



# Beyond the Glass: South African Wine Experiences

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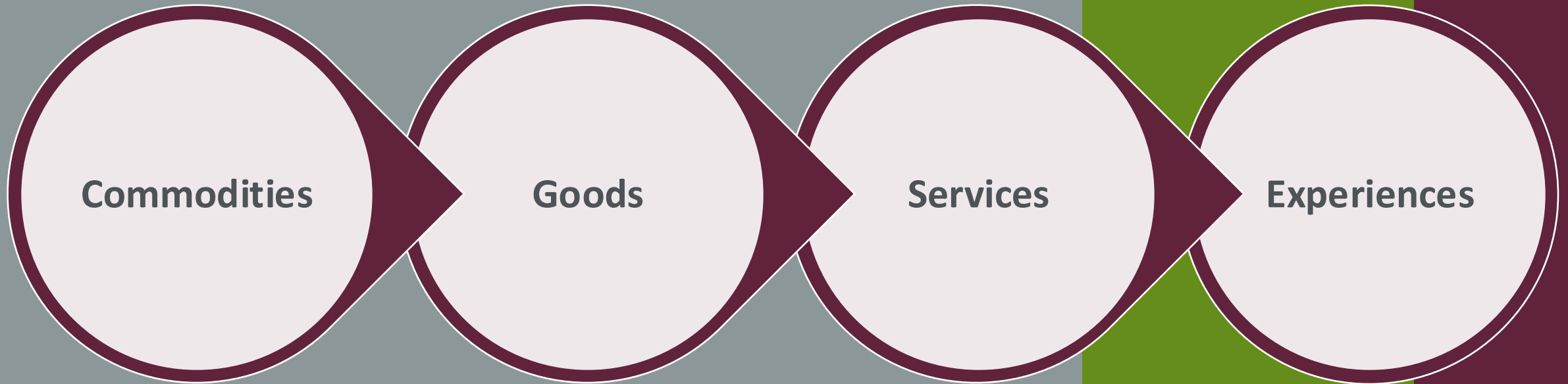


# Four stages of economic progression

(Pine & Gilmore, 2001)

...economic value moved from a service-oriented approach to one centered on the consumer & their desire for memorable & enjoyable experiences

(Pine & Gilmore; 2011)





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Visitors aren't just buying wine or a meal;  
they're seeking immersive, authentic, &  
memorable encounters with place,  
**culture, & people**

(Quadri-Felitti & Fiore, 2012)

Wine & food creates multisensory, &  
engaging experiences (Carvalho et al., 2023)  
stimulating taste, smell, touch, sight, &  
hearing (Brochado et al., 2021), as well as natural  
landscapes, heritage architecture,  
vineyards, cellars, & people (Charters, 2006)  
**[critical for memorability]**



Experiences are described as private events that are not self-generated but occur in response to a "**staged situation**" & involve the customer's entire being (Pine & Gilmore, 2011)

Staging is the comprehensive, thematic design & execution of the 4Es to enhance the customer's experience.

# 4E's framework

(Pine & Gilmore, 2011)

## Entertainment

passive attitude & absorption by the environment.  
(live music, performances, art exhibitions)

