



Future Trends in Wine Tourism

South Africa Wine Tourism Conference

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- **Tourism Development**, Winemakers' Federation of Australia & SA Tourism
- **Recipient**, Winston Churchill Fellowship investigating wine tourism innovation; WCA Best Wine Educator 2023
- **International Speaker**, International Wine Tourism Conferences, Ship Compliant (USA), Bragato & Chardonnay Symposium (NZ), Wine Tourism Conference (South Africa)
- **Presenter & Creator**, Wine Australia's *Growing Wine Tourism* Program
- **Management Roles**, Adelaide Hills Wine, Jacob's Creek Visitor Centre, The Australian Wine Club
- **Organiser**, Wine Industry IMPACT Conference, Australia; Cape Winelands Wine Tourism Study Tours
- **SA Chapter Member**, Wine Communicators of Australia
- **Publications**, *Wine Tourism Uncorked*, *The Wine Tourism Toolkit – Australia & South Africa*, *Harnessing the Potential of Wine & Food in Australia 2020*
- **Industry Articles**, Wine Business Magazine, Meiningers Wine Business International, 'The Juice' – Wine Tourism Australia
- **Soon-to-be Author**, Australia's Best Cellar Door Guide



Challenging times require

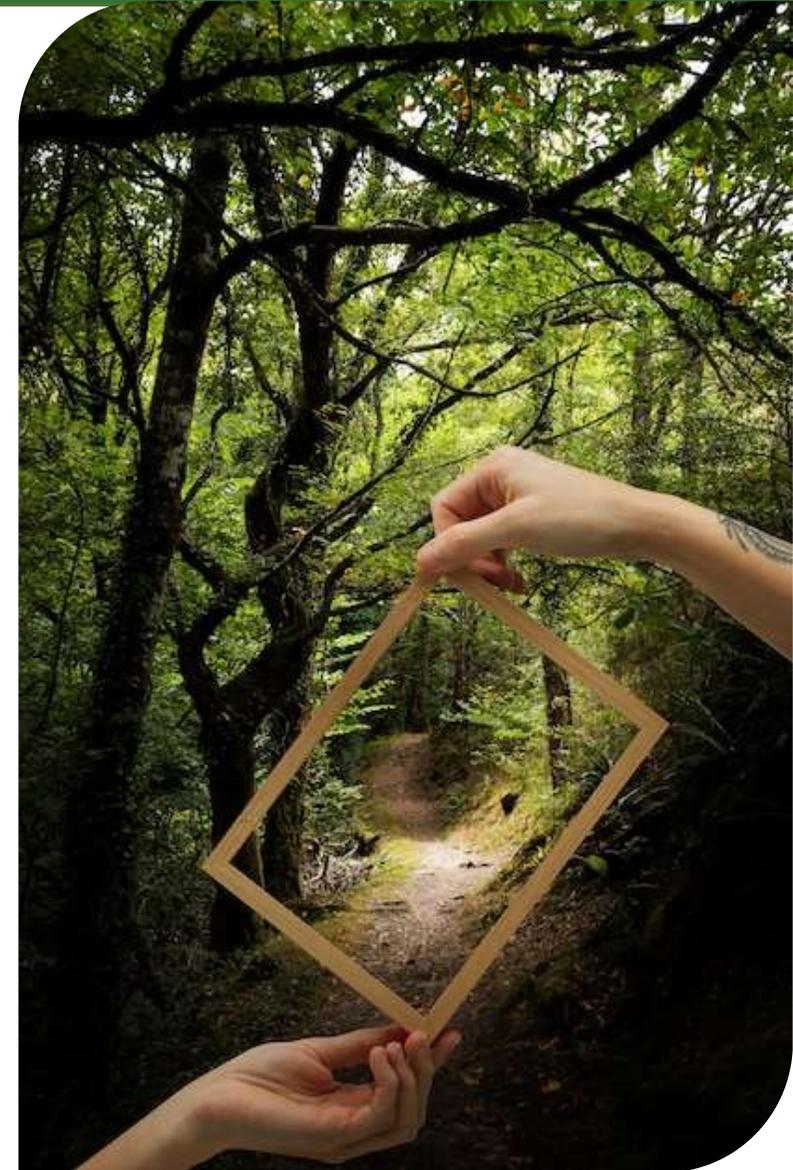


Travel trends mirror consumer behaviour



1. Changing priorities and values

- Real experiences
- Meaningful travel
- Reconnection with nature and land
- Nostalgia
- Cultural connection
- Return to familiarity
- Backlash against overtourism



