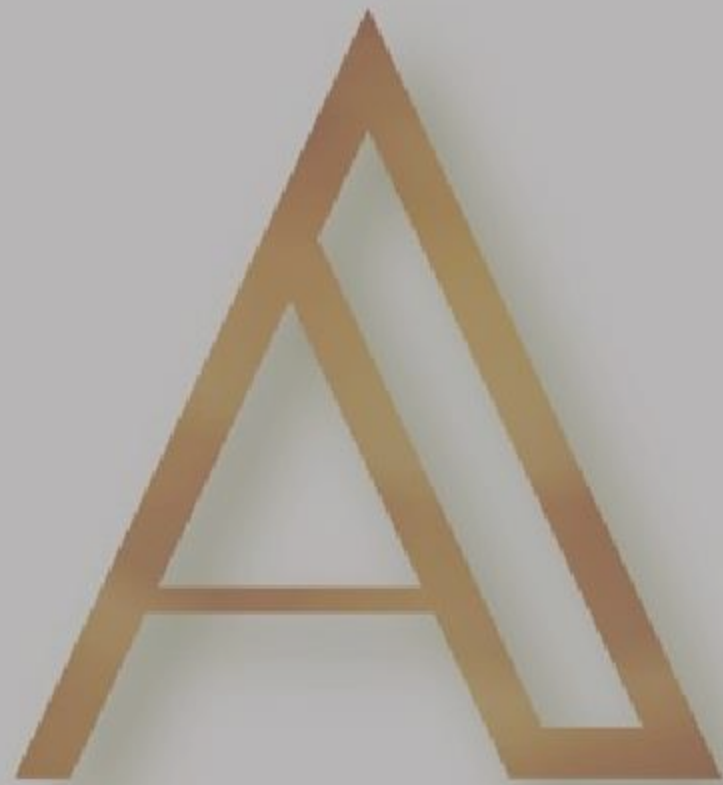




ANNARETH
BOLTON



The Art of Wine Tourism

Crafting Immersive Experiences Through Strategic Events



Leadership at Stellenbosch Wine Routes

As CEO from 2007 to 2015, I managed marketing for 152 wineries and 72 primary producers, organizing numerous local and international events.



Strategic entrepreneurship

Since 2015, I've been self-employed, as a freelance project manager, events organizer and strategic marketer.

Co-owner of Fine Wine Fundis
Freelance project manager for Destinate

Cape Town Tourism Impact 2024



110 000 jobs
sustained by
tourism

Visitors spent
R24 billion

Every 10 tourists
= 1 job for a
Capetonian



Tourism infrastructure

South Africa features 23 wine routes across three provinces, offering acclaimed wines, exceptional cuisine, captivating stories, and warm hospitality.

Wine Tourism Impact

South African wine tourism contributes R9.3 billion to GDP across 522 wine cellars.



Small business benefits

Micro wine cellars benefit most significantly deriving 36% of turnover from wine tourism

