were three options to choose from. The 'day trip' results correspond with the permanent residence of 74.73% of the Western Cape. 'Day trip' indicates within close proximity of the wine district.

What is interesting to note about Table 6.5 is that on average longer term visitors stayed in the region for 4,7 nights. The overnight trips were 37.36% in total. Respondent's overnight accommodation included staying with friends or family, Bainskloof Lodge, Dunstone Winery, Diemersfontein Wine and Country Estate, Val Du Charon Wine and Olive Estate Guesthouse and Spa and Lady Loch Guest House. It could thus be argued that overnight tourists visits a variety of places of interest in Wellington and the surrounding area.

Table 6.5 Duration of stay in the Wellington Wine District

Duration of stay in Wellington Wine District	<i>n</i> = 104	%
Day Trip	48	48.46
Respondent resides within wine district permanently	19	19.18
Overnight trip	37	37.36
Overnight Accommodation		
<ul style="list-style-type: none"> The average number of nights that visitors stayed over in Wellington was 4,7 nights 		

6.3.4.3. Information source used by the cellar door visitor

It is necessary to know how the respondent found out about the winery if one wants to improve future communication with the tourist. This will enable the wine district to focus on more specific and effective communication measures. Table 6.6 indicates that both FTV and RV used ‘friends, family or work colleagues’ as a source of information. It could thus be argued that word-of-mouth played a big role in reaching FTV and RV.

Some 31.58% of RV’s gave ‘previous experiences’ as the second most important reason. This can clearly be linked to the fact that 76.72% of total cellar door visitors were RV. An interesting observation that can be made is that 23.33% of FTV found out about the winery via ‘Twitter’. Being more active on Twitter as well as other social media should be able to create more awareness. An Australian study by Bruwer (2014a) similarly indicates that word-of-mouth and previous experiences are also the primary sources of information for the cellar door visitor.

Table 6.6 How did respondent found out about the winery?

Found out about the winery	First Time Visitor (%)	Repeat Visitor (%)
Friends, Family, Work Colleague	50	47
Previous experience	3.33	31.58
Twitter	23.33	11.84
Wellington Wine Walk	13.33	11.84
Internet i.e. Google	6.67	13.16
Winery Website	6.67	1.32
Local Tourism office referral	0	6.58
Facebook	3.33	2.63
Magazine	3.33	0
Travel brochures	3.33	0
Instagram	0	1.32

From the data collected, there was enough mention of the Wellington Wine Walk to justify it being in Table 6.6. In the questionnaire respondents only mentioned it under the ‘Other’ option. Statistically there is no real difference between the FTV and the RV in this instance, respectively 13.33% and 11.84%.

The Wellington Wine Walk is an organised three or four day guided hiking trail by foot. The only thing that the tourist has to do is carry a light day-pack. The Wellington Wine Walk takes place all through the Wellington vineyards, orchards and olive groves. Walking from farm to farm takes place at an easy pace. Wellington wines, cheeses and olives that are produced in the fertile valley can be tasted. The guides that accompany the groups are fully accredited and knowledgeable in the history and culture of the area (Steytler n.d.).

More information and contact information about the Wellington Wine Walk can be obtained either through the official Wellington Tourism Website or by typing “wine trails in the Western Cape” into Google.

6.3.4.4. Perception of the visited wine regions' characteristics

The way in which visitors perceive a region can have an impact on whether or not they would visit that wine region. It is therefore important for the Wellington Wine District to attempt to identify winescape characteristics. The questionnaire made use of an open-ended non-leading question: "What would you say are the three main characteristics of the Wellington Wine Route?" Qualitative data was gathered here.

The regional characteristics given by the visitors yielded 217 responses that were converted into 10 groups. From the characteristics that were given, it is clear that nature and the related environment is of crucial importance. The scenic landscape makes it a dramatic nature experience for visitors. The second and third groups are rated close to one another. Personal experience and feeling welcome in the region can be seen as the core of group two. While the 'wine group' is only at 46.23%, it can be argued that the winescape with 67.92% plays an important role in the overall wine visiting and tasting experience.

Despite group 4 only being 16.98%, this should not be dismissed. Experiencing peacefulness, calmness, quietness and a relaxing laidback atmosphere should be something that the district can focus on and ties in with group 1. Incorporating the unique Wellington Wine District winescape elements of nature, mountains etc. into a visitors' wine experience can lead to truly establishing this district as a special wine destination.

Table 6.7 Regional characteristics according to the cellar door visitor ($n = 106$)

Group	Regional Characteristic	<i>n</i>	%
1.	Scenery, mountains, beautiful, nature, wine farms, cycling route, rural character, view, great soil and wide open space	72	67.92
2.	Friendly people, great knowledge, hospitality, generosity, family atmosphere, good experience, good wine tasting, good fun, organised and great service	50	47.17
3.	Great wine, great red wine, wide variety, good quality, tasty, well priced and affordable	49	46.23
4.	Peaceful, atmosphere, relaxing, laidback, calm and quiet	18	16.98
5.	Off the beaten track, farms close to one another, farms community, small boutique wine farms, less known wine route, owned independently	8	7.55
6.	Olive Estates, Culture, Special, Interesting, unique brandies and Educational	6	5.66
7.	Warm and good weather	5	4.72
8.	Good food and fabulous accommodation	3	2.83
9.	Near Cape Town and on route	3	2.83
10.	History is evident and Historical places	3	2.83
Total		217	

6.3.4.5. The cellar door visitors as wine consumers

Respondents indicated that wine is consumed 'a few times a week' by 46, 45%. It is then followed by drinking wine 'every day' and only then drinking wine 'once a week'. Knowledge of how often visitors consume wine can lead to understanding their drinking patterns and focusing on how to convince visitors to drink wine from the Wellington Wine District. Not all respondents would want to say how much wine they truly consume, and thus one should bear in mind that respondents might not have been completely truthful in this instance.

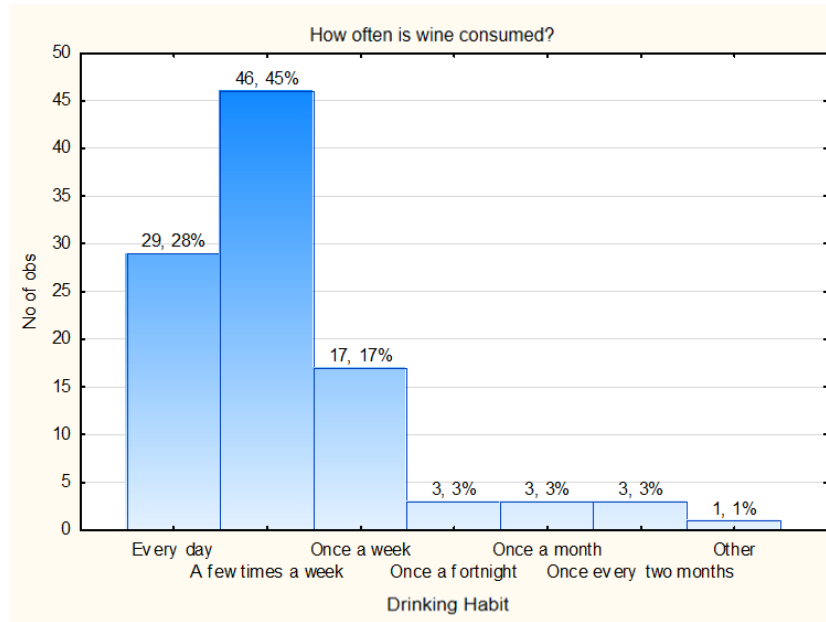


Figure 6.1 Visitors' wine drinking habit

Table 6.8 Average wine consumption

Variable 1	Variable 2	Spearman	Spearman p-val
Age	How often wine is consumed	-0.33	<0.01

Table 6.8 shows the correlation of 'How often wine is consumed' in terms of the age of the wine drinker. Using the Spearman technique, the minus in -0.33 means there is a negative correlation. The closer Spearman is to -1, the more it means that younger people drink wine more regularly. The p-val is <0.01, which uses a 5% significance level ($p < 0.05$) as guideline for determining significant differences, means it is statistically significant, because $p < 0.05$. The negative correlation of -0.33 indicates that it is indeed younger people that drink wine more often than older people.

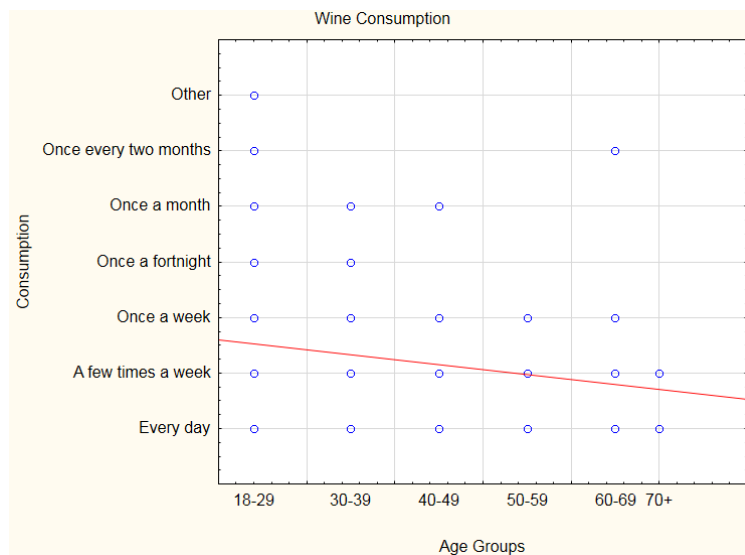


Figure 6.2 Wine Consumption in terms of age groups

The Spearman technique makes use of scatter plots in order to show a more visual presentation of the data. Figure 6.2 clearly shows that it is the age group of 18-29 that consume wine more often.