## Education

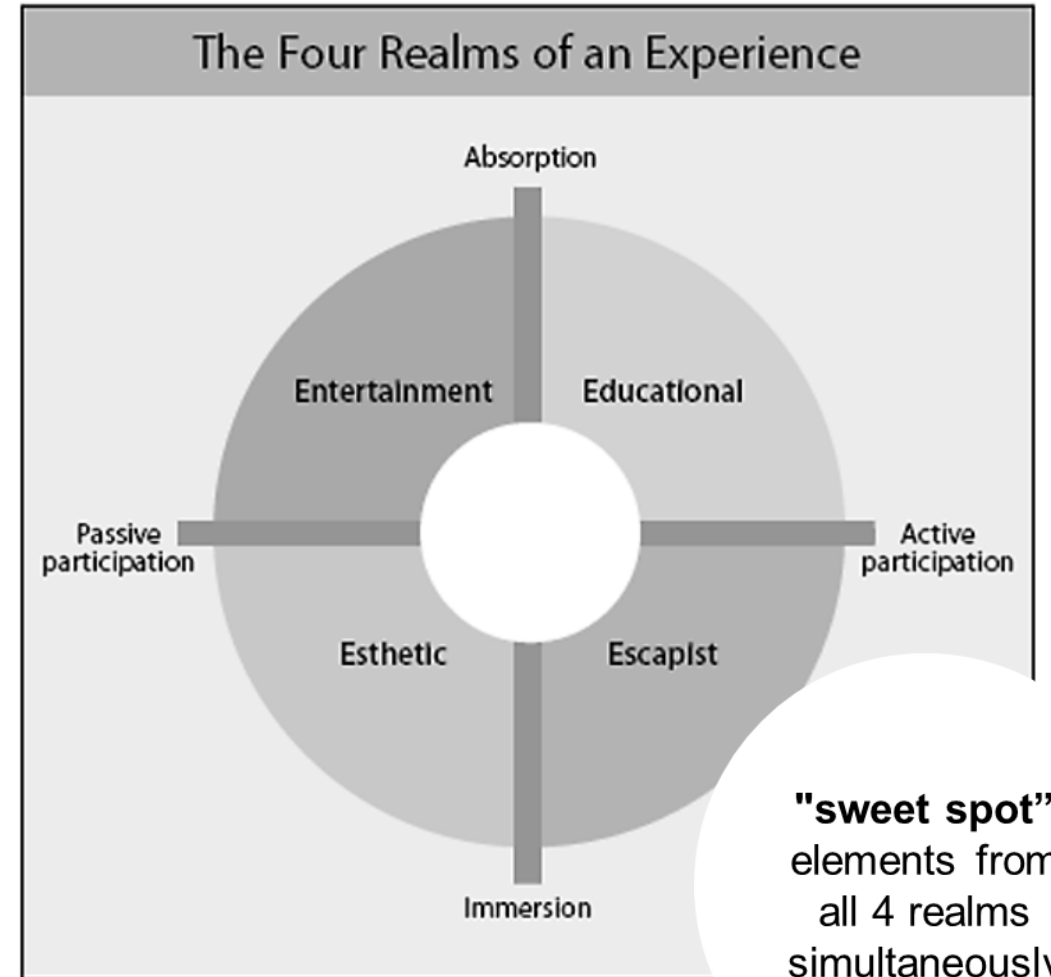
active participation & absorption, where tourists enhance their knowledge or skills.  
(guided tours, wine blending)

## Esthetic

passive participation & immersion in a sensual environment, where visitors are enriched by the visual & sensory aspects of the destination.  
(landscapes, mountains, vineyards)

## Escapism

active participation & immersion, allowing tourists to become engrossed in a different time or place.  
(grape harvesting, vineyard tours, picnics)



**"sweet spot"**  
elements from  
all 4 realms  
simultaneously

# Wine Experience

Wine tasting & buying

Wine tasting in restaurants

Relaxation

Socializing with friends

Enjoying the rural environment & vineyards

Enjoying the day outdoors

Tour of the winery

Becoming familiar with wine production

Learning about wine

Visitor experience of other attractions & activities

***Food & wine tourism offers immersive, multisensory, & culturally rich experiences that go beyond physical sustenance.***

***Wine is central, carrying hedonic value & deep connections to place, history, & heritage*** (Pivac, 2012)

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# Growing good *in every way*

- Wine tastings (classic, premium, chocolate & wine pairings)
- Farm-to-table dining (wine & food pairings) at Vadas Smokehouse & Bakery & Spier Hotel Restaurant
- Art exhibitions & collections across the estate
- Segway vineyard tours, bird-of-prey conservation center, & wellness offerings
- Family-friendly picnics & outdoor spaces