Small cellars - 35%

Large wineries - 22%

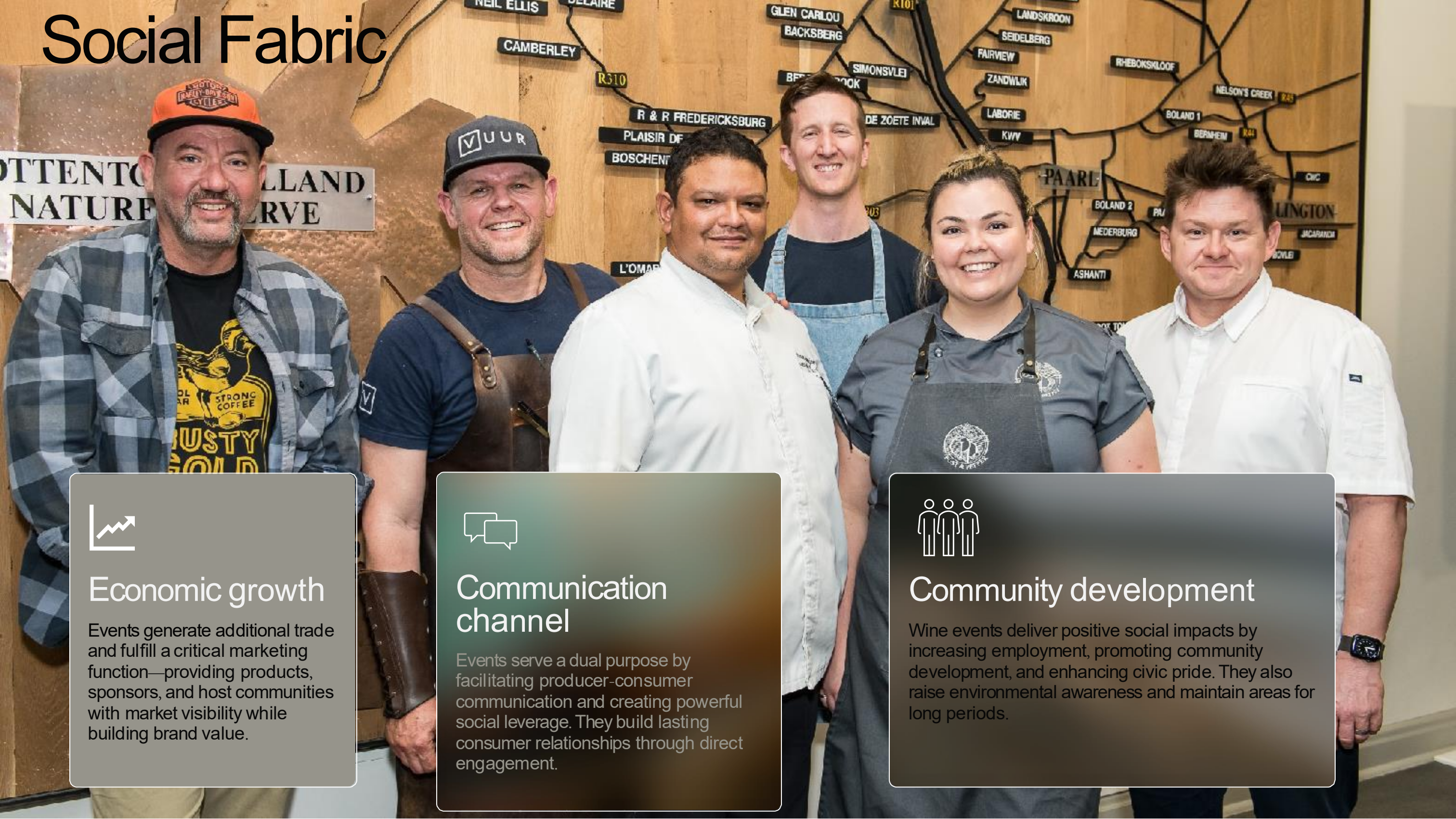
Medium cellars - 19%



Economic contribution

Wine tourism represents 17.3% of total winery turnover and employs up to 40,000 people seasonally.

Social Fabric



Economic growth

Events generate additional trade and fulfill a critical marketing function—providing products, sponsors, and host communities with market visibility while building brand value.



Communication channel

Events serve a dual purpose by facilitating producer-consumer communication and creating powerful social leverage. They build lasting consumer relationships through direct engagement.



Community development

Wine events deliver positive social impacts by increasing employment, promoting community development, and enhancing civic pride. They also raise environmental awareness and maintain areas for long periods.