Table 6.9 Personal monthly wine consumption

Variable 1	Variable 2	Spearman	Spearman p-val
Age	750ml bottle	0.41	<0.01
Age	3lt boxes wine	0.24	0.29

Table 6.9 also makes use of the Spearman technique in order to show how ‘age’ and ‘750ml bottle’ and ‘3lt boxes wine’ compare to one another. Spearman would indicate that if the number is closer to +1, then it is something that older people would do. If the Spearman value is closer to -1, then it would mean it is closer to what younger people would do.

The ‘750ml bottle’ has a Spearman value at 0.41 and the p-val at <0.01. This indicates there is a positive correlation in the sense that older people are more prone to drinking bottles of wine per month. <0.01 shows that the p-val is statistically significant because $p < 0.05$. The ‘3lt boxes wine’ shows a Spearman value of 0.24, but because of the p-val at 0.29, it is not statistically significant because $p > 0.05$.



Figure 6.3 Age Groups' consumption of 750ml wine bottles

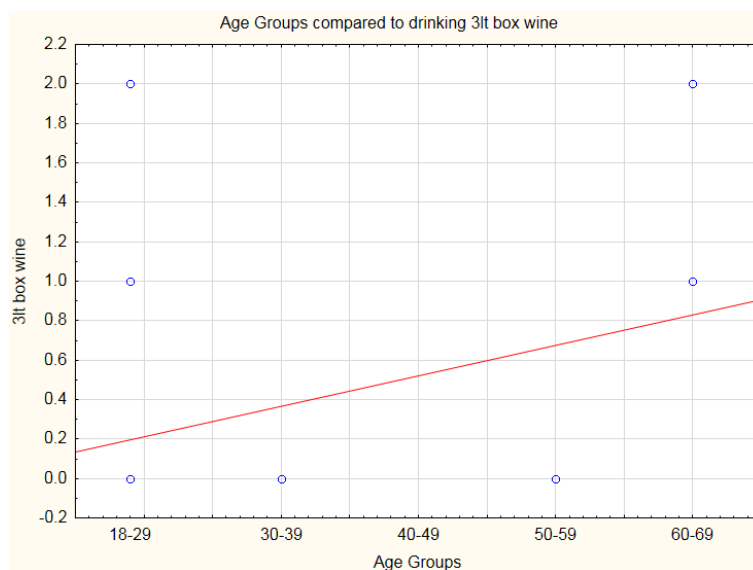


Figure 6.4 Age Groups' consumption of 3lt box wine

In Figures 6.3 the red line indicates that there is indeed a positive correlation in the sense that older people are more prone to drinking bottles of wine per month. In terms of Figure 6.4, the red line also indicates a positive correlation, but the data still indicates that there is no real difference between the different age groups, and thus it would mean it is not statistically significant. One can deduce that older people are potential clients of the Wellington Wine District because bottled wine is more the trademark.

Table 6.10 Consumption of wine and non-wine types of products

Variable 1	Variable 2	Spearman	Spearman p-val
Age	Rosé	-0.23	0.03
Age	Vodka	-0.23	0.02
Age	Brandy	-0.16	0.11
Age	Red wine	0.16	0.12
Age	White wine	-0.06	0.59
Age	Gin	-0.06	0.59
Age	Sparkling wine	-0.08	0.44
Age	Wine coolers	-0.07	0.53
Age	Sweet dessert wine	0.01	0.93
Age	Whiskey/whisky	0.05	0.62
Age	Fortified wine like sherry, port, etc.	0.09	0.38

The Spearman technique is also used to compare the age of the cellar door visitor with the consumption of wine and non-wine products. The closer Spearman is to +1, the higher the age of the drinker and the more they drink of a specific product. The ‘-’ in Spearman would indicate that there is a negative correlation and thus the higher the age would be, the less they would drink of that specific product.

The Spearman p-val shows that the only two products that are statistically significant are Rosé and Vodka, with a p-val of 0.03 and 0.02 respectively, because $p < 0.05$. Rosé and Vodka both have a value of -0.23 which indicates that the trend could be that older people dislike rosé, while younger people prefer stronger spirits. Even though Brandy shows a value of -0.16, it is not statistically significant, because $p > 0.05$ (Spearman p-val is 0.11).

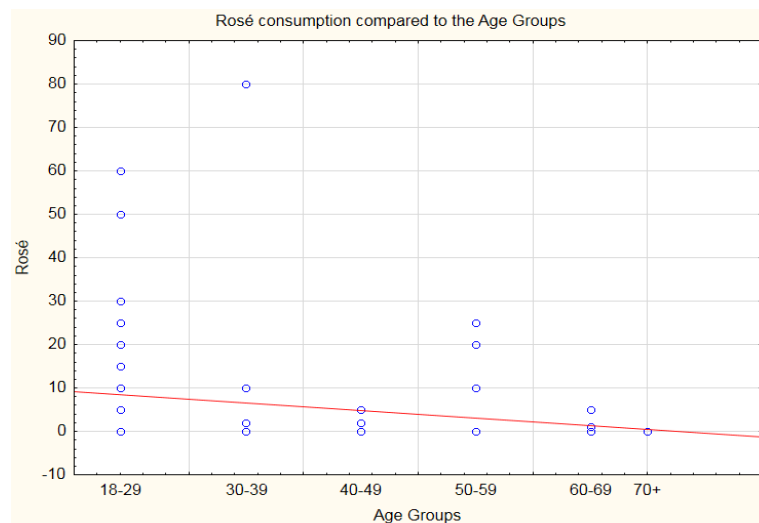


Figure 6.5 Rosé consumption compared to the Age Groups

The scatter plot in Figure 6.5 shows clearly the negative correlation from the data in Table 6.10. The age group of 18-29 is more visible and indeed indicates that it is that specific age group that drinks more Rosé. In terms of Figure 6.6, the red line also indicates there is a negative correlation and that the trend could in fact indicate that younger people enjoy stronger spirits.

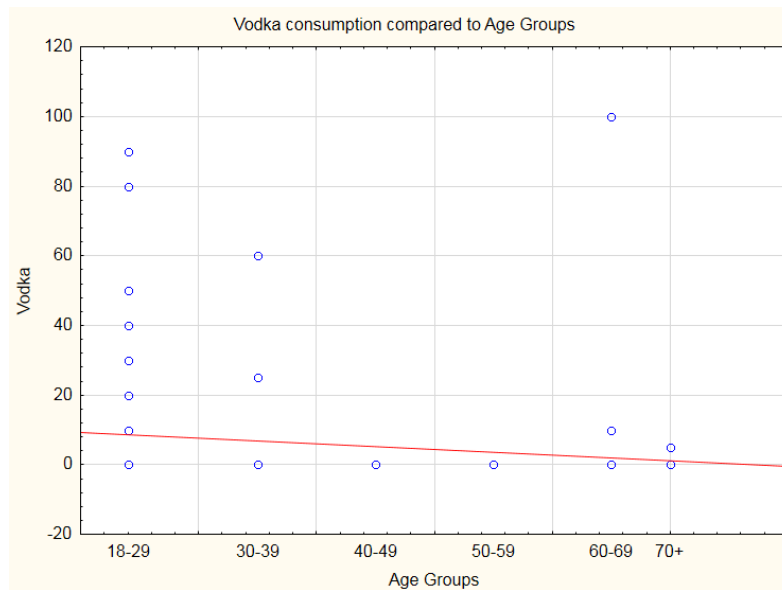


Figure 6.6 Vodka consumption compared to the Age Groups

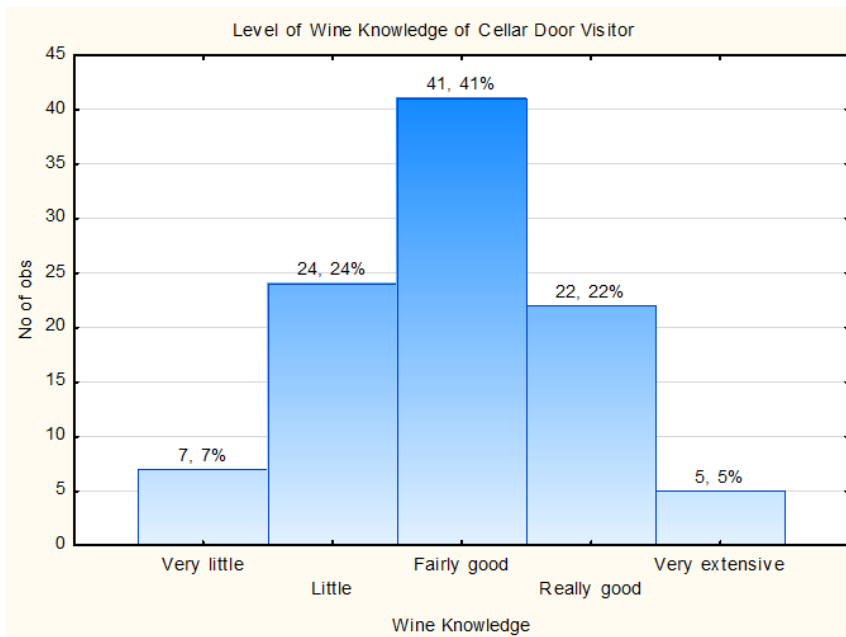


Figure 6.7 Cellar door visitor's level of wine knowledge

Figure 6.7 clearly shows that overall the cellar door visitor of the Wellington Wine District felt like he/she has ‘fairly good’ wine knowledge. The data shows that 41.41% respondents selected the ‘fairly good’ option. Determining if there is a difference in wine knowledge of FTV and RV, the data showed there is no correlation. Irrespective if the visitor is FTV or RV, the option of wine knowledge would not have been influenced. The p-value is 0.70815 which is not statistically significant, because $p > 0.05$.