# Theoretical frameworks



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Framework	Core Idea	Key Concepts & Insights
<b>Kotler's Atmospherics</b> (Kotler, 1973)	Design of physical environment to evoke desired emotional responses & influence buying	<ul style="list-style-type: none"><li>• Multisensory cues: lighting, sound, scent, colour, texture</li><li>• Environment as a marketing instrument</li><li>• Congruence between environment &amp; brand positioning is essential</li></ul>
<b>Schmitt's Experiential Marketing (SEMs)</b> (Schmitt, 1999)	Shift to holistic experiences to satisfy sensory, emotional, cognitive, physical, & social needs	<ul style="list-style-type: none"><li>• Sense – engage all five senses.</li><li>• Feel – evoke emotions</li><li>• Think – stimulate curiosity &amp; learning</li><li>• Act – encourage participation, bodily activity</li><li>• Relate – build social identity &amp; connection</li><li>• Integration is key to a memorable experience</li></ul>
<b>Neuromarketing &amp; Sensory Psychology</b> (Krishna, 2012; Shepherd, 2015)	Sensory input activates emotion & memory centres in the brain	<ul style="list-style-type: none"><li>• Sensory stimuli processed in areas of brain linked to emotion &amp; memory - multisensory experiences create stronger memories &amp; loyalty</li><li>• Positive emotions boost recall, increase revisit &amp; recommendation intentions</li><li>• Stories with sensory language activate brain regions linked to real perception</li></ul>

## *Storytelling*

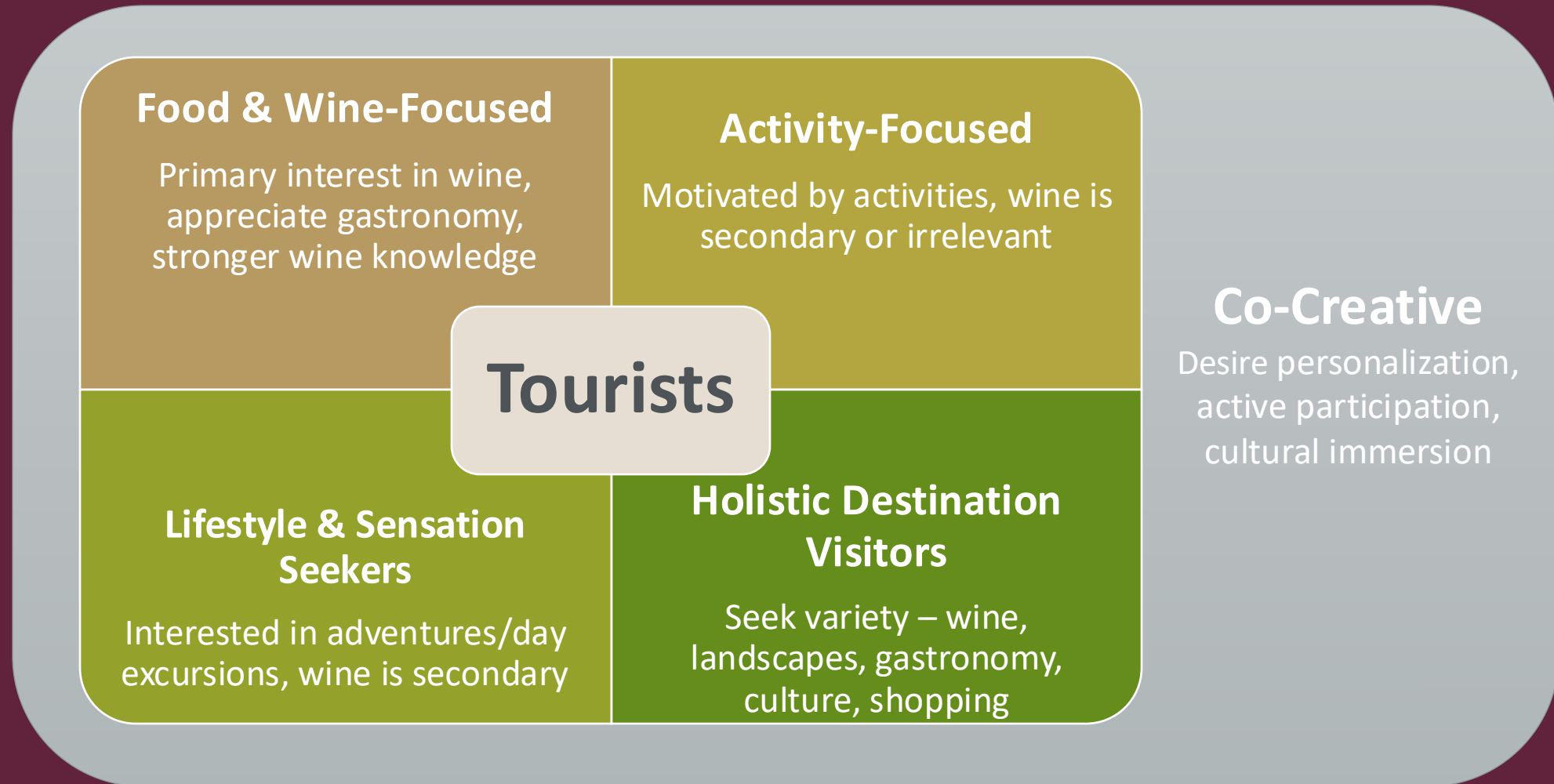
*Conveying truthful & authentic information & values through a narrative format that resonates emotionally with the audience*