Strategic Role	Description	Stakeholder	Role
1. Shared Risk and Resources	Events often require significant funding, infrastructure, and marketing. Public-private cooperation allows risk-sharing and pooling of financial and human resources.	Private Wineries / Estates	Event venues, wine production, experiences, staffing, innovation.
		Event Organisers / Tech / Media Partners	Planning, ticketing, promotion, digital tools, immersive design.
2. Infrastructure Development	Governments can invest in roads, signage, transport, utilities — making events accessible and scalable. Wineries and private operators provide the content, wine, experience.	Local/regional government	Infrastructure, event permits, destination branding, grants, sustainability mandates, public safety.
3. Market Reach & Promotion	National/regional tourism bodies often control major promotional channels. Partnering with them gives local events much wider visibility (e.g., SA Wine promoting Wine Routes).	Tourism boards, ie SA Tourism, Wesgro	National/international marketing, travel incentives, packaging with other tourism offers, press and media.
4. Policy Alignment and Incentives	PPPs help align tourism events with broader policy goals: job creation, rural development, sustainability. Governments can provide tax breaks, grants, fast-track permits, etc.	Wine Associations (e.g. Wines of SA, Vinpro, Wine Routes)	Coordinating events, standards, training, promotion, lobbying.

5. Long-Term Planning & Strategy	Public bodies think in terms of decades, not just this year's event. They ensure continuity and resilience; private sector brings agility and innovation.	NGOs & Academia	Training, research, social development, monitoring impacts, policy support.
6. Inclusive & Local Benefit Sharing	Involving communities, farmers, small producers, hospitality, craftspeople ensures that benefits aren't just concentrated at large wineries — but distributed across the ecosystem.	Hospitality Sector (lodges, restaurants, B&Bs)	Accommodation for guests, food pairings, cultural add-ons.
		Local Communities / Small Businesses	Crafts, food vendors, guides, cultural shows — critical for inclusion, authenticity

Experience Matters in Modern Events

Today's most effective gatherings are immersive experiences that leave lasting impressions.



Built-in conversation starters

Strategic elements turn networking into meaningful connections that participants value beyond the event.



Clear identity that sparks curiosity

Experience-centric venues establish a distinctive atmosphere that intrigues attendees and sets expectations.

Stellenbosch Street Soirees



Venue Revolution

The best networking happens in spaces where people feel curious, comfortable and inspired.



Amplifies impact through thoughtful design



Transforms ordinary events into memorable experiences



Establishes atmosphere for genuine connections



CWVG Joburg VIP Tasting, Strauss & Co



Immerse
yourself in the
Art of Wine.



NEDBANK



PROUD PARTNERS

Nedbank Cape Winemakers Guild Showcase in Johannesburg

Wednesday, 28 August 2024 | 18:00–21:00 | 135 Rivonia Road, Sandown, Sandton – Nedbank Atrium







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Buitenverwachting Wine Estate

