

A WINE TOURISM PERSPECTIVE

PUBLIC HEARINGS ON THE NATIONAL ROAD TRAFFIC AMENDMENT BILL



16 March 2021

INTRODUCTION

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- Karen Bosman, Strategic Research & Public Affairs – Wesgro
- Cornelis Van der Waal, Chief Research Officer – Wesgro
- Elmarie Rabe, Chairperson – South African Wine Routes Forum (SAWRF)
- Rosemary Anderson, National Chairperson – Federated Hospitality Association of Southern Africa (Fedhasa)



A DEFINITION

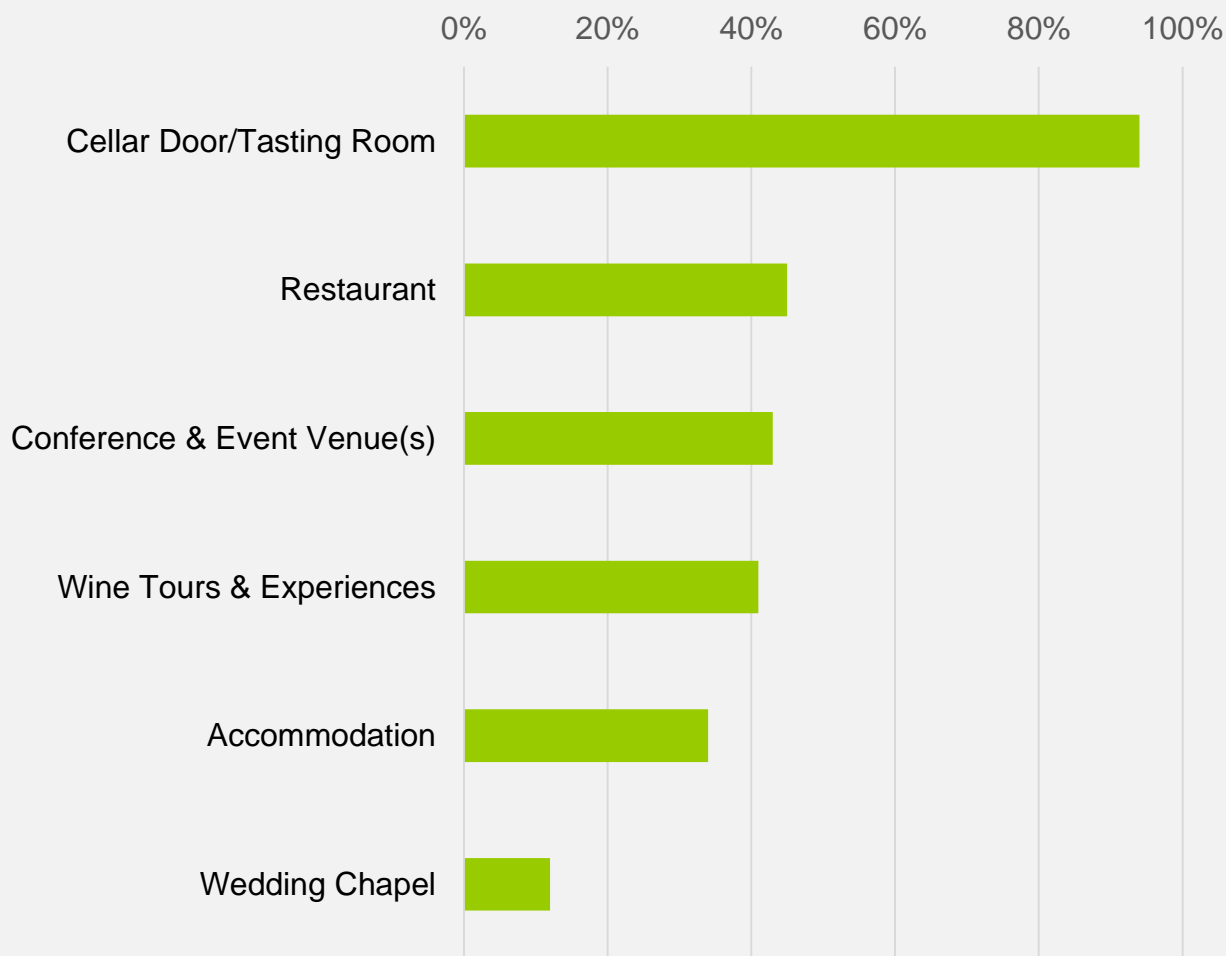
“**Wine tourism** is travel to wineries and wine regions for the purpose of enjoying food and drink, hospitality, activities, scenery, culture and local South African lifestyles, while fostering sustainable economic development.”



