The BI Daily is compiled and submitted by the SAWIS BI Team. The content is for the exclusive attention of SAWIS members and may contain information that is privileged and confidential. Any dissemination of this communication is strictly prohibited. If you have received the communication in error, please erase all copies of the message and its attachments. Articles in the BI Daily have as far as possible been interpreted, put into context, validated and confirmed. If you as recipient have any queries, comments or would like to submit an article, please direct them to Charles Whitehead (charles@sawis.co.za).

Consumer Countries/Markets

Value of China’s wine imports continue to decline

The value of wine imported into China dropped again this month, continuing its downward trend into the fifth month of the year, albeit it at a slower pace than in previous months.

The country’s bottled wine imports, which took up 91.8% of the country’s total import value, dropped by 3.47% from January to May 2017. Its import volume, however, was up by 8.13% over the same period last year to 196.4 million litres.

Both sparkling wine and bulk wine categories have shown strong growth in the first five months of the year. The import volume of sparkling wines grew by 11.26% in volume and 26.63% in value to 5.3 million litres and US$26.3 million respectively over the same period last year.

The country’s bulk wine import grew an impressive 29.99% in value year-on-year to US$53.3 million, while its volume climbed 7.5% to 60.4 million litres.

The country’s total wine imports during the period reached more than 263.4 million litres, worth about US$994 million, representing a year-on-year increase of 8.53% in volume but a 1.23% drop in value.

Click here to read more

Global Trends - Wine Industry Key Elements

WISE National Wine Tourism Strategy

3 July 2017

Fantastic progress has been made in the last few months with the first phase of implementation of the WISE National Wine Tourism Strategy. Herewith a few highlights, as well as the next steps in this important journey.

NEW DIGITAL PORTAL FOR WINE TOURISM!
The winelands and its tourism offering are now a click away with the newly launched wine tourism portal - www.visitwinelands.co.za (Click here to read more) - inspiring visitors to discover and explore the best South Africa has to offer in wine tourism. The website steers visitors effectively across the diverse network of wine routes and regions, providing big and small regions, as well as tourism and wine businesses with a platform to promote themselves more effectively.

It levels the playing field on the web, promoting well-known regions like Stellenbosch alongside smaller regions like Stanford, allowing each wine route with the opportunity to showcase their distinct offerings to the growing number of gastronomic and experience-focused travellers. Most importantly interventions like these will stimulate local economic development where it is most needed.

Visitors can browse the site by area or category, tailor-make an experience – from gourmet feasts to off the grid adventures, and discover the best each wine route has to offer. Social media platforms have been set up with fresh content and thumb-stopping images that inspire a growing online audience to click through to the new portal for a million reasons to #visitWinelands. Follow us on Instagram, Facebook and Twitter.

Be part of the conversation and use #visitWinelands on social media to be featured on the website’s social stream. Click here to read more

The first phase implementation plan and deliverables, until June 2017, have been delivered:

• The wine tourism strategy has been finalised, with input from national and provincial government.

• A wine tourism task team has been meeting regularly, leading the way for a Wine Tourism Council that will be established by 1 September.

• Agreements among other with the South African Wine Routes Forum, South African Tourism, National Department of Tourism, Wesgro, Wines of South Africa and the Cape Winelands District Municipality on collaboration and joint marketing initiatives are being finalised.

• Promoted South Africa’s wine tourism offering at ITB Berlin (8-12 March) and Indaba (16-18 May). Click here to read more

• Strategic targets, deliverables and a three-year action plan with budget are in place.

What’s next?

• A not to be missed wine tourism industry event is planned for the third quarter of the year (more details to follow soon).

• South Africa’s first dedicated wine and food tourism campaign is being developed that will bring the public and private sector together in showcasing wine tourism nationally and internationally.

• Practical promotional tools for trade, media and the industry are being developed, including a wine tourism marketing kit.

• A wine tourism research programme in association with key stakeholders will be developed and implemented.

• The second phase of web development will see improved functionality, cross-regional and thematic packaging and online bookings activated.

• A number of national and international activations with the likes of South African Tourism, Wesgro and Wines of South Africa are planned as part of a new collaborative marketing approach that will see tourism and wine working in alignment.

Direct input and suggestions to Destinate (info@destinate.co.za or 021 882 8935).

The WISE Tourism Task team