14:00 to 18:00 | R650pp

**SUN 20
FEB 2022**



Vilafonte x
Daytona
Experience



Vilafonte x Daytona
Experience

Vilafonte x Daytona Experience



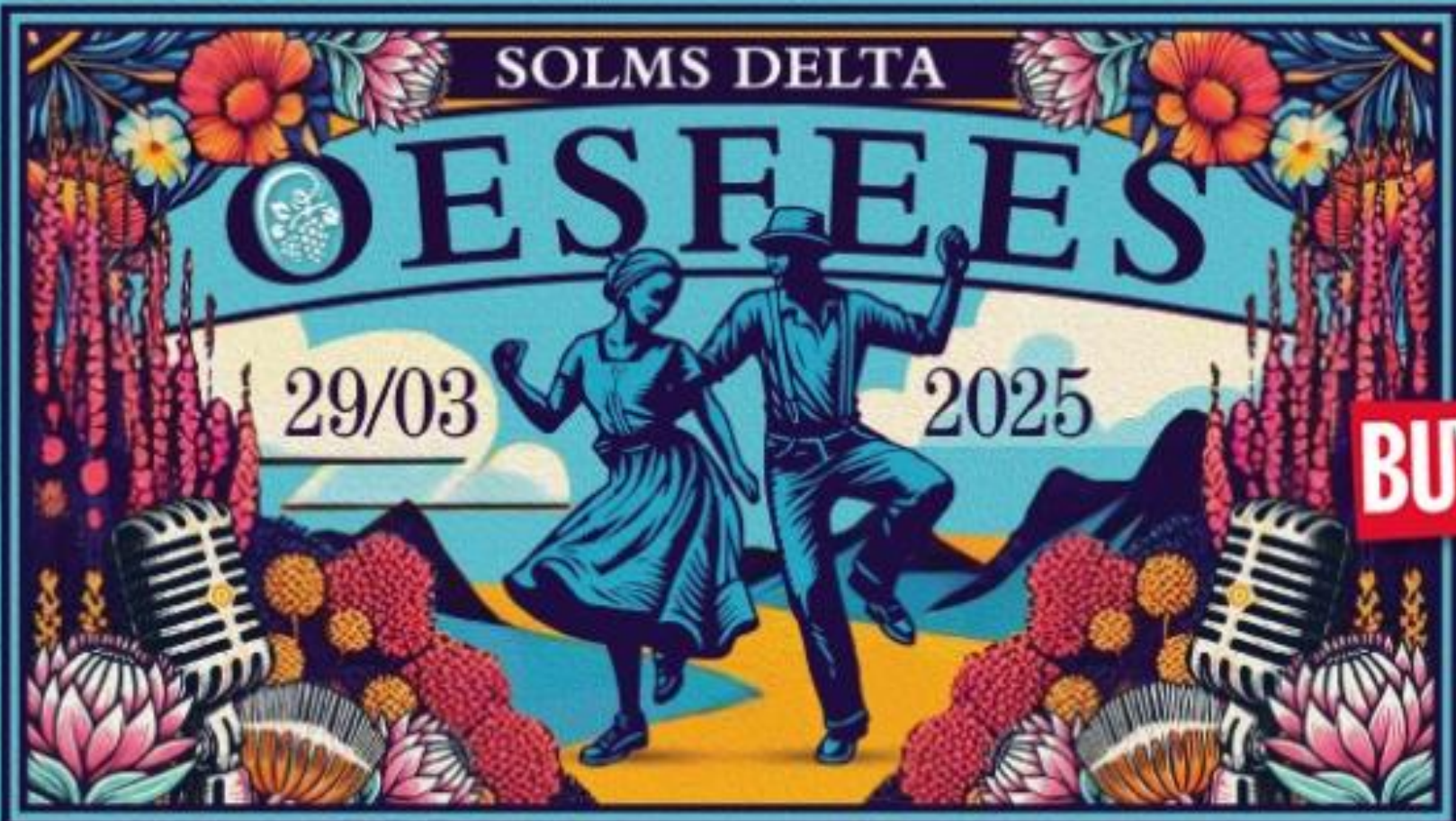
Future trends in wine tourism events

Wellness & wine retreats



Future trends in wine tourism events

Heritage, culture & storytelling festivals



The poster features a central illustration of a man and a woman in traditional attire dancing on a yellow path. The background shows a landscape with mountains and a sunset. The illustration is framed by a decorative border of various flowers, including proteas and daisies. At the top, the text 'SOLMS DELTA' is written in a serif font. Below it, 'OESFEES' is written in a large, stylized serif font. The date '29/03' is on the left and '2025' is on the right, both in a serif font. Two vintage microphones are positioned on either side of the dancing couple.

SOLMS DELTA
OESFEES
29/03 2025

29 MARCH 2025
Solms-Delta Wine Estate,
Delta Road, R45,
Franschhoek

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 **SOLMS DELTA**
WINE ESTATE
Franschhoek, 7680

TICKETS AVAILABLE VIA:
plankton



Immersive, multi-sensory events



Contact me

Get in touch through multiple channels for inquiries.



www.annarethbolton.co.za



annareth@gmail.com

Instagram

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