



WINE TOURISM

SOUTH AFRICA

2026

CONFERENCE PARTNERSHIP PROSPECTUS

CAVALLI ESTATE | STELLENBOSCH | 19–21 MAY 2026

WINETOURISM.CO.ZA

2025 PARTNERS



Celebrating 10 Years of Wine Tourism Excellence

WELCOME TO THE 10TH ANNIVERSARY EDITION

For a decade, the Wine Tourism Conference has been the premier platform connecting wine estates, tourism leaders, hospitality pioneers, and global experts. From strategy to storytelling, and sustainability to sales, the Wine Tourism Conference is where the future of South African wine tourism is shaped.

In 2025, the 9th Annual Wine Tourism Conference welcomed 135 industry leaders, including senior decision-makers from 26 wine estates, 6 major wine routes, and 9 industry associations, alongside luxury hospitality providers. With a Net Promoter Score of +90, the Conference has proven to be one of the most trusted and impactful gatherings in the sector.

2026 marks our milestone 10th Anniversary Edition - bigger, bolder, and designed to create unprecedented value for our partners.

WHY PARTNER WITH US?



VISIBILITY:

Amplify your brand across South Africa's premium wine and tourism network



NETWORKING:

Access senior decision-makers, investors, entrepreneurs, and hospitality leaders



COLLABORATION:

Serves as a gateway to future partnerships with other influential delegates and key players



THOUGHT LEADERSHIP:

Position your business as a thought-leader aligned with industry innovation



IMPACT:

Show your commitment to sustainability, community upliftment, and responsible tourism



AUDIENCE SNAPSHOT

135

**DELEGATES
WITH 250
EXPECTED IN
2026**

81%

**SENIOR
DECISION-MAKERS
/ OWNERS**

Representatives from Stellenbosch, Franschhoek, Durbanville, Wellington, Swartland & Hemel-en-Aarde wine routes

MEDIA REACH

70k IMPRESSIONS

56k+ UNIQUE TOUCHPOINTS IN 6 MONTHS

26

**RENOWNED
WINE ESTATES**

9 leading industry associations

Including SA Wine, WOSA (Wines of South Africa) **OIV** (International Organization of Vine and Wine), **SA Brandy, Sustainability Institute, Stellenbosch University, Wesgro** (Official tourism, trade and investment agency for Western Cape), **Western Cape Government Department of Economic Development & Tourism, & Visit Stellenbosch**

Engaged B2B audience: half of LinkedIn visitors are founders or consultants

2025 HIGHLIGHTS



GLOBAL INSIGHTS:

Robin Shaw (Wine Tourism Australia), Andrew Kamphuis (Commerce7), Deborah Fox (Fox Browne Creative), Niall Anderson (&Beyond)



DYNAMIC AGENDA:

From revenue diversification to customer-centric culture and sustainable experience design

“Insightful and worth the money”



EXCEPTIONAL EXPERIENCE:

Hosted at Lanzerac Estate with rave reviews on venue, food, and programming

“The information I didn’t know I needed”

“A great place for networking”



2026 PARTNERSHIP OPPORTUNITIES

We've developed a tiered partnership structure to suit a range of partners, ensuring strong ROI and measurable brand impact. Packages include:



PLATINUM PARTNER

exclusive top-tier visibility and speaking slot



GOLD PARTNER

premium branding and networking access



SILVER PARTNER

high-impact presence across conference collateral

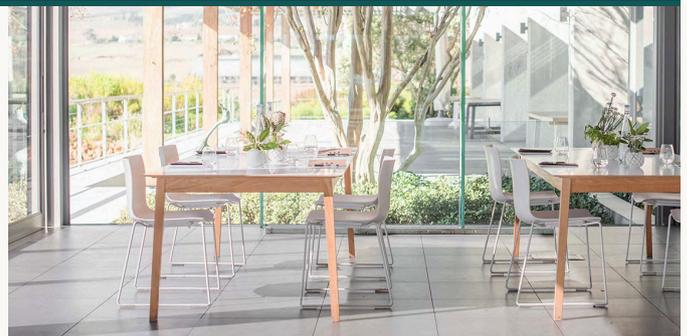
CUSTOMISED ACTIVATIONS ARE AVAILABLE TO TAILOR YOUR BRAND PRESENCE

Including: Wine tastings, digital showcases, venue branding, delegate gifts, pre-conference Cavalli Art Tour, drinks & networking session on day 1 or day 2, lunch on day 1 or day 2, coffee, entertainment, or accommodation.

2026 VENUE: CAVALLI ESTATE



Renowned as one of Stellenbosch's most contemporary and sustainable wine destinations, Cavalli Estate will host the 10th Anniversary Conference. With breathtaking views, state-of-the-art facilities, and a deep commitment to sustainable luxury, Cavalli provides the perfect stage for global industry leaders.



BE PART OF THE NEXT CHAPTER

The Wine Tourism Conference is not just an event – it's a movement driving the future of South African wine tourism.

BY PARTNERING WITH US, YOUR BRAND WILL:



REACH A **CURATED AUDIENCE** OF DECISION-MAKERS AND THOUGHT-LEADERS



GAIN MEDIA VISIBILITY ACROSS WINE TOURISM, TRAVEL, & LIFESTYLE CHANNELS



CONTRIBUTE TO AN INDUSTRY THAT CELEBRATES INNOVATION, SUSTAINABILITY & COMMUNITY

MEANINGFUL CONNECTIONS FOR LONG TERM GROWTH AND MEASURABLE **RETURN ON INVESTMENT.**



DETAILED PARTNERSHIP TIERS

BENEFIT	PLATINUM PARTNER R250,000	GOLD PARTNER R175,000	SILVER PARTNER R125,000
Category Exclusivity	✓		
Logo in prime position on all event branding	✓	✓	✓
Prominent branding on full conference days	✓		
Premium activation space in the Experience Zone	✓	✓	✓
Partner logo & contact link in post-event report	✓	✓	
Complimentary VIP tickets	✓	✓	✓
Reserved seating at the VIP dinner	✓	✓	✓
20-minute keynote or panel moderation	✓		
Exclusive pre-event interview/ feature article	✓	✓	
Branded delegate gift item in all bags	✓	✓	✓
Dedicated social media campaign	✓	✓	✓
Press Release inclusion	✓	✓	✓

Next steps

We'd love to discuss how we can tailor a package to meet your objectives.

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Let's raise a glass to 10 years of Wine Tourism Excellence - and shape the next decade together.