Table 6.11 Channel type used to buy wine

Channel type used to buy wine: <i>n</i> = 100	%
Tasting Room	29.29
Liquor stores linked to supermarkets	25.25
Wine section inside a supermarket	23.23
Independent liquor stores	10.10
Internet orders	7.7
Boutique or Specialist Wine Stores	6.6

The channel that cellar door visitors choose to use in order to buy wine was mostly the ‘tasting room’ with 29.29%. This was followed by ‘liquor stores linked to supermarket’ and ‘wine section inside a supermarket’ with 25.25% and 23.23% respectively. The ‘tasting room’ seems to be the favourite buying place of wine. This knowledge should inspire wine farms to ensure that the cellar door staff is properly trained in making sales. The cellar door staff must be able to promote and sell the farm’s wine seeing as ‘tasting room’ is the place where most visitors to the Wellington Wine District buy their wine.

6.3.4.6. Cellar Door

The rating of the experience that the cellar door visitor could have, resulted in interesting findings. Respondents had to rate the different cellar door experiences on a Likert scale of 1-5, with 5 being ‘Excellent’. These experiences were arranged at random in the questionnaire and in Table 6.12 the experiences has been rearranged according to the Sig value.

‘Food and wine paring’ and ‘Information about the wine farm & its history’ are two of the experiences that the FTV rated to be the most excellent. The Sig-values are 0.07 and 0.10 respectively and thus statistically significant on a 10% guideline with $p < 0.1$. The mean value for both experiences are 4.17 and 4.27 respectively. In contrast to RV (with no statistically significant value) the FTV’s usually do not know much about a specific farm and it could thus be argued that because the lack of knowledge, the FTV found the information about the wine farm and its history very educational.

The total study means show that ‘hospitality’ was rated the highest with 4.66, ranked (1). This can be linked back at the characteristics that both FTV and RV gave about the Wellington Wine Route. ‘Hospitality’ was a word that came up quite frequently. Seeing ‘hospitality’ being rated high at the cellar door experience, can only mean that the wine farms must be portraying the right attitude towards the consumer. The other that follow are: ‘Winery Staff Attitude’, ‘Overall wine tasting experience’ and ‘Price list and tasting notes available’.

The one total study mean that also stood out was ‘Accessibility of this wine farm and the road signs’. It only rated 3.90, which could indicate that there is room for improvement in this area. Even though there is no statistical significance between FTV and RV, RV did rate this cellar door experience at only 3.86.

Table 6.12 Cellar door experience

Cellar door experience	ANOVA				
	TOTAL Study (MEANS) <i>n=106*</i>	First Time Visitor (MEANS)	Repeat Visitor (MEANS)	F	Sig
Food and wine pairing	3.48 (13)	4.17	3.64	3.3008	0.07
Information about the wine farm & its history	4.01 (11)	4.27	3.91	2.6977	0.10
Price list and tasting notes availability	4.51 (4)	4.64	4.46	1.3534	0.25
Learnt something new about wine	4.02 (10)	4.20	3.96	1.1848	0.28
Trading Hours	4.24 (8)	4.40	4.20	1.1251	0.29
Overall wine tasting experience	4.55 (3)	4.63	4.52	0.53979	0.46
Accessibility of this wine farm and the road signs	3.90 (12)	4.05	3.86	0.55128	0.46
Staff knowledge about wine	4.45 (7)	4.36	4.49	0.50849	0.48
Winery staff attitude	4.64 (2)	4.58	4.67	0.34877	0.56
Hospitality	4.66 (1)	4.60	4.68	0.33993	0.56
Reasonably priced wines	4.19 (9)	4.27	4.17	0.28742	0.59
Tasting room atmosphere	4.39 (6)	4.46	4.37	0.28076	0.60
Quality of wine	4.51 (4)	4.56	4.49	0.22836	0.63
Expectations of visit are met	4.49 (5)	4.54	4.48	0.18436	0.67

*The number in brackets indicates the ranking according to the total study means.

6.3.4.7. Visitors' mode of transportation

Table 6.13 Transport type used to reach the winery

Means of Transportation: <i>n = 104</i>	%
Own vehicle	63.61
Family or Friend	12.12
Hired Vehicle	12.12
Other	12.12
Tour Bus	5.50
Personal taxi with a guide	0

It is clear from Table 6.13 that the majority of visitors to the cellar door and thus the Wellington Wine District made use of their ‘own vehicle’ (63.61%). This was followed by an equal spread of transportation by ‘family or friend’, a ‘hired vehicle’ or ‘other’, the latter being anything from walking, cycling or horseback riding. These three options each represented 12.12%. It can be concluded that having own transport gives visitors the freedom of their own time management.

6.3.4.8. *Wine routes visited***Table 6.14 Wine routes visited**

Variable 1	Variable 2	Other Wine Routes Visited		Spearman	Spearman p-val
		First time visitor (%)	Repeat Visitor (%)		
Age	Darling	7	9	0.28	<0.01
Age	Durbanville Wine Valley	23	46	-0.30	<0.01
Age	Paarl Vinters	17	45	-0.31	<0.01
Age	Stellenbosch Wine Route	37	64	-0.32	<0.01
Age	Klein Karoo Wine Route	0	14	0.13	0.20
Age	Hermanus Wine Route	20	29	-0.11	0.26
Age	Tulbagh Wine Route	7	17	-0.09	0.35
Age	Constantia Valley	13	21	-0.08	0.42
Age	Robertson Wine Valley	20	47	-0.07	0.50
Age	Vignerons de Franschoek	13	17	-0.07	0.50
Age	Helderberg Wine Route	10	12	-0.07	0.51
Age	Worcester Wine Route	3	28	0.06	0.57
Age	Breedekloof	3	17	-0.06	0.58
Age	Elgin Wine Route	7	11	0.03	0.77
Age	Botrivier Wines	7	9	0.02	0.81
Age	Brandy Route	0	8	0.02	0.84
Age	Swartland Wine Route	17	16	0.01	0.92
Age	Orange River Wine Route	7	5	0.00	0.98

Table 6.14 shows percentage wise how many times FTV and RV had visited a specific route. Table 6.14 has been rearranged according to the Spearman p-val. The Spearman technique is used. It shows what the correlation between age and the frequency of visiting a specific wine route is.

Durbanville Wine Valley, Paarl Vinters and the Stellenbosch Wine Route have a Spearman value of -0.30, -0.31 and -0.32 respectively. The Spearman p-val is <0.01. The closer the ‘-’ number is to -1, the more it indicates that it is something younger people would do. And in this case, because the p-val is <0.01, which means it is statistically significant on the guideline of 5% ($p < 0.05$), younger people tend to visit the Durbanville Wine Valley, Paarl Vinters and the Stellenbosch Wine Route more often.

The closer the Spearman value is to +1, the older are the people are who partake in that specific action. Table 6.14 indicates that Darling has a Spearman value of 0.28 and a p-val of <0.01. This means that the value is statistically significant because of $p < 0.05$. The values thus indicate that older people are more prone to visit the Darling wine route.

The columns of FTV and RV also tend to show some interesting findings. Firstly, the findings correlate with the above statement. Durbanville Wine Valley, Paarl Vinters and Stellenbosch Wine Route are routes that had the most RV visitors. The visits were 46%, 45% and 64% respectively. Another route that also had many RV was the Robertson Wine Valley with 47%.

Table 6.15 Respondents visiting pattern to different wine routes

	Wine Routes	Total Responses <i>n=106</i>	%	Total number of visits in last 2 years*
1	Stellenbosch Wine Route	60	54.60	286
2	Robertson Wine Valley	42	39.62	80
3	Durbanville Wine Valley	42	39.62	111
4	Paarl Vinters	39	36.79	118
5	Hermanus Wine Route	28	26.42	49
6	Worcester Wine Route	22	20.75	50
7	Constantia Valley	20	18.87	66
8	Swartland Wine Route	17	16.04	22
9	Vignerons de Franschhoek	17	16.04	44
10	Tulbagh Wine Route	15	14.15	18
11	Breedekloof	14	13.21	50
12	Helderberg Wine Route	12	11.32	30
14	Klein Karoo Wine Route	11	10.34	22
13	Elgin Wine Route	10	9.43	12
15	Botrivier Wines	9	8.49	11
16	Darling	9	8.49	15
17	Brandy Route	6	5.66	11
18	Orange River Wine Route	6	5.66	10
19	Northern Cape Wine Association	2	1.89	4

*Respondents indicated the number of visits from 1 – 30. The current number reflects the calculation of the total of all visits to the different wine routes.

This table is an indication of respondents having visited this route at least once. It is significant that the most popular routes are arguably some of the most well known wine routes in South Africa with Stellenbosch a clear favourite (54.60%). The location of the Constantia Valley is close to Cape Town, yet it is not as well visited in this survey.

6.3.4.9. Returning to Wellington Wine District

The cellar door visitors were also asked the question of whether or not they would return to the Wellington Wine District the following year. From the 101 responses, 89% of the FTV said they would return and 93% of the RV said that they would return. The respondents who said they would not return, regardless if they were FTV or RV, said ‘no’ because they lived overseas. Returning to the Wellington Wine District is not always an option. Some of the overseas visitors also felt that they wanted to visit other wine districts.

6.3.5. Discussion of findings and the implications

It is evident from the results that certain aspects correlate with studies that have already been done, and certain aspects bring new information to the knowledge pool. The FTV and RV data indicate distinct differences, as well as some similarities. The results that compared age and male and female to certain questions, also brought on some noteworthy findings relating to consumption and wine tourism behaviour. One can hypothesize and make recommendations as to how the Wellington Wine District can establish itself as a true wine tourism destination.