2. Digital Transformation

- Custom itineraries
- Flexibility
- Social media influence
- Virtual storytelling
- Low touch journeys



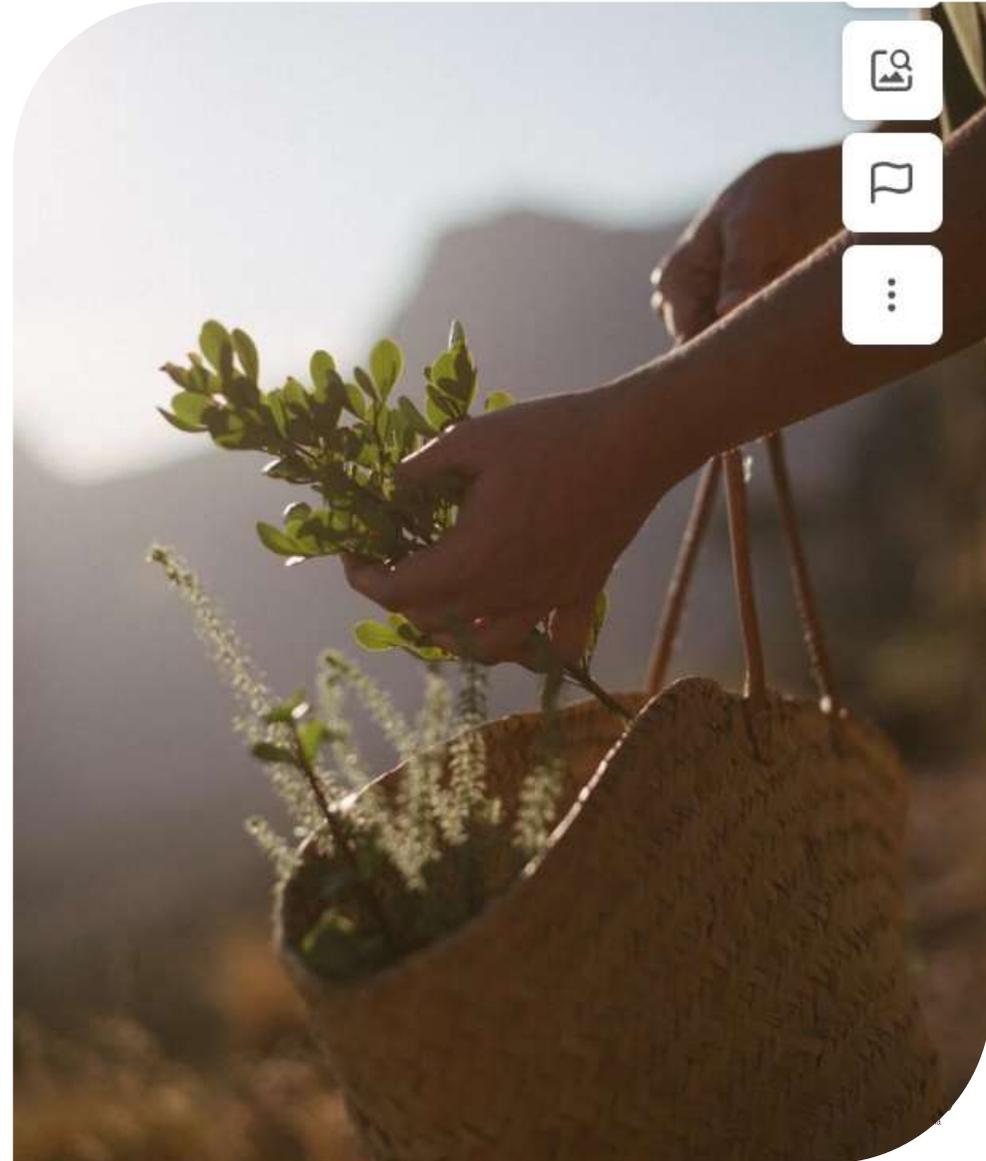
3. Health & Wellness

- Emphasis on wellbeing – physical and mental
- Moderation in all things
- Desire to disconnect
- Indulgence without the guilt