*Grounding strategies in these theories means moving from selling products to orchestrating journeys that engage sight, smell, taste, touch & hearing in service of a meaningful story*

***But who is the audience??***

# Segmenting our visitors to create greater perceived value

(Carvalho et al., 2021)



# *And how do our stories resonate with their needs?*

## *Storytelling*

*Conveying truthful & authentic information & values through a narrative format that resonates emotionally with the audience*

*Grounding strategies in these theories means moving from selling products to orchestrating journeys that engage sight, smell, taste, touch & hearing in service of a meaningful story*

## *But who is the audience??*

# Food & Wine-Focused Tourists

(Carvalho et al., 2021)



Join the Momberg Family for an exciting **Middelvlei Wine Blending Experience** & become part of the Middelvlei wine-making team! This unique experience allows you to create a personalized bottle of your own wine to take home. You will receive a selection of blending components with the challenge to create your own blend.

The Middelvlei Wine Blending Experience is designed as an activity for two, with the blending kit making a single bottle of wine to take home. Additional bottles can be made up with personalised labels & delivered at an extra charge.



# Food & Wine-Focused Tourists

(Carvalho et al., 2021)



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# Activity-Focused Tourists

(Carvalho et al., 2021)

STELLENBOSCH








FRANSCHHOEK



CAPE TOWN

CAPE PENINSULA



 Distance 12km	 Duration Full Day	 Difficulty 🚲 🚲 🚲 🚲 🚲	 Age Limit 16 and up	 Location Stellenbosch	 Lunch For your account	 Tour Stops 3
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## STELLENBOSCH VINEYARD MEANDER ©

Uncover the charm of Stellenbosch's renowned wine region on our Vineyard Meander - a six-hour guided cycling journey through three stunning vineyards. Marvel at the sweeping views, savour delicious wine tastings at each stop, and enjoy a delectable à la carte lunch at a scenic wine estate. This is an opportunity to immerse yourself in the beauty and flavours of the Stellenbosch Winelands on this unforgettable adventure.