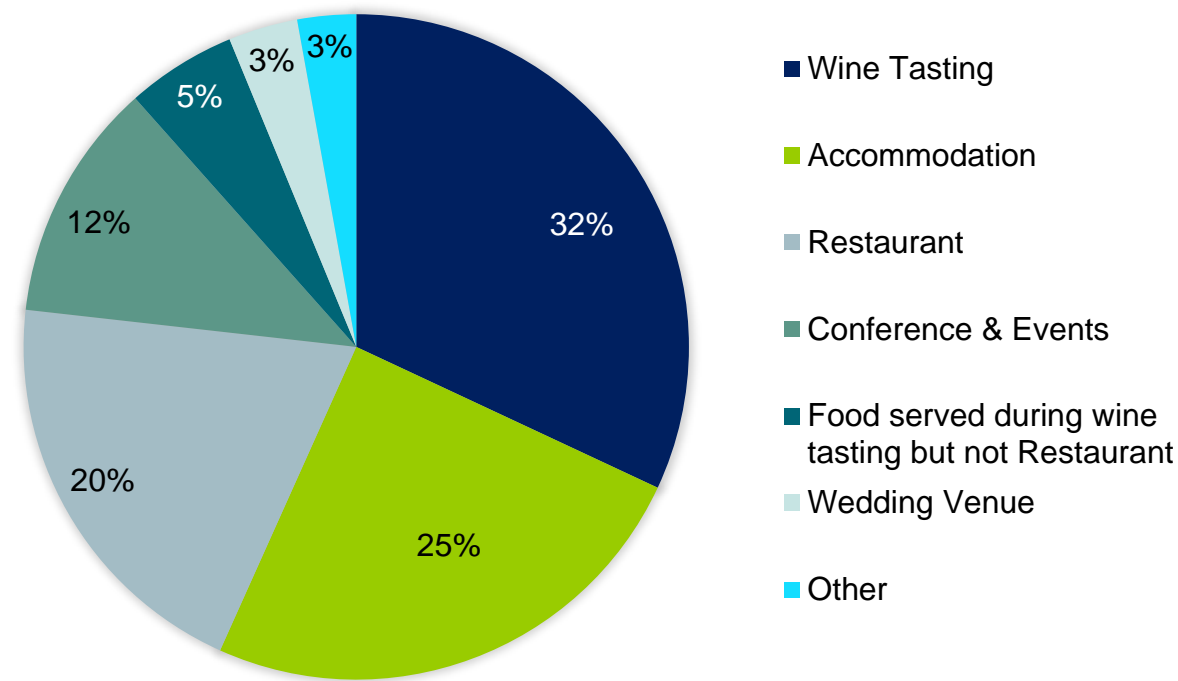
ECONOMIC IMPACT OF WINE TOURISM

- R7.2 billion contribution to GDP in 2019
