Global Trends - Wine Industry Key Elements

Invitation: Economic Value of Wine Tourism Survey
Vinpro is conducting research to determine the economic value of wine tourism in South Africa.

The benefit of this research to your business is that the information can be used to demonstrate the importance of the wine tourism sector in discussions with Government, as well as potential strategic partners going forward.

A credible, annual benchmark and regional analysis can help motivate for bigger tourism marketing budgets and the prioritisation of infrastructure development to serve and attract tourists. Hence the importance of a comprehensive survey to ensure accurate and credible results.

What you need to know:
1. The study aims to utilise your business’s turnover and employment data to quantify wine tourism’s contribution to GDP and the number of jobs created by the industry.
2. The information collected will also serve as an input to the Macro-Economic Impact of the Wine Industry on the South African Economy study conducted by SA Wine Industry Information and Systems (SAWIS) every five years.
3. All information will be treated as strictly confidential. No information will be published individually. All information will only be used in aggregate.
4. The survey consists of 25 questions and should take no longer than 15 minutes to complete.
5. Please ensure that this questionnaire is completed by the person in your organisation best placed to do so.

The online survey can be completed by clicking on this link: Click here to read more

Martin Jansen van Vuuren from Futureneer Advisors will manage the wine tourism study. He holds an M.Com (Economics) degree and has spent 20 years with Grant Thornton’s Tourism, Hospitality and Leisure Advisory before establishing Futureneer Advisors in 2018. Please note that the survey will be opened at 08:00 on Wednesday, 5 February and be closed at 17:00 on Friday, 13 March 2020.
SA wine industry launches new code to promote sober drinking habits

The South African wine industry has joined other liquor industries in introducing a new code that will serve as a guideline for responsible marketing of alcoholic products in the local market. Under the auspices of the Association for Alcohol Responsibility and Education (Aware.org), the Code for Commercial Communications aims to provide clear guidelines for the responsible marketing of wine and other liquor products, and thereby curbing alcohol abuse in communities.

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