**R 1395** Per person

### CALENDAR

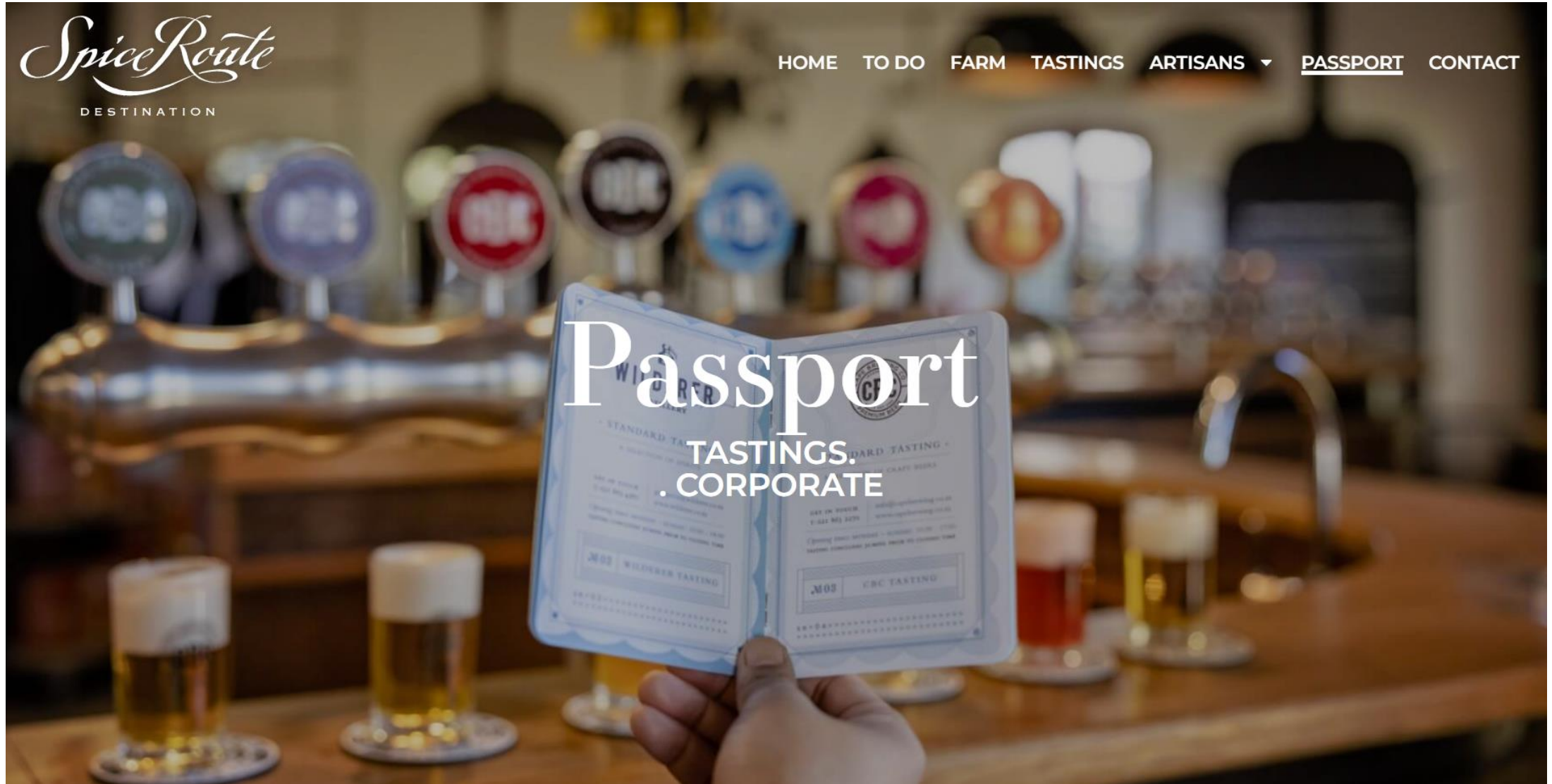
● Available ● Sold Out - click to see available tours

September 2025

Mon	Tue	Wed	Thu	Fri	Sat	Sun

# Lifestyle & Sensation Seekers

(Carvalho et al., 2021)



# Lifestyle & Sensation Seekers

(Carvalho et al., 2021)



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## THRILL-SEEKING WINE LOVERS AND SHARK CAGE DIVING TOUR

### Thrill-Seeking Wine Lovers: Your Ultimate Cape Town Adventure

Embark on an unforgettable adventure that combines the thrill of shark cage diving with the indulgence of a Constantia wine route tour. Dive into the depths of False Bay to encounter majestic sharks, then savour world-class wines in the picturesque Constantia region.