- 10,223 Jobs created at farm gate

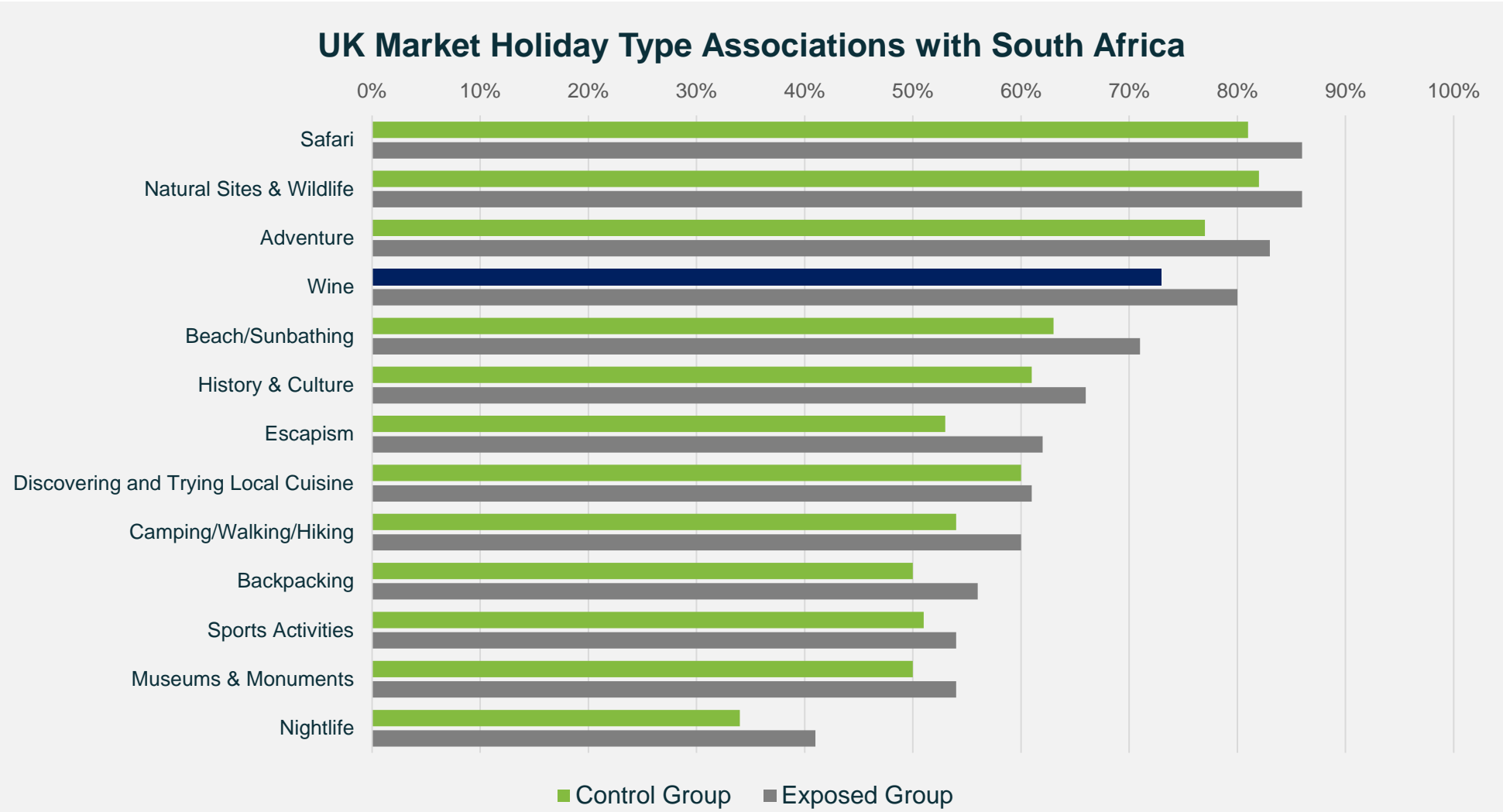
WINE TOURISM SERVICES & FACILITIES



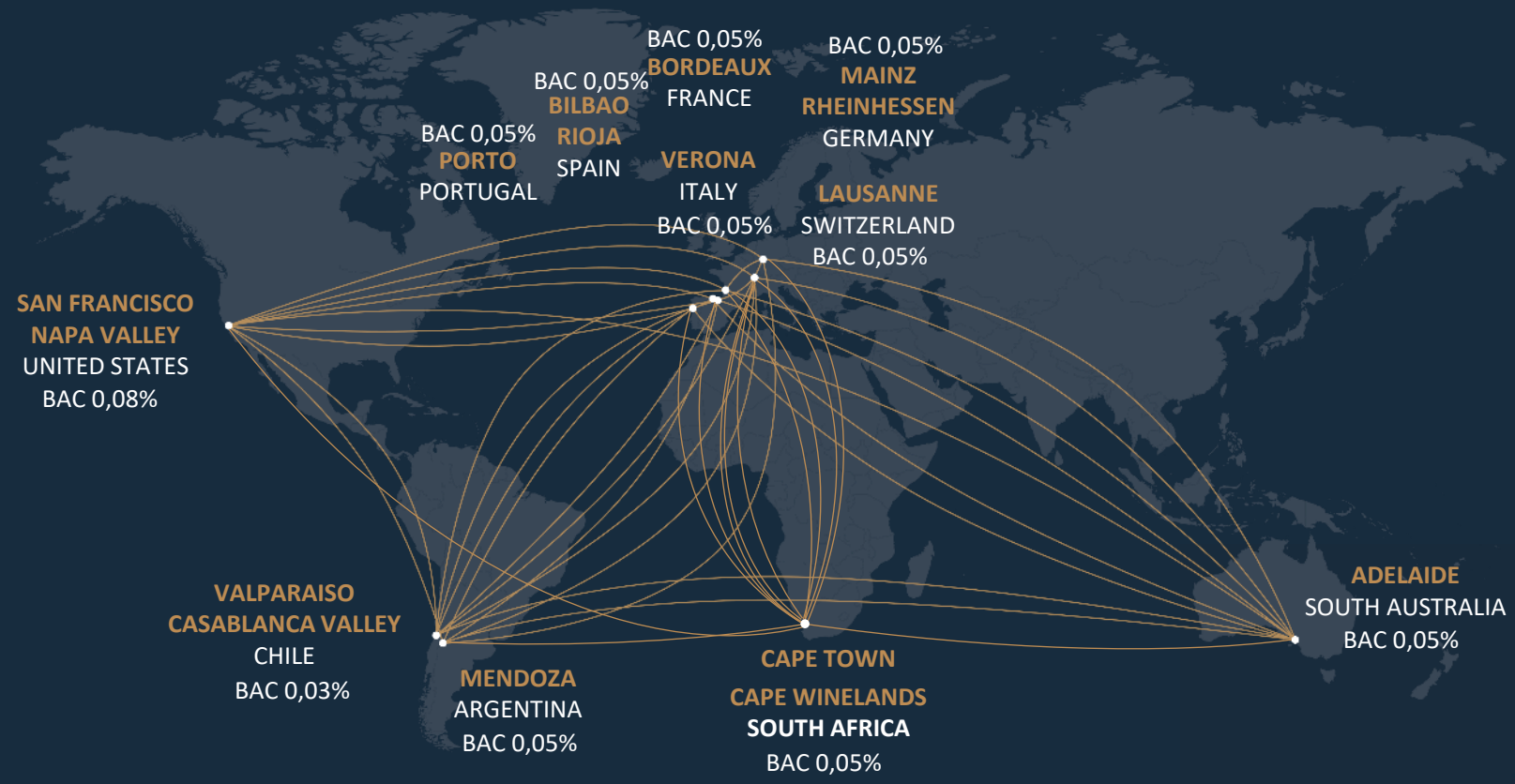
TURNOVER BREAKDOWN BY ACTIVITY



DRIVER OF INTERNATIONAL DEMAND



GLOBAL BENCHMARK



Great Wine
Capitals