In Chapter 1 the following three critical questions were asked:

1. What is the profile of the Wellington Wine District visitor?
2. What is the perceived image of Wellington as a Wine Tourism Destination?
3. What is the perceived image among wine tourists of the wine produced in the Wellington Wine District?

The results from Chapter 6 already indicates some answers to these questions in the categories:

- Socio-demographics of the Cellar Door Visitor
- Wine Tourist behaviour and visitation characteristics
- Information source used by the cellar door visitor
- Perception of the visited wine region's characteristics
- The cellar door visitor as wine consumers
- Cellar door
- Visitors mode of transportation, and
- Returning to Wellington Wine District

1. Wellington Wine District visitor profile

There is an almost equal split between male and female visitors, although women tend to be slightly more. The FTV and the RV indicate that women are mostly FTV and males are mostly RV. The age grouping leans more to the younger side in total, yet the middle age 40-49 group is higher than the people in the 30-39 age group. Cellar door visitors are highly educated with more than half of the respondents indicating that they have some tertiary education.

Most households have two or more people that consume wine. It is also clear from the results that wine is consumed a few days a week. The older the wine drinker, the more bottles of wine per month is consumed. This leads to the conclusion that even though younger people also drink wine, they tend to consume wine and other forms of alcoholic drinks at a restaurant or bar. The majority of visitors are from the Western Cape Province with most living in Cape Town, Wellington, Paarl and Stellenbosch. The high percentage, 72.76% of RV shows there is a level of familiarity with the wine region.

2. Perceived image of Wellington as a Wine Tourism Destination

Cellar door tourists had the opportunity to state the characteristic that best describes the Wellington Wine Route. The results indicated that the wine tourist experienced the environment as the top characteristic, with several nature related aspects topping the list. Second came a focus on the people, principally their friendliness and hospitality.

The dynamic of the first time visitor (FTV) versus the repeat visitor (RV) is one of the most important in wine tourism. The percentage of the RV can demonstrate some familiarity, as well as loyalty to a region. It points to a definite opportunity to strengthen and build a relationship with the wine brand and the wine region. It is interesting to note that the RV is familiar with the winescape and yet they keep on returning.

The reason why wine tourists choose to visit a specific winery is important for the way in which the wine farm should market itself. FTV and RV selected the following four reasons as the top reasons for being at the winery: 'Enjoy a tasting experience' (1), 'To buy wine' (2), 'Spend a day out with partner, family or friends' (3) and 'Relaxation' (4). It is clear that visitors are in pursuit of a highly pleasurable experience (hedonic in nature). The implication is that wine farms should ensure that cellar door staff is well trained and educated in hospitality, good people skills, sales training etc. The employees must have the ability to fulfil the needs and expectations of the cellar door visitor.

Word-of-mouth is a definite plus for the Wellington Wine District. It is clear in the sense that most visitors found out about a certain winery via their friends or family. The implication can be linked to the fact that most visitors are RV. Hearing from a friend, family member or work colleague has truly had an impact on the number of RV. It is thus important for cellar door staff to make sure that the experience these RV have, is memorable so that they will come back.

3. Perceived image among wine tourists of the wine produced in the Wellington Wine District

Visitor selected diverse characteristics to describe the Wellington Wine Route. Descriptions that stood out were:

- The fine wine
- The great wine
- The affordability of the wine
- The quality of the wine
- The taste that it has
- The fact that it is well priced
- The wide variety Wellington has to offer, and
- The quality of the red wines in Wellington.

Visitors are thus happy with the wine that the district has to offer.

The above mentioned image elements puts pressure on to the Wellington Wine District. Most visitors said that they buy their wine at the tasting room. Therefore, to ensure sustainability, the winery should strive to build a lasting relationship with the clients. Continuing to build the customer relationship can only yield positive results. If the consumer is happy, it will lead to that consumer coming back year after year, as well as gradually telling more people about the Wellington Wine District and all that it has to offer. 90% of both FTV and RV suggested they might return to the district within the following year. This can be seen as very positive.

6.4. Conclusion

The cellar door survey produced actionable results, which the Wellington Wine District can use to strategize for marketing in the future. Comparing results with similar studies has shown that there are similarities with wine tourism behaviour in the Wellington Wine District. The three critical questions regarding the problem statement were also answered and can be utilised to help formulate and guide possible future marketing strategies.

The proposed marketing strategies will be made clear and described in Chapter 7. This will be of assistance to the Wellington Wine District member on how to develop and sustain the Wellington Wine District's Brand "DNA", as well as how to turn Wellington Wine District into a noteworthy wine tourism destination.

Chapter 7

Proposed Marketing Strategies

7.1. Introduction

The findings of the Wellington Harvest Festival survey and the Wellington Cellar Door survey are noteworthy. This chapter will describe marketing strategies which the Wellington Wine District members can use in order to attract more visitors to the cellar door and wine harvest festival, and thus create more brand awareness and customer loyalty.

The Brand “DNA” of the Wellington Wine District will be discussed first. Marketing Strategy proposals will be derived from the Brand “DNA” for the cellar door and the wine harvest festival.

7.2. Wellington Wine District Brand “DNA”

Following on from the findings in chapter 6, the brand elements that were identified in the study that distinguish the Wellington Wine District Brand “DNA” (refer to Chapter 3: 3.3.1.1) are:

1. Scenery that includes the nature (fynbos), the mountains and the beautiful vineyards.
2. The Wellington Wine District is seen as rural and off-the-beaten-track.
3. The environment is rural, untouched and unspoiled.
4. Wellington inhabitants are welcoming, friendly, decent and warm.
5. Wine quality is good, wine is affordable and there is a wide variety available.
6. Red wine is seen as excellent wine with great quality.
7. All year round, the weather in Wellington is acceptable.

The above mentioned brand elements characterize the way in which most wine tourists see the Wellington Wine District regional brand. Beverland (2006) identified distinct six brand attributes linked to authenticity: heritage and pedigree, stylistic consistency, quality commitments, relationship to place, method of production and downplaying commercial motives. These attributes could also be linked to how a wine region and its brand can be perceived. Some of these attributes were not identified in the Wellington cellar door survey and Wine Harvest survey results.

The destination image that the Wellington Wine District currently portrays opens up all kinds of marketing possibilities for the members to implement.

The second, third and fifth elements are rather unique and could be further developed as a unique selling point (USP). The fifth element specifically holds opportunity to market the wide variety of products that exist due to the extreme difference in production size (9t – 27 000t).

7.3. Developing Wine Tourism in the Wellington Wine District

One of the key factors of tourism development in general is environmental sensitivity. It relates to the natural attractiveness of the landscape and the abundance of the cultural heritage sites. These factors of nature, landscape and cultural heritage should be evaluated and presented as key for tourism development (Ferreira, 2007).

As previously mentioned (Chapter 3 item 3.3.2), destination can mean something entirely different depending on the tourist. The Brand 'DNA' of Wellington can be linked to the model of Getz (Getz, 2000). Even though the model suggests different types of roles at different times, the destinations can partly be used to derive the Brand 'DNA' of Wellington. The roles include having accommodation while on holiday, enjoying the options of business and leisure at the same time, as well as being able to visit more than one place within a larger destination. As the results suggest, the visitors do enjoy making use of overnight facilities in Wellington, just as Getz's '*wine purchasing model*' suggests.

Destinations can also be more than just having overnight accommodation. As visitors pointed out, the landscape and the scenery of an area is important.

7.3.1. Wellington cellar door strategies

The cellar door results are able to facilitate the process of developing strategic marketing proposals for each of the three critical questions.

Profile of Wellington Wine District Visitor

1. The most prevalent visitors at the cellar door are young adults and middle-aged visitors.

- Wineries should focus on these specific prevalent visitors (target market) at the cellar door.
- A sustainable database of visitor's information should be built, maintained and researched in order to build proper customer relationships.
- Results indicated that the personal consumption of the target market leans more toward spirits and RTD (Ready-To-Drink) and not bottled wine. This suggests that there is an opportunity to market bottled wine to the visitors (target market), perhaps also focussing on products providing a bridge between RTD's (sweet alcoholic drinks) and wine for first-time wine drinkers.

2. *The internet and social media can be used more vigorously as a tool of promotion to keep the brand top of mind. Results indicated that twitter and Google are the favourite sources of information used by the target market.*

- Wineries should ensure that their website page is updated on a regular basis with information relevant to the target market, for example what is currently happening in the vineyard, planned future events, general information about the winery and the ability to entice potential visitors to the winery. Results already signify that the cellar door is a favourite outlet for wine purchase by the target market.
- The winery website could also act as a vehicle for direct sales utilising database information.
- Social media accounts such as Facebook, twitter etc. if implemented as a marketing tool, should be active on a daily basis to hold the attention of followers. From the 20 wine route members, 14 members have an official Facebook page. 12 members have a twitter account, 5 do not and 3 members could not be found on twitter. Rapid evaluation of these accounts revealed that not all wine route members are up to date and equally active. This may be due to time or financial constraints.

3. *The cellar door area is where the wine farm can display its product without the competition of the market. Here they can establish the correct brand image in terms of how they want their brand to be portrayed in the minds of the wine tourist.*

- The tasting room is the ideal place to foster relationship marketing. This can be done by talking to the visitor, and enquiring about their wine drinking habits and knowledge. It is essential to continue building a relationship with these wine visitors. Visitors should be encouraged to join a mailing list or even the social media pages where they will be able to receive updates and information about the winery.
- The cellar door is considered the face of the brand in wine marketing literature (Hall & Mitchell, 2008:113). The wine farm should then focus on imprinting the target market with the desired brand image. Environment, hospitality, product, accessibility, layout, ambiance are elements that play a major role in creating this desired image.