<https://sharkdivingcapetown.co.za/>

# Holistic Destination Visitors

(Carvalho et al., 2021)



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# Co-Creative Tourists

(Carvalho et al., 2021)

## La Motte Harvest Experience 2025

🕒 ARCHIVED PAST EVENT

👤 La Motte

TIME: 10h00

COST: From R150 pp

VENUE: 📍 La Motte Wine Estate, R45  
FRANSCHHOEK

📍 MAP

✉ VISIT WEBSITE

📅 BOOK NOW

La Motte invites guests to join the La Motte Harvest Experience and be part of the Winelands' special harvest-time joys. Share in the blessing of having a harvest, the summer beauty of the Franschhoek Valley, and the passions of the La Motte family.

## What you can expect from the La Motte Harvest Experience

One of the estate's enthusiastic and knowledgeable wine tasting ambassadors will guide you on this celebration of unique harvest traditions:

- **In the vineyard:** Enjoy an introduction to the various varieties, harvest processes and the estate's biologic farming practices. Spot the differences between the various varieties and taste the sweetness of the ripe berries.
- **In the cellar:** Experience the hand-sorting of grapes, crush, pump-overs and other cellar activities, concluded with a tasting of grape must (fermenting grape juice) from a fermentation tank. (Cellar activity will depend on the specific day's harvest action.)
- **In the tasting room:** Enjoy a tasting of La Motte's award-winning collection of wines – six wines from the La Motte Classic and Estate Collection. You can also enjoy the famous La Motte mosbolletjie as part of the tasting.
- **In the shade of the age-old oaks:** Relax in the calm ambience of the estate gardens and enjoy a beautiful harvest-inspired small plate from L'Ami Family Brasserie – with a glass of wine of course! (Only available as part of the morning edition.)



## **Sustainability & Ethical Consumption**

Increasingly value green & ethical practices  
Prioritise sustainable wine & food options  
Attract the eco-conscious market

## **Health & Wellness Focus**

Seeking healthier menu options  
Non-alcoholic pairings

# **Emerging Trends**

## **Digital Engagement**

Increasing online presence  
Mobile apps for self-guided tours  
Augmented reality (vineyard in different seasons) & virtual reality (remote engagement)

## **Multi-generational Travel**

Demand for inclusive family wine tourism  
Need for child/family friendly options

# Sustainability & ethics need example

Boschendal- <https://www.boschendal.com/>



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## OUR STORY

### Our Vision & Mission

Read more about what motivates and inspires us daily.

### Regenerative Farming

Our adoption of regenerative farming practices embodies our commitment to enriching and nurturing the soil in our pastures, orchards and vineyards. We promote biodiversity within the surrounding environment through a series of conservation initiatives.

### Workers Forum

At Boschendal, we value the views, ideas and interests of all our talented workers. Our own farm Workers Forum is an inclusive group of dedicated employees working together to improve the lives and livelihoods of everyone on the farm through active participation and open discussion.

### Careers

View available Careers and join the Boschendal Team.

### Community

Everyone benefits when we work and grow together. Boschendal is committed to cultivating lasting relationships with local communities to help them thrive by assisting with food insecurity, education, and enrichment for the youngest members of the Cape Winelands.

### Associations

Our conservation partners in the Cape Winelands work with us to protect and preserve our land through promoting good agricultural practices, collaboration, education and initiatives that benefit the people and wildlife that make up our communities within the Dwarfs River Valley and Franschhoek.

### Farm Map

At Boschendal we are driven by a purpose. We are an authentic, sustainable, working farm, dedicated to crafting exceptional experiences, preserving nature and creating memorable moments. Our regenerative farming practices ensure we leave the soil better than we found it, delivering quality products to enjoy.

