



Wines of  
**South  
Africa**

welcome to our world of discovery



**SOUTH AFRICA WINE**

*discover diversity in a glass*



agricultural business chamber

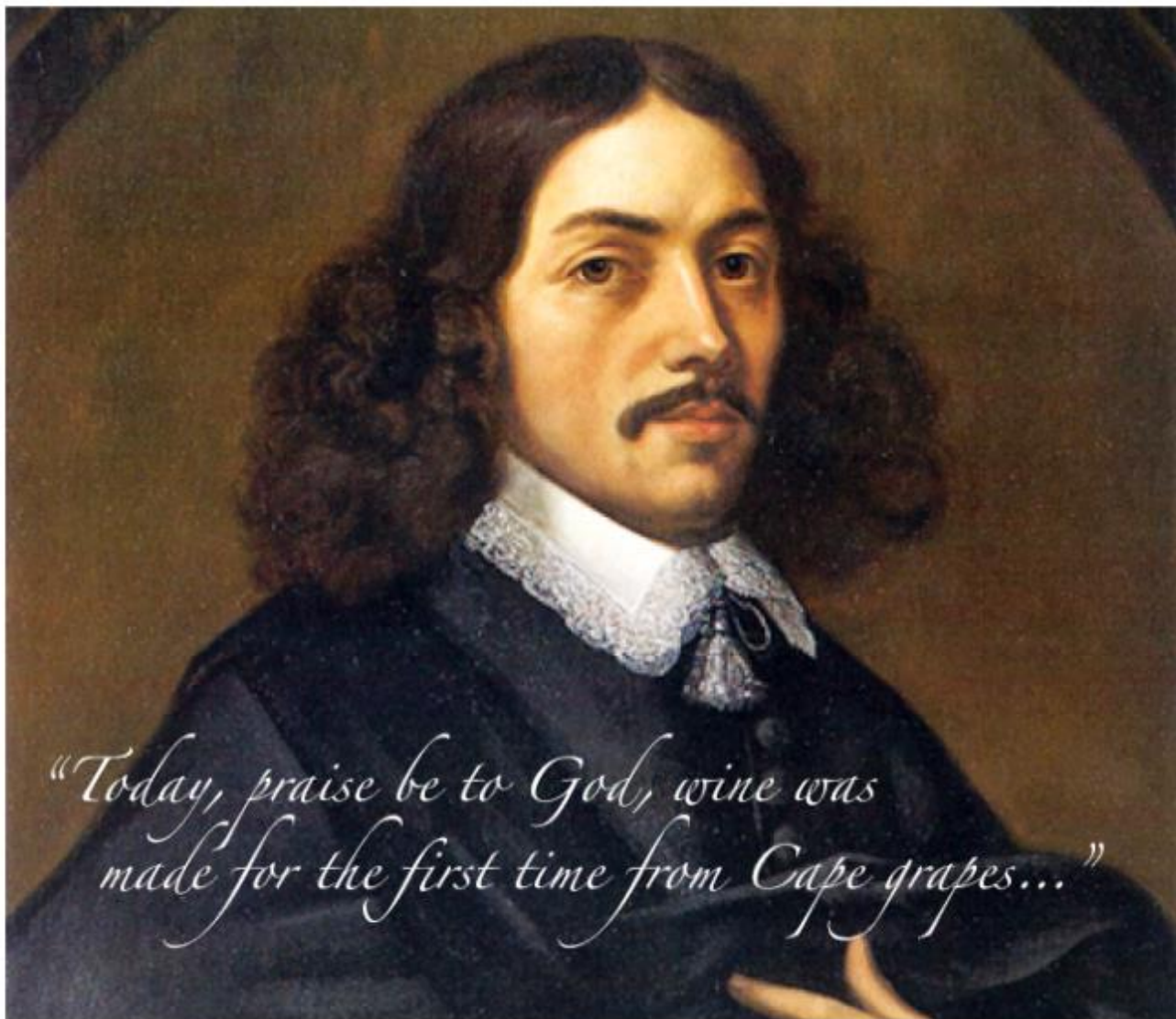
the way to prosperity



- Africa
- Canada
- Germany
- China
- Hong Kong
- Japan
- Sweden
- The Netherlands
- UK
- USA

Markets

[www.wosa.co.za](http://www.wosa.co.za)