4. Sustainability & Purpose

- Ethical consumption
- Environmental impact
- Support for local communities
- Agri-tourism
- Regenerative tourism



Case Study: Petaluma, Adelaide Hills

From Saddle to Cellar

- **Price:** From \$185 - \$450pp; 1 hour horse ride + tasting
- **Target market:** Nature/Equestrian interest. Aligned with the premium Petaluma and Croser brands. Predominantly female audience 28-54yo.
- **Why it was developed:** Untapped market for horse experiences in the Adelaide Hills region with a unique backdrop. Alignment with high profile/respected tourism provider (Olympic Medalist & World Champion equestrian). Drive awareness and increase visitation.
- **Success metrics:** 500+ guests in first 3 months since launch, a growth rate of over 700% against budget. Highly positive feedback that has driven Petaluma to expand their offer to 3 sessions per day and fast track infrastructure to accommodate large groups.
- **Sustainability:** While experiencing the brands estate and vineyards on horseback, the site's rainwater capture and extensive solar systems are on view and discussed as part of their sustainability initiatives.



5. Personalised experiences

- Experiential travel
- Personalisation
- Immersion
- Soft education
- Value in small luxuries



Case Study: Hardy's Tintara, McLaren Vale



Case Study: Hardy's Tintara

Dining in the Dark: A Sensory Experience

- **Prices:** From \$125 - \$145pp
- **Target market:** Aligned with the premium Hardys Icon products. Predominant audience 35-54yo.
- **Why it was developed:** Talkable educational fun experiences in McLaren Vale in a private VIP space. Drive awareness and increase visitation.
- **Success metrics:** 150+ guests in first 12 months since launch; new revenue stream that represents 40% of budgeted experience revenue. Highly engaged feedback that is driving us to develop further experiences with a competitive component to the blind tasting.



Create experiences for specific audiences



Audience: Luxury Travellers

- Exclusive and bespoke experiences
- Wellness and restorative travel
- Slow travel and under-the-radar destinations



Audience: Female Travellers

- Safety, empowerment, connection
- Wellness and self-care escapes
- Social and shareable experiences



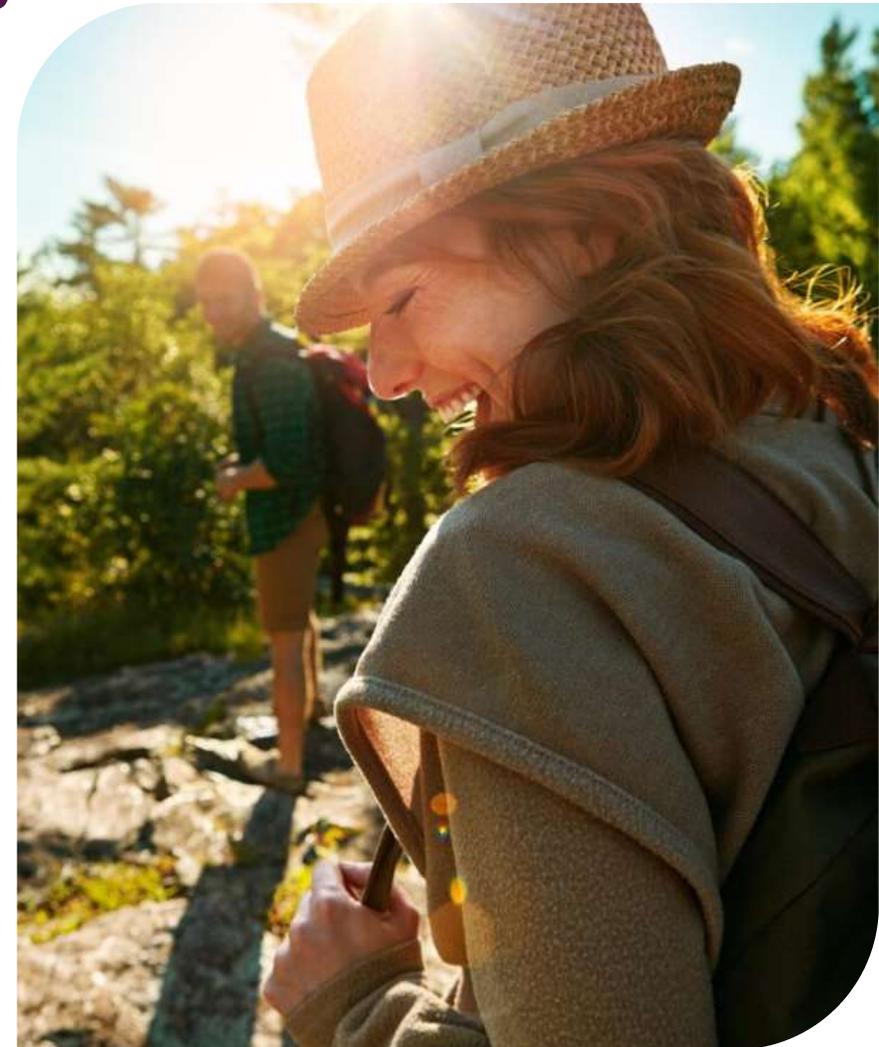
Audience: Multi-Generational Family Groups