# Health & wellness need example

Babylonstoren - <https://www.babylonstoren.com/>



Make a day of pampering yourself at Babylonstoren. Start with an invigorating stretch and breathe session with our resident yogi in the White Studio. Afterwards, enjoy a scrumptious breakfast at the Greenhouse Restaurant, with water buffalo yoghurt and homemade granola served alongside a tea or coffee of your choice. Spend the remainder of the day at our Hot Spa, with full use of its sprawling indoor pool, sauna, salt room and two vitality pools. Spa treatments are an optional extra and should be booked in advance to avoid disappointment. Additional refreshments and light meals from the Greenhouse Restaurant can be ordered for your own account. Indulge yourself and a loved one (or more) to a cosy spa day in the heart of winter.

Mon–Fri, 08h00–16h00

Six spaces per day

*Please ensure you arrive by 7h45 — there are roadworks in the area.*



## STRETCH, INDULGE & SPA

30 September 2025

*Every Monday to Friday until 30 September - R1000 per person*

R 1000 per person.

BACK

BOOK NOW

# Health & wellness need example

Creation - <https://www.creationwines.com/>



Article

## Return to Nature: Creation's new 'healthy & hearty' winter menu

# Mutli-generational need example

Koelenhof - <https://www.koelenhof.co.za/>



FROM R40 PER CHILD

## KOEL Kids Grape Juice Tasting

Koelenhof invites children of all ages to come and enjoy a tasting of their own! This also includes a fun, themed activity sheet to complete.

R40 - 2 Glasses of Grape Juice & 2 Treats

R60 - 4 Glasses of Grape Juice & 4 Treats

[BOOK NOW](#)

# Actioning the experience economy

## Market research tools



### Surveys & visitor feedback

- Quantitative data on visitor preferences, satisfaction & suggestions
- Direct insights into needs & areas for improvement

### Online reviews & social listening

- Analyse Trip Advisor, Google reviews & social media comments
- Text analytics can detect patterns

### Web analytics

- Track website & social media engagement to infer interest

### Benchmarking

- Compare against competitors & international best practices
- Helps identify product features your site might need to stay competitive

## Segmentation approaches

### Demographic

- E.g. age, income, origin etc.
- Different experiences for different demographic profiles

### Psychographic

- E.g. lifestyle, interests, values
- Identifying visitor motivations allow for tailored experiences

### Behavioural

- E.g. loyalty & spending behaviour
- Repeat visitors have different needs & might be willing to spend more

### Mix of the above

- Using a mix allows for the tailoring of products (experiences) that meets the need of each segment

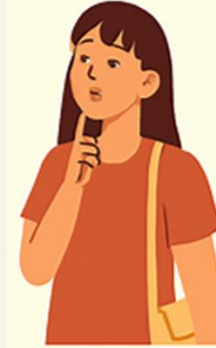


# Who do you cater for?



**WINE  
LOVER**

Seek in-depth learning  
(terroir, production)  
Critical perspective  
Buy locally



**WINE  
CURIOUS**

Open to learning, casual  
tasting  
May or may not purchase  
locally



**WINE  
INTERESTED**

Visit wineries, enjoy  
tastings  
Often purchase wine on-  
site



**NON-WINE  
DRINKER**

Enjoy rural scenery & heritage  
Wine is an added bonus to  
overall experience

## And why??

*Wine tourism makes  
up 10% of world  
tourism*

*Knowing our customer allows us to create  
immersive, authentic, & memorable  
encounters with place, culture, & people  
that our customers are willing to pay for...*



## ***Curating experiences*** (wine+food+tours+culture)

*Consumers seek memorable experiences & are willing to pay more for them - price should capture the intangible value of ambience, storytelling, & immersion*



### ***Higher profit margins***

Higher profit margins  
(direct sales, premium experiences)



### ***Revenue diversification***

Selling multiple elements together  
as one deal



### ***Repeat experiences***

Stronger visitor loyalty & repeat  
visitation

## **Economic benefits**

## **Rural development**



### ***Economic growth***

Increased winery income leads to  
economic growth



### ***Diversification & livelihoods***

Alternative income, additional jobs  
in food, accommodation, recreation



### ***Preservation of culture***

Cultural insight through local  
products & people

*Wineries create value by focusing on specific strategies to enhance the customer experience which drives profitability to ultimately support rural development*