Perceived image of Wellington as a Wine Tourism Destination

1. The Wellington Wine District should be marketed as a whole, with the different wineries working together as a cohesive collective to shape the regional brand and wine tourism destination.

- A common goal should be determined in relation to the unique selling point and comparative advantages.
- Different wine farms have won wine and terroir related awards and there exists an internal benchmarking wine competition. This suggests that a certain level of skill and knowledge already exists in the wine district. This should be nurtured and maintained in the future and as such be communicated to the public at large.
- Cellar door staff should encourage visitors to visit another wine farm on the wine route. Joint marketing efforts between wineries can lead to visitors experiencing the nature and relaxation element that is unique to the Wellington Wine District. This can be achieved by having the wine route map with all pertinent information available at every tasting room.

2. The Wellington Wine District does not have a specific wine route website and thus the space it occupies on the official general Wellington website must be more prominent.

- The webpage should be regularly updated and all events relating to the wine farms, as well as the town should be posted. It is important that contact information with appropriate website links should be visible and in actual working order.
- All events taking place within the confines of the Wellington Wine District whether wine related or not, should be posted on the website calendar. After an event, a short feedback with suitable photos could be published. Visitors should furthermore have the option of commenting on the posts. The development of the destination image is dependent on collaboration of all tourism stakeholders.
- Photos of the Wellington Wine District, wine farms and surrounding areas should be highly visible on the website to promote the scenic beauty and rural atmosphere.

3. *The Wine District should be described and portrayed as a place destination for intimate (small group) experiences. Over commercialising should be avoided.*

- Wellington Wine District should market itself as a quiet and peaceful wine tasting destination. The rural and unspoiled nature should be the point of focus for the wine district. The Wellington Wine District can thus focus on marketing itself as a relaxing environment that is off-the-beaten track. A future strategy should determine what the optimal number of visitors for the Wellington Wine District is, in order for the district to still claim its rural and unspoiled characteristic. More visitors will require more infrastructure and care should be taken to maintain the non-commercial characteristic.

4. *The development of exclusive wine tourism packages that will appeal to the target market.*

- Some individual wineries already offer special wine tour experiences, wedding packages and nature trails. The local historical buildings and places can be incorporated in the marketing campaigns to enhance the available regional elements.
- Enhance the careful development of walking, cycling and driving trails that links the region's scenery and natural beauty with unique experiences focusing on niche markets in order to limit numbers of visitors the conservation role should be highlighted and become a focus.
- Encourage linkages between local restaurants and wine cellar doors, because only four cellar doors have restaurant facilities.
- Wineries can offer unique wine tour experiences for example taking a guided drive around the vineyards and to understand the entire wine making process from the ground up.

5. *Establishing well-signposted wine tour routes without commercialising the wine district*

- Each winery must ensure that there is sufficient and visible signage for visitors to access during festivals and general travel in the region.
- Signage should originate in the town and vicinity and must have appropriate information indicating for example distance and direction.

Perceived image of wine produced in the Wellington Wine District

1. The Wine

- The Brand DNA elements number 5 and 6 indicate that wine tourist enjoys the wide variety of wines available. The wide spectrum of pressed grape production, ranging from 9t – 27 000t, makes it possible to choose from diverse styles of wine making and grape variety.
- The affordability aspect relates to wine varying from affordable (R50) to very expensive (R600). The district should provide customers' need for buying a less expensive wine, but at the same time learning about the more expensive wines.
- The John Platter Wine Guide is used by many SA wine consumers as a source of information and the members who want to be listed in this guide should ensure that all the information is up to date.
- The Wellington 'Quest for the Best' event (Chapter 4) has a dual purpose, namely raising quality from within and showcasing the premier wines to the public at large. The visitor's perception is that the wine is generally of good quality, but that red wine specifically is seen as 'excellent wine with great quality'. In future, attention could be given to elevating the status of red wine and related grape varieties in the district.

2. The wine must be displayed in an appealing manner in the cellar door space

- Wine farms should acknowledge the fact that the cellar door space acts as both a hospitality area and a retail/sales area. The role of cellar door is also to create a sense of place for the brand, in other words, a place-based brand identity.
- Visitors to the cellar door should be encouraged to try different wines that range from the entry level wine to the more refined wine. This will help guide visitors to learn to drink up the wine ladder and in future buy the more expensive wine when their age and disposable income allows it. Growing older results in visitors having had years of experience in tasting and drinking different wines.
- Emphasising hospitality at the cellar door will enhance the simplest tasting experience.
- Even though tasting notes are provided, in order to create a memorable tasting experience, the host should actively engage in the actual tasting experience with the visitor. The more memorable the tasting experience, the more top of mind the wine brand might be and results did indicated that the wider context of hospitality is appreciated (The number 4 element of the Brand 'DNA').

- It is important that cellar door staff are trained in how to really connect with the visitor, have very good knowledge about the farm and the wine production methods, as well as skills in selling the product, brand and destination. Cellar door staff acts as sales staff, brand ambassadors, relationship managers, educators and storytellers.
- Cellar doors should consider selling branded souvenirs.

7.3.2. Wine festival strategies

Currently the Wellington Wine District uses the Wellington Wine Harvest Festival (15 March 2014) and the Wellington Fork & Cork Wine Festival (November) as events to attract visitors to the wine district and expose them to products at the place of production. Wine festivals are valuable marketing tools that almost every wine route or region implements on an annual basis. Some wine regions and districts host up to four events a year in order to cater to the needs of different target markets and segments: e.g. Robertson. However, such a strategy should be carefully weighted up against how many visitors would be manageable.

7.3.2.1. Wellington Wine Harvest Festival strategies

Visitor Profile of the Festival Attendee

1. Enhance entertainment for children – festival-goers did attend in family groups

- Visitor's average age was 38 years and many of them brought children along. Enhancing the entertainment for children can ensure that consumers with children will attend the next festival. It again points to the high social context of wine related events.
- Results indicated that the entertainment for children at Bosman Family Vineyards was a great hit. The options included supervised kids entertainment, jumping castles, face painting, colouring, nappy changing facilities, as well as nanny supervision.

2. Marketing through personal interaction, newspapers and social media

- Results indicated that the above mentioned three sources were utilised extensively.
- Personal marketing can start during the summer holidays when visitors are at the cellar doors. This type of marketing is free of charge and because results indicated word-of-mouth is important, telling visitors about the festival in advance is a good idea. Other studies have already indicated that festival-goers decide within in a period of (a few days/few hours) to attend a festival. This period can be targeted to reinforce the message through relationship marketing (database from cellar door).

- Results imply that marketing should focus on the target market age groups from Cape Town, Paarl, Ceres, Malmesbury, Stellenbosch, Franschhoek, Strand and Somerset West.

Image of the Wellington Wine District as a Destination

1. Visitor indicated certain comfort related problems with the three locations of the festival.

- Overall the heat of the day was a problem to visitors and this points directly to the following comments from respondents:
 - Seating availability in general and in the shade, as well as parking at Diemersfontein Wine Estate was difficult to obtain.
 - Directions towards Schalk Burger Wine Estate were seriously insufficient and there were also a lack of proper seating and shade.
 - Although Bosman Family Vineyards provided shaded seating, the large number of visitors required more such seating.
- The overall directions towards the festival locations were insufficient and unclear.
- Provide well-organised shuttle services.

2. Market the festival as a family and friends outing.

- Emphasis on the relaxing atmosphere, the sociable environment and different themes at different venues.
- Highlight the fact that the destination is child friendly.
- If the festival wants to add and improve and add new and fresh elements every year, research should be done for the first few years in order to evaluate growth.

3. Visitors consider the climate favourable

- Events should preferably be organised during a time of year in which the weather is not severe and when outdoor activities are possible within reasonable limits.
- Determining when events are organised in for example the hot summer weather, provide sufficient shade etc.

Image of the Wine produced in the Wellington Wine District

1. Market the fact that there is a very wide variety of wines available for tasting and buying on the day of the festival.

- Stalls should be organised so that a proper flow of people can be created and that everybody can have access to all the wines.
- The names of wines to taste and the special prices should be clearly visible – paperwork on the counter is not sufficient.

7.4. Conclusion

Wellington Wine District no longer lives in the shadow of Paarl and has the opportunity to build and grow as a destination of note within the next few years. The aim of Chapter 7 was to give a better understanding of the Wellington Wine District's Brand 'DNA' and show how proposed marketing strategies can be linked to it. The focus of the thesis has been on both the visitor and the perceptions of the visitors. Quantitative and qualitative information that was obtained through the Cellar Door Survey and a survey at the Wellington Wine Harvest Festival has been used as the basis of the marketing strategy proposals. Aspects that were noted by the visitors in a positive manner were also included in building these strategies. These could in future be further explored and enhanced in order to create memorable tasting and visitation experiences for visitors in the long term.

The cellar door survey brought forth some very noteworthy results, but the study was done during the low season for the wine tourism industry (April, May, June) and this can be considered a limiting factor. Even though the cellar door and wine festival results show similarities with studies conducted elsewhere, it is the differences pertaining to the Wellington Wine District that are quite significant and should not be generalised for the entire Western Cape Wine Tourism Industry. While this study focused on the consumer side of wine tourism, it opens up the possibilities to future studies being done from the producer/stakeholder point of view, as well as on the career development of the personnel who work at the cellar door. Such personnel play an important role in the visitor's experience and can enrich the visitor's overall assessment of the winery and its produce. Recruiting, educating and training quality cellar door personnel can be seen as an essential aspect of investing in the prosperity of the wine farm.

