

Wine Tourism Handbook 2010 now available

The Wine Tourism Handbook's 2010 edition has been launched and is endorsed by Cape Town Routes Unlimited. It's also available at major local and international tourism trade shows, www.kalahari.net, leading booksellers, as well as through wine farms and hotels throughout South Africa, priced at R110.

This issue has taken the handbook to another level by bringing with it a number of exciting new features, such as updated maps demarcating all wine farms, major roads and places of interest for each wine route. In fact, given the size of the Stellenbosch wine route, there's a map for each of the five sub-routes for 2010. Each map comes with an easy reference guide giving grid indicators, contact details for every farm and tasting room hours.

Unique new advertising format

A unique new advertising format within the handbook has been created to assist the estates and visitors, making it easier to reference the highlights of each estate while comprising a brief yet factual overview, listing their attractions and top-three wines, providing the reader with a far more informed, yet concise, choice of what's on offer.

"The concept is simple," according to Monika Elias, publisher of the Wine Tourism News online and The Wine Tourism Handbook: "Wine Estates must diversify their offerings in order to get more people through their doors and increase revenue streams. The obvious way to do this is to target the existing tourist market, the people who are already visiting the country region and ensuring the wine estates are part of their holiday experience. This is the ideal marriage of wine and tourism."

Winning formula recreated

Following the success of the maiden "easy wine guide format" created within the Wine Tourism Handbook in 2009; the winning formula has been recreated with respected wine writer, Fiona McDonald at the helm and contributions by Christin Rudman, Roland Peens and Greg Landman. Branded as "Your Complete Winelands" wine list, the easy wine guide format contains 20 pages of carefully chosen wines in three price categories for each region.

In addition, some of the most well-respected foodies have given thumbnail sketches of the very best eating experiences in different wine regions.

The fresh-look Wine Tourism Handbook is enhanced by information on the history of the South African wine industry, introductions to the different styles and varieties of wine, updated events and festivals, the latest places to stay, new activities ranging from things to do in the great outdoors to kids' activities and where to buy South African wines overseas, especially important for tourists once they've returned home.

For more information, go to www.winetourismnews.co.za.