Jan van Riebeeck's famous diary entry of 2 February 1659



1688 – French Huguenots



Mid-1700s – Our wine was famous in the courts of Europe

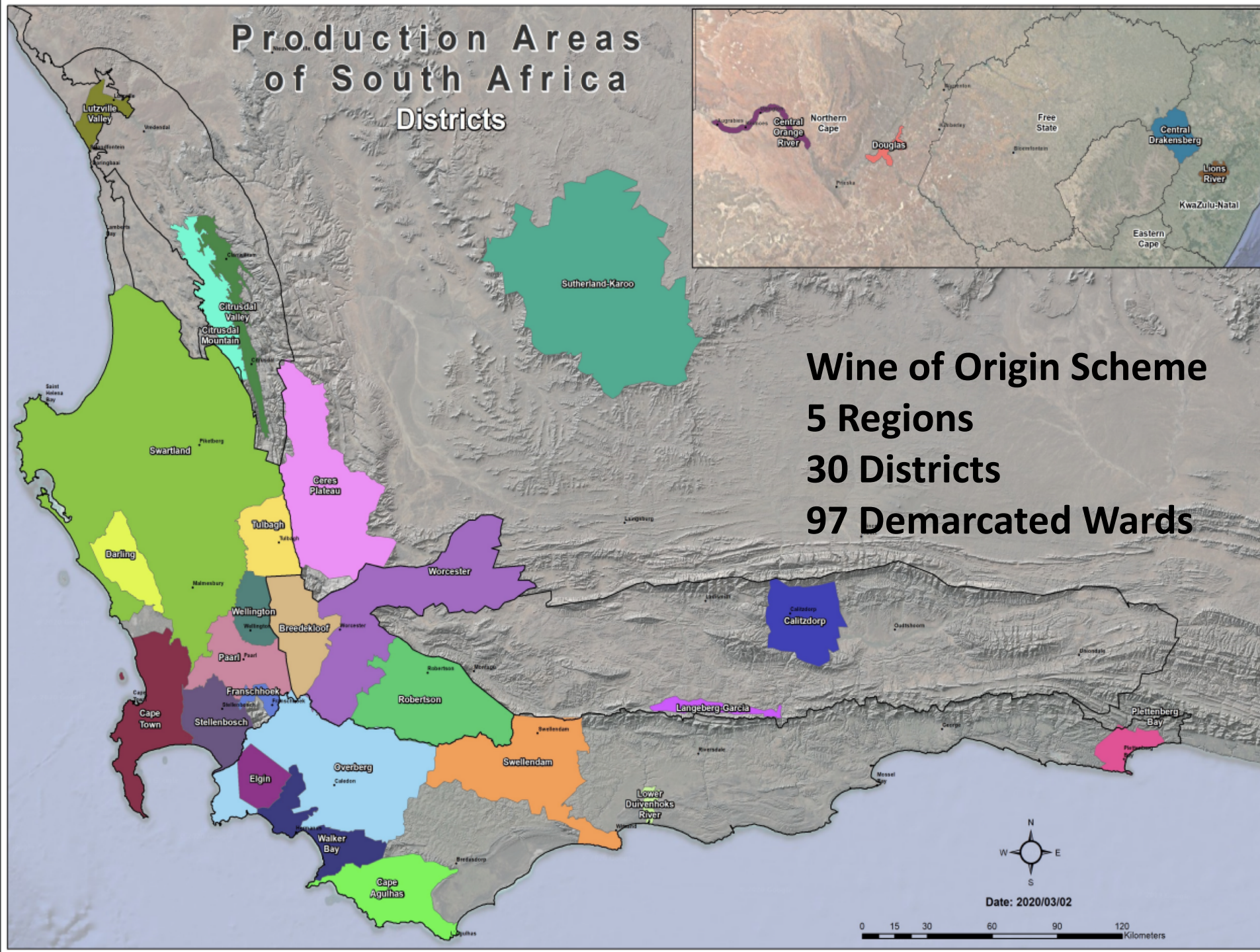


South Africa ranks as number nine in the overall volume production of wine, producing approximately 3.6% of the world's wine.

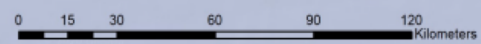
# Production Areas of South Africa Districts



**Wine of Origin Scheme**  
**5 Regions**  
**30 Districts**  
**97 Demarcated Wards**



Date: 2020/03/02



# WINE TOURISM 2022 FULL RECOVERY & GROWTH



Wine tourism represents

**17,3%**

of the total turnover of wine cellars that crush grapes



**R9,3 billion**

contribution to GDP



**9,174 to 11,102**

jobs created at farm gate depending on the season.