In the future, the Wellington Wine District can develop a more detailed information base on consumers by repeating this research study and adapting the parameters to include more aspects. However, it is important to note that marketing strategies can only be successfully implemented if all members share the goals and are prepared to work together and make informed decisions for the future. The Wellington Wine District is a rough diamond that can be polished into a sparkling jewel!

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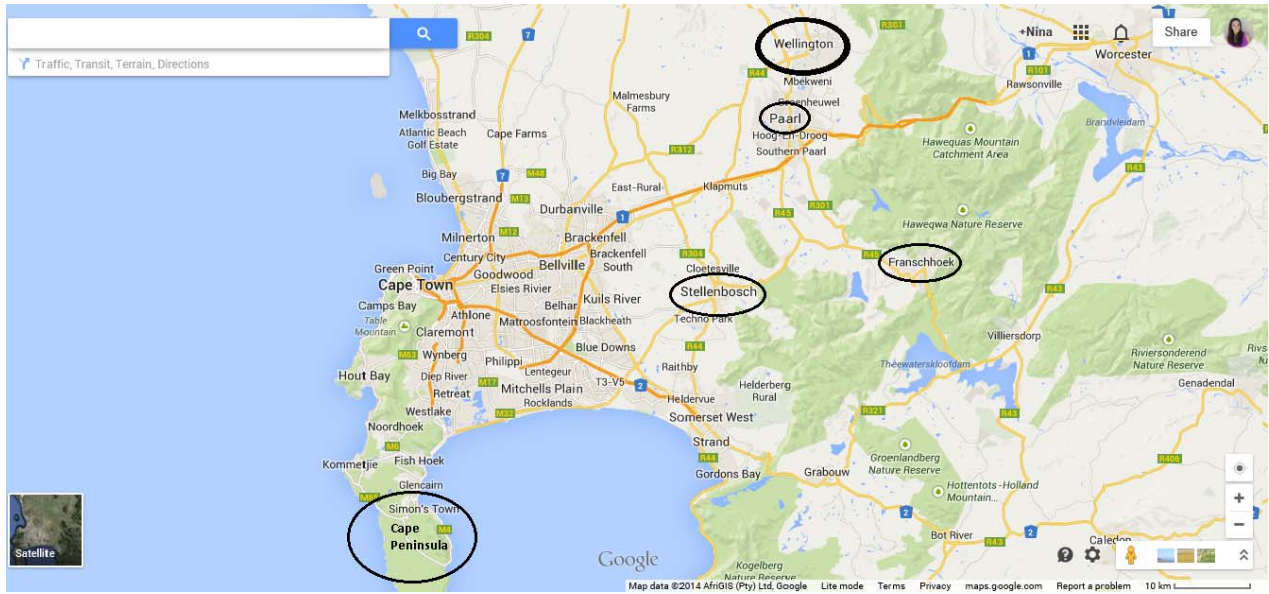
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Appendix

Appendix A: Wellington



(Source: Google Maps)

Appendix B: Wellington Town Map

MAP OF WELLINGTON
heart of the cape winelands

Wellington
SOUTH AFRICA
presented by **MUTUAL & FEDERAL** | agri

www.wellington.co.za

EMERGENCY NUMBERS

Tourist Information Bureau	021 873 4004	Wellington Clinic	021 873 0975
Police	021 864 8440	Paarl Hospital (Provincial)	021 872 1771
Fire Station	021 872 2323	Paarl Mid-Clinic	021 802 8000
		Pharmacy - Wellington (Bergrivier)	021 873 2569

ACCOMMODATION

5 Mountains Lodge and Spa	021 864 3409
9B On Bain	021 864 1977
Allegro Cottages	021 873 5462
Au de Hex Boutique Hotel	021 873 0394
Bakkies B&B	021 873 5161
Bartholomeus Klip Farmhouse	022 448 1087
Bontebok Ridge Reserve	082 576 9657
Bovier Valley Retreat	021 864 1504
Casa Simelia Woestkloof	082 447 7715
Cummings Guest House	021 873 3474
Daisy's on Second	082 458 8556
Die Jonkershuys	021 864 1633
Diemersfontein Country Estate	021 864 5050
Grand Dedale	021 873 4089
Jacaranda Wine and Guestfarm	021 864 1235
June's Place	021 873 2756
La Folie	072 507 7255
L&L B&B	021 873 4037
La Rochelle B&B	021 873 4771
Lady Loch Guest House	021 873 1430
Little Farm on a Stream	082 573 1046
Merlot 171 B&B	021 873 7730
Mischa Estate	021 864 1020
Monte Video Guest House	021 873 4765
Mool Bly	021 868 2808
Nabygelegen Guest House	021 873 7534
One Stee B&B	021 876 4929
Oude Wellington	021 873 2262
Sauvignon Country Lodge	073 578 3906
Soete Huys Guest House	021 864 3442
Val du Charron	021 873 2605
1692 De Kleijnebos	021 868 0883

RESTAURANTS

Apalachee Spur	021 864 3512
Die Bördinghuys	083 570 4765
Dooihof Tasting Room & Restaurant	021 873 6911
Fleeta Restaurant	021 864 2778
Langkloof Roses Tea Room	021 864 1014
No 6 @ Welbedacht	072 546 5374
Oude Wellington Restaurant	082 636 8924
Pescali's Restaurant	021 873 5100
Seasons Restaurant	021 864 5050
The Perfect Place	021 873 6620
The Stone Kitchen	021 873 6770
Twist Some More	021 864 1467

WELLINGTON TOURISM
021 864 2479
info@wellington.co.za
www.wellington.co.za

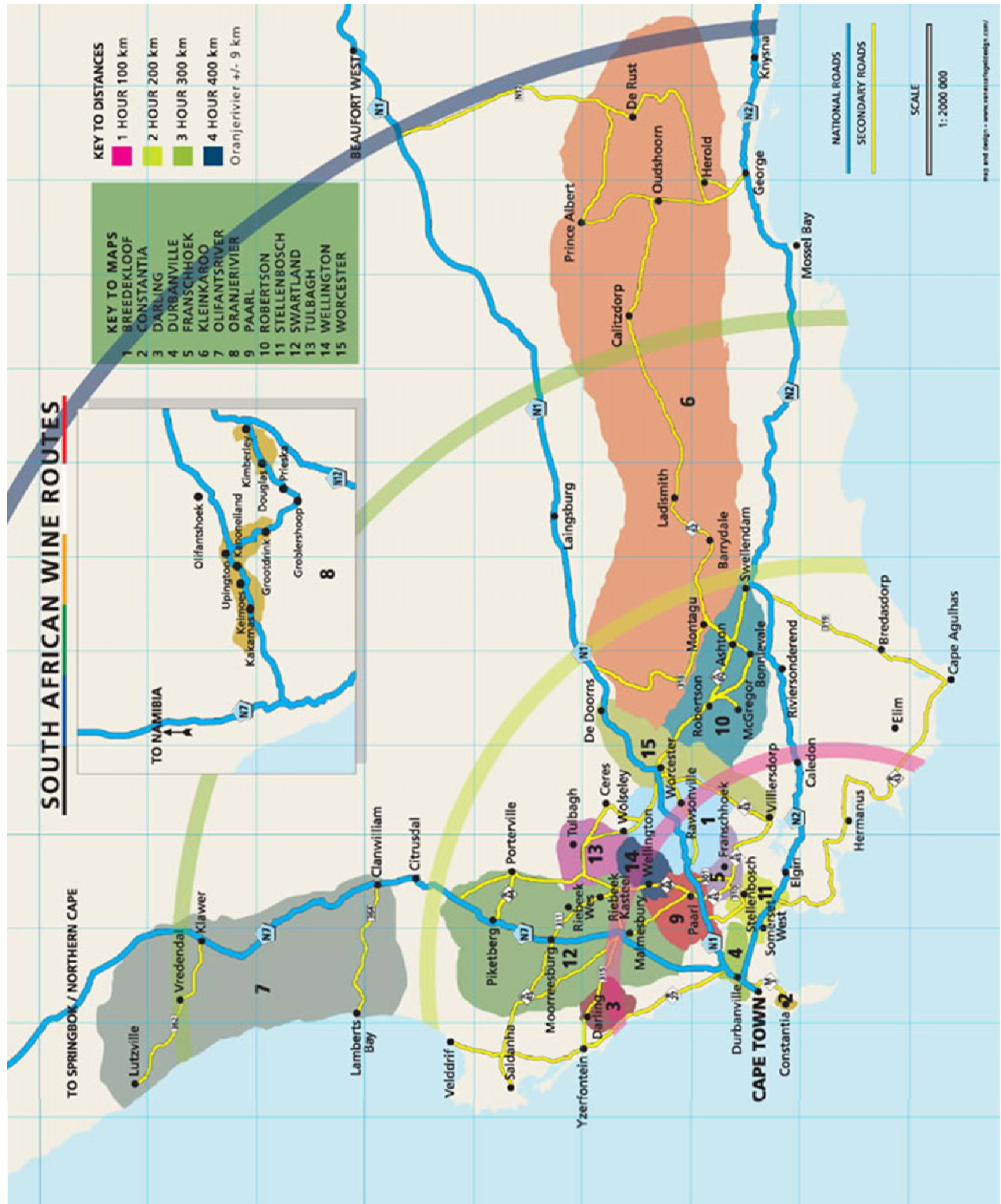
(Source: Oosthuizen, 2014b)

Appendix C: Map of Wellington Wine District



(Source: Oosthuizen, 2014b)

Appendix D: Wine Routes in South Africa



(Source: WOSA, 2014e)

