



# The 8th Annual Wine Tourism Conference

"A Business Case for Wine Tourism"

Lanzerac Wine Estate

30 May 2024

Programme Director: **Africa Melane**

<b>08:00</b>	<b>Registration</b> Tea, Coffee and Snacks
<b>09:00</b>	<b>Introduction</b> Africa Melane, Programme Director
<b>09:05</b>	<b>Welcome</b> Margi Biggs, MD Specialized Tours & Events / Conference Convenor
<b>09:10</b>	<b>Opening Address</b> Wrenelle Stander, WESGRO CEO
<b>09:30</b>	<b>Keynote Address: A Business Case for Wine Tourism</b> Paul Wagner, Marketing and Wine Tourism Specialist / Napa, USA
<b>10:15</b>	<b>Show Us the Money – Optimising sustainable profits from wine tourism</b> Peter McAtamney, Founding Principal of Wine Business Solutions, Australia
<b>10:45</b>	<b>Tea</b>
<b>11:15</b>	<b>Tourism and Wine Partnership</b> Francois Rautenbach, Principal, Agile Minds
<b>11:35</b>	<b>Principles to Create a Successful Wine Tourism Business</b> Xania van der Merwe, Custom Insight Specialist
<b>12:05</b>	<b>Wine Tourism = Profit</b> Mike Ratcliffe, Chairman, Stellenbosch Wine Route
<b>12:45</b>	<b>Lunch</b>
<b>13:45</b>	<b>Lifetime Value of a Tasting Room Conversion</b> Eric Matkovich, Founder & Director of CellarX
<b>14:15</b>	<b>How the Wine Industry can contribute to localisation to create more jobs</b> Eustace Mashimbye, CEO, Proudly SA
<b>14:30</b>	<b>Delta Airlines Perspective - Effect of Easy Air Access on Wine Tourism</b> Kevin Campbell, Account Manager, Delta Air Lines
<b>14:45</b>	<b>The Business Case for the Winelands Airport as it affects Wine Tourism</b> Mark Wilkinson, Director, Cape Winelands Airport
<b>15:00</b>	<b>WORKSHOPS</b> Tourism Creates Wine Sales Maximising Cellar Door Sales It's Your Team that Drives Sales Understanding and Targeting the Domestic Travel Market
<b>16:00</b>	<b>Report back from Workshops</b> Chantal Botha, Paul Wagner, Marisah Nieuwoudt, Andre Morgenthal
<b>16:30</b>	<b>Wine Tasting</b> Sponsored by Stellenbosch Wine Routes