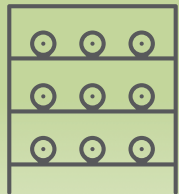
**40,108**

jobs created directly, indirectly and induced

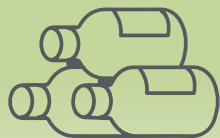


# ECONOMIC VALUE OF WINE TOURISM IN SA 2022

## WINE TOURISM SHARE OF TOTAL TURNOVER – BY WINERY SIZE



**Mega**  
>R300mn



**Large**  
>R170mn to  
<R300mn



**Medium**  
>R50mn to  
<R170mn



**Small**  
>R10mn to  
<R50mn



**Micro**  
<R10mn



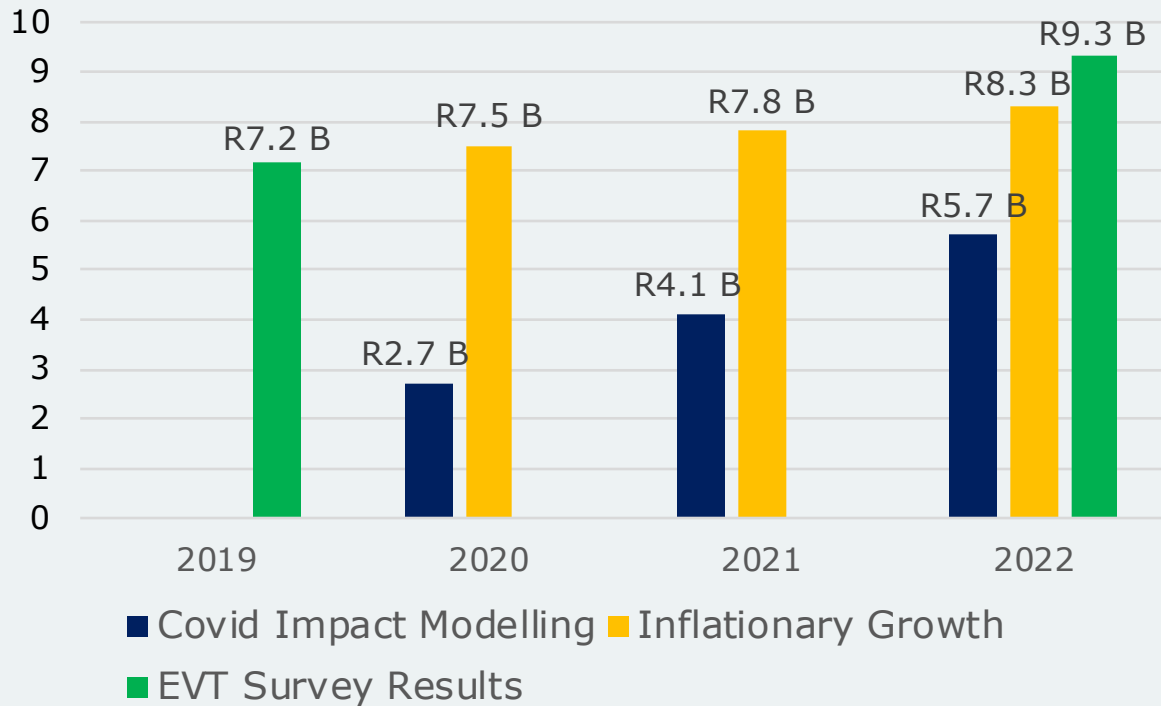
% of SA Wine Cellars



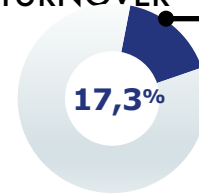
Wine tourism share of total turnover

# WINE TOURISM MAKES A STRONG RECOVERY IN 2022

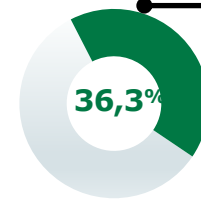
## ECONOMIC VALUE OF WINE TOURISM 2022



## WINE TOURISM % OF TURNOVER



**Wine tourism** represents **17,3%** of the total turnover of wine cellars that crush grapes



**Micro wine cellars** (total turnover of less than R10mil) are most dependent on wine tourism with **36,3%** of their total turnover consisting of **wine tourism activities**

# PARTNERS



...and many more!



**Accolades**

IWSC | Robert Parker | Wine Spectator | IWC | Decanter



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