Appendix E: R62 Brandy Route in the Western Cape



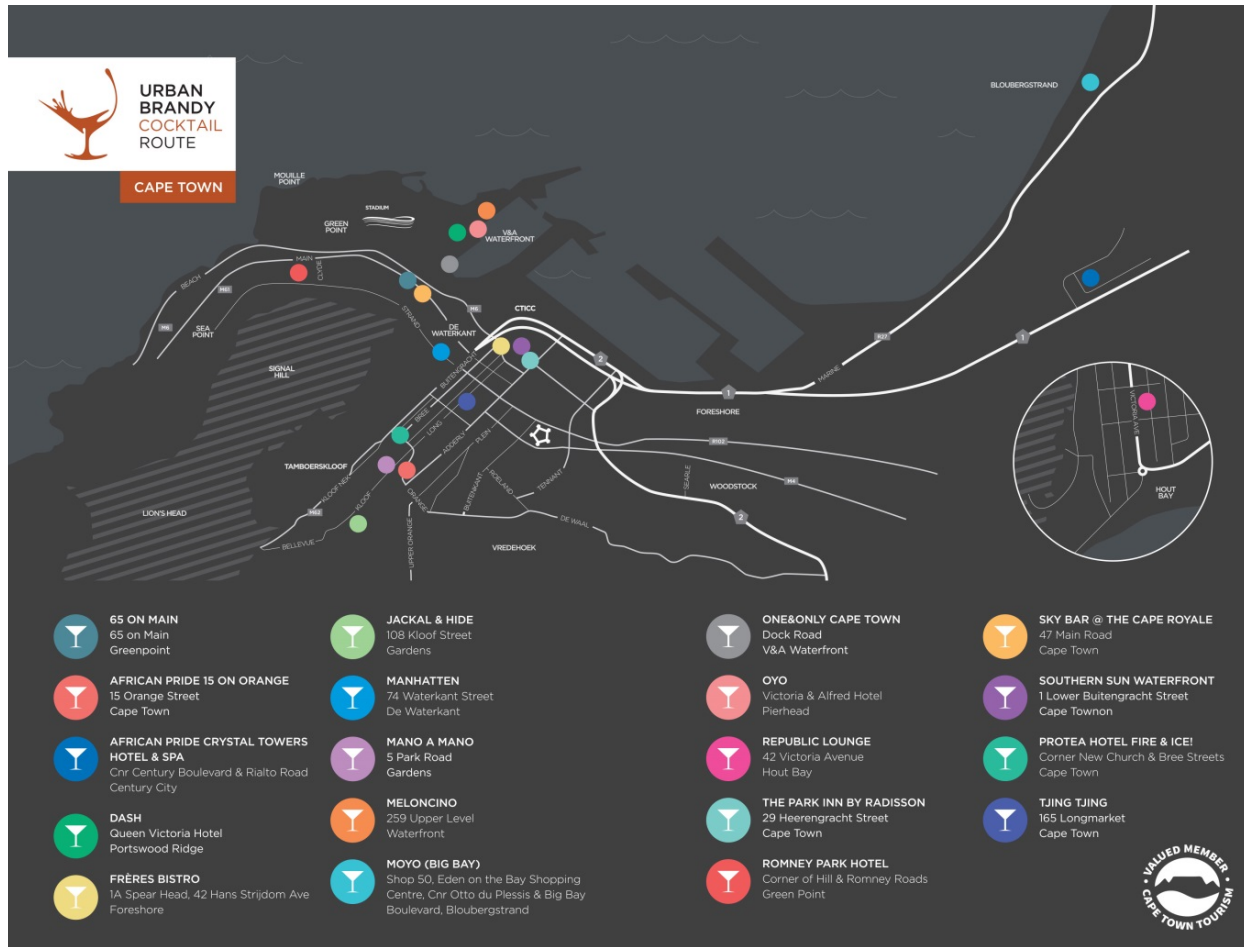
(Source: SA Brandy Foundation, 2014a)

Appendix F: Western Cape Brandy Route



(Source: SA Brandy Foundation, 2014c)

Appendix G: The Urban Brandy Cocktail Route



(Source: SA Brandy Foundation, 2014b)

Appendix H: Wellington Wine Harvest Festival Map



(Source: Oosthuizen, 2014b)

Appendix I: Wellington Wine Harvest Festival Questionnaire



**Fakulteit AgriWetenskappe
Faculty of AgriSciences
UNIVERSITEIT STELLENBOSCH UNIVERSITY**

1. Is this your first visit to the festival? / Is dit u eerste besoek aan die fees?

Yes/Ja No/Nee

2. How did you find out about the festival? / Waar het u uitgevind van die fees?

Friends/Vriende	<input type="checkbox"/>	Newspaper/Koerant	<input type="checkbox"/>
Radio	<input type="checkbox"/>	Facebook	<input type="checkbox"/>
Poster	<input type="checkbox"/>	TV	<input type="checkbox"/>
Flyer	<input type="checkbox"/>	Wellington Website	<input type="checkbox"/>
Banners in Wellington Town	<input type="checkbox"/>		

Referral from a Other.....

Student:.....

Plaas:	
Welbedacht	<input type="checkbox"/>
Diemersfontein	<input type="checkbox"/>
Bosman	<input type="checkbox"/>
Afrikaans	<input type="checkbox"/>
Engels	<input type="checkbox"/>
Manlik	<input type="checkbox"/>
Vroulik	<input type="checkbox"/>

3. Whose idea was it to come to the festival? / Wie se idee was dit om die fees te besoek?

Interviewee/Persoon self	<input type="checkbox"/>	Partner/Metgesel	<input type="checkbox"/>
Family/familie	<input type="checkbox"/>	Friends/Vriende	<input type="checkbox"/>

Other/Ander.....

4. How many people, including yourself, are in your group? / Hoeveel mense is in u reisgeselskap, u ingesluit?

5. What would you say are the three main characteristics of the Wellington Wine Route? / Wat dink u is die drie vernaamste kenmerke van die Wellington Wynstreek?

1.....
2.....
3.....

6. Why did you come to this festival? / Hoekom het u juis na hierdie fees toe gekom?

Enjoy drinking wine / Geniet dit om wyn te drink	<input type="checkbox"/>	Scenery / Omgewing	<input type="checkbox"/>
To be social / Om sosiaal te verkeer	<input type="checkbox"/>	Try something new / Nuwe ervaring	<input type="checkbox"/>
Curious / Nuuskierig	<input type="checkbox"/>	Music / Musiek	<input type="checkbox"/>
Meet new people / Nuwe mense ontmoet	<input type="checkbox"/>	Learn something new / Iets nuut leer	<input type="checkbox"/>

Take the kids on an outing / Kry die kinders uit die huis

Other/Ander.....

7. On a scale of 1-5, 5 being most important, please rate the following desirable features of a wine festival: / Hoe belangrik beskou u die volgende fasiliteite by 'n wynfees op 'n skaal van 1-5, met 5 die belangrikste.

Wide selection of wines / Wye verskeidenheid wyne	1	2	3	4	5
Affordable wines / Bekostigbare wyne	1	2	3	4	5
Facilities to buy wines / Fasiliteite om wyn te koop	1	2	3	4	5
Food pairings / Wyn- en voedsel kombinasies	1	2	3	4	5
Food demonstrations / Uitstal van voedselsoorte	1	2	3	4	5
Quality of food / Gehalte van voedsel beskikbaar	1	2	3	4	5
Music / Musiek	1	2	3	4	5
Directions to the farms / Aanwysings na die plase toe	1	2	3	4	5
Parking facility / Parkeergeriewe	1	2	3	4	5
Entertainment for children / Vermaak vir die kinders	1	2	3	4	5
Decent bathroom facilities / Ordentlike badkamergeriewe	1	2	3	4	5

8. What has been your best and worst experiences so far today? / Wat was vandag u beste en slegste ervarings?

Best / Beste:.....

Worst / Slegste:

9. Please rate the following activities of the festival on a scale of 1-5. 5 being excellent, 1 being plain. Op 'n skaal van 1-5, gee 'n punt vir die volgende fees aktiwiteite. 5 uitstekend en 1 gewoon.

Selection of wines to taste / Verskeidenheid wyne om te proe	1	2	3	4	5
Food / Etes	1	2	3	4	5
Music / Musiek	1	2	3	4	5
Other Drinks (e.g. Vida-e café) / Ander verversings (bv. Vida-e café)	1	2	3	4	5
Whisky Theatre / Whisky-teater	1	2	3	4	5
Craft Beers / Handgemaakte bier	1	2	3	4	5
Seating availability / Beskikbaarheid van sitplek	1	2	3	4	5
Parking facility / Parkeergeriewe	1	2	3	4	5
Kids entertainment / Vermaak vir kinders	1	2	3	4	5

10. If you could add or change anything to the festival, what would it be? / Indien u iets kon byvoeg of verander by die fees, wat sou dit wees?

Add / Byvoeg:.....

Change / Verander:.....

11. Are you going to visit the other venues as well? If yes, which? If no, why? / Gaan u die ander venues ook besoek? Indien ja, watter? En indien Nee, wat is u rede?:

Yes Bosman Diemersfontein Welbedacht

No

Reason:.....

12. Would you come back again to next year's festival? / Sal u na volgende jaar se fees terugkom?

Yes Reason:.....
.....

No Reason:.....
.....

13. In which age group do you fall? / In watter ouderdomsgroep val u?

18-29 30-39 40-49 50-59 60-69 70+

14. In which suburb, town or city do you live? / In watter dorp, voorstad of stad is u woonagtig?

.....

Tourists: Country of origin

Current residence

15. Employment status / Werkstatus

Working / Werkend Unemployed / Werkloos

Retired / Afgetree Student

Other:.....