- Multi-activity destinations
- Agritourism and hands on learning
- Self contained stays
- “Families that play together stay together”



Audience: Eco-Conscious Younger Travellers

- Regenerative and ethical travel
- Authentic and off the beaten path destinations
- Digital integration and flexibility



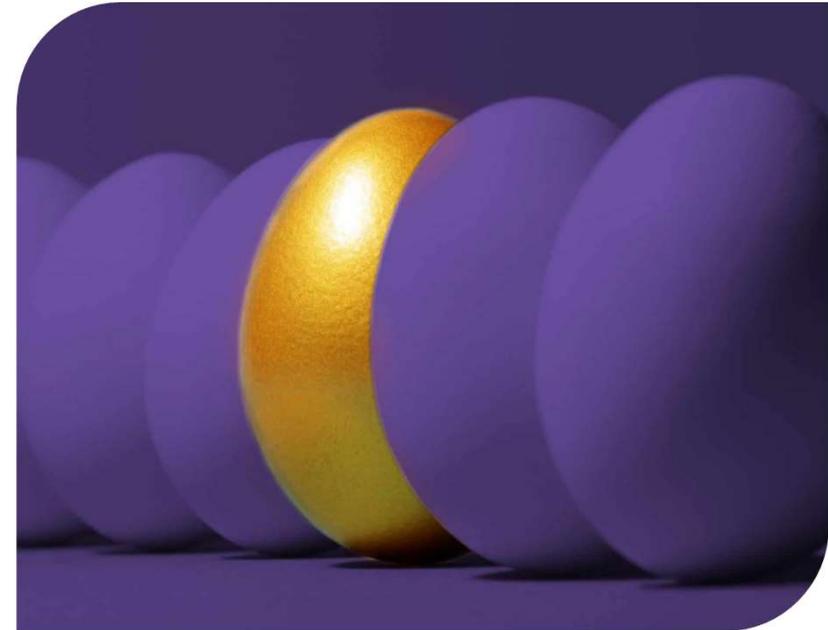
Audience: Culinary travellers

- Food and wine pairing experiences
- Provenance and story telling
- Festivals and seasonal events
- Cultural connection with food and beverage



Key Takeouts - Focus

1. Leverage current travel trends.
2. Know your audience and design experiences around their preferences.
3. Incorporate wellness into experiences – packages / conscious dining, etc.
4. Offer interactive experiences and value driven offerings.
5. Embrace sustainability and utilise technology.
6. Create memorable moments that feel familiar as an antidote in uncertain times.





Thank you!

We help wineries sell more wine, to more people, more often for more profit.



Wine Tourism Development

- DTC sales planning and onsite consultation
- Experience design and implementation
- Inspirational wine tourism study tours

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VIN
TUITION
INNOVATIVE TRAINING
FOR CELLAR DOOR STAFF

Cellar Door Staff Training

- Practical service skills
- Relationship selling skills
- Team management
- Operational management
- Independent evaluation