Appendix J: Wellington Cellar Door Questionnaire



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Dear Wine Taster, Completion of this anonymous survey will help the members of the Wellington Wine Route improve their understanding of visitors' needs. Your input will be much appreciated – thank you!

WINE FARM NAME: **Date:**.....

1. Female Male
2. Is this your first visit to the WELLINGTON wine district? Yes No
 If **NO**, a) how many times have you visited the wine district before today? times
 And b) how many times have you visited **THIS WINE FARM** including today? time
3. How many **OTHER** wine farms are you visiting on the Wellington Wine Route today? farms

4. Duration of stay in the Wellington Wine District:

Day trip		Respondent resides within wine district permanently	
Overnight trip			
Where is the overnight accommodation and for how many nights:			

5. What means of transport was used to reach the wine farm today?

Own vehicle		Hired vehicle	
Family or friend's vehicle		Personal taxi with a guide	
Tour bus		Other	

6. How did you hear about this winery? Please select all applicable sources.

Internet i.e. search engines like Google		Previous experience	
Magazine		Referral by local tourist information office	
Friends or Family or Colleague at work		Travel brochures	
Newspaper		Twitter	
Facebook		Winery website	
Instagram		Other:	

7. Why are you visiting this wine farm today? Please rank ONLY THE TOP THREE REASONS which apply in order of importance from 1-3, with 1 being the most important reason.

Reason	Rank
To buy wine	
Meet the winemaker	
Gather information	
Spend a day out with partner, family or friends	
Enjoy a tasting experience	
Holiday	
Want to try something new	
To go on a tour of the winery	
Learn about different wines	
Sightseeing in the area	
Find a special/unique wine	
Relaxation	
Have booked accommodation	
Part of a tour group	
Business	
Other:	

8. What would you say are the three main characteristics of the Wellington Wine Route?

.....

9. How many bottles of wine did you buy at this winery today?

Number of bottles		R.....
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10. Please rate the following aspects related to your visit today by encircling a number from 1-5, with 5 being 'Excellent'.

	Poor	OK	Neutral	Good	Excellent
Tasting room atmosphere	1	2	3	4	5
Winery staff attitude	1	2	3	4	5
Quality of wine	1	2	3	4	5
Overall wine tasting experience	1	2	3	4	5
Accessibility of this wine farm and the road signs	1	2	3	4	5
Information about the wine farm & its history	1	2	3	4	5
Reasonably priced wines	1	2	3	4	5
Staff knowledge about wine	1	2	3	4	5
Price list and tasting notes availability	1	2	3	4	5
Learnt something new about wine	1	2	3	4	5
Expectations of visit are met	1	2	3	4	5
Hospitality	1	2	3	4	5
Food and wine pairing in winery restaurant	1	2	3	4	5
Trading hours	1	2	3	4	5

11. What do you consider to be your level of wine knowledge in general? Please tick one.

Very little or no wine knowledge	
Little or some wine knowledge	
Fairly good wine knowledge	
Really good wine knowledge	
Very extensive wine knowledge	

12. Please indicate your current consumption of the following products:

Red wine	%
White wine	%
Rosé	%
Sparkling wine	%
Sweet dessert wine	%
Fortified wine like sherry, port, etc	%
Wine coolers	%
Total	100%

13. Please indicate your current consumption of the following non-wine products:

Gin	%
Vodka	%
Whiskey/whisky	%
Brandy	%
Total	100%

14. Where do you buy **MOST** of your wine? Please tick **ONLY ONE**.

Tasting Rooms		Internet orders	
Wine section inside a supermarket		Independent liquor stores	
Liquor stores linked to supermarkets		Boutique or Specialist Wine Stores	
Other, describe:.....			

15. How often do you drink wine?

Every day		Once a month	
A few times a week		Once every two months	
Once a week		Other:.....	
Once a fortnight			

16. WINE consumption in general?

No of 750ml bottles per month

 No of 3lt boxes wine per month

17. Which **other** wine routes have you visited in the past 2 years? **And** how many times?

Botriver Winestimes	Paarl Vinterstimes
Brandy Routestimes	Robertson Wine Valleytimes
Breedeklooftimes	Stellenbosch Wine Routetimes
Constantia Valleytimes	Swartland Wine Routetimes
Darling Tourist Bureautimes	Tulbagh Wine Routetimes
Durbanville Wine Valleytimes	Vignerons de Franschhoektimes
Elgin Wine Routetimes	Worcester Wine Routetimes
Hermanus Wine Route (Hemel-en-Aarde)times	Northern Cape Wine Associationtimes
Helderberg Wine Routetimes	Orange River Wine Routetimes
Klein Karoo Wine Routetimes		

18. Which is your age group?

18-29

30-39

40-49

50-59

60-69

70+

19. Please indicate the town/city where your live?

Western Cape		Northern Cape	
Eastern Cape		North West	
KwaZulu Natal		Gauteng	
Limpopo		Mpumalanga	
Free State			
Overseas Tourist:	Country of Origin:.....		
	Current SA Residence:.....		

20. Educational Status

Diploma	
Certificate	
Technikon	

Bachelor's Degree	
Masters Degree	
Other:	

21. Employment Status

Employed		Unemployed	
Retired		Student	
Other:			

22. Household

How many people under the age of 18 live in your house
How many people older than 18 years live and drink wine in your house, including yourself

23. Would you come back to this wine district within the next year?

Yes	
No	

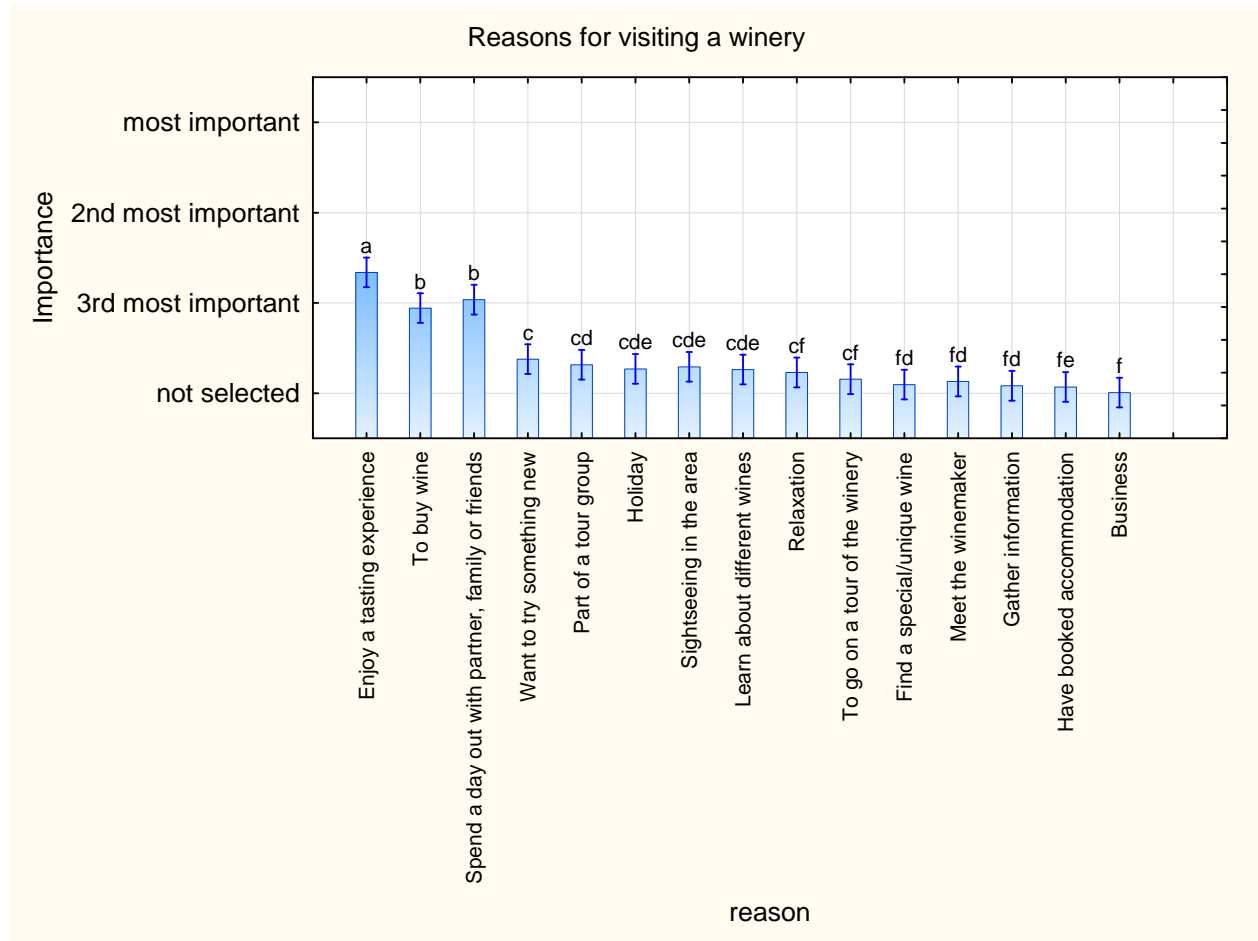
If **NO**, what is the reason?

24. Size of your group: How many people, including yourself are visiting this winery today?

Thank you so much for your participation!
Please place the folded questionnaire in the container provided



Appendix K: Cellar Door – Reasons for visiting a winery



The alphabet letters is merely an indication of the highest to the lowest. ‘a’ was selected the most. In the case of ‘c’ and ‘cd’, it means that both of these were selected almost equally. And then again, ‘cd’ and ‘cde’ means that these reasons were also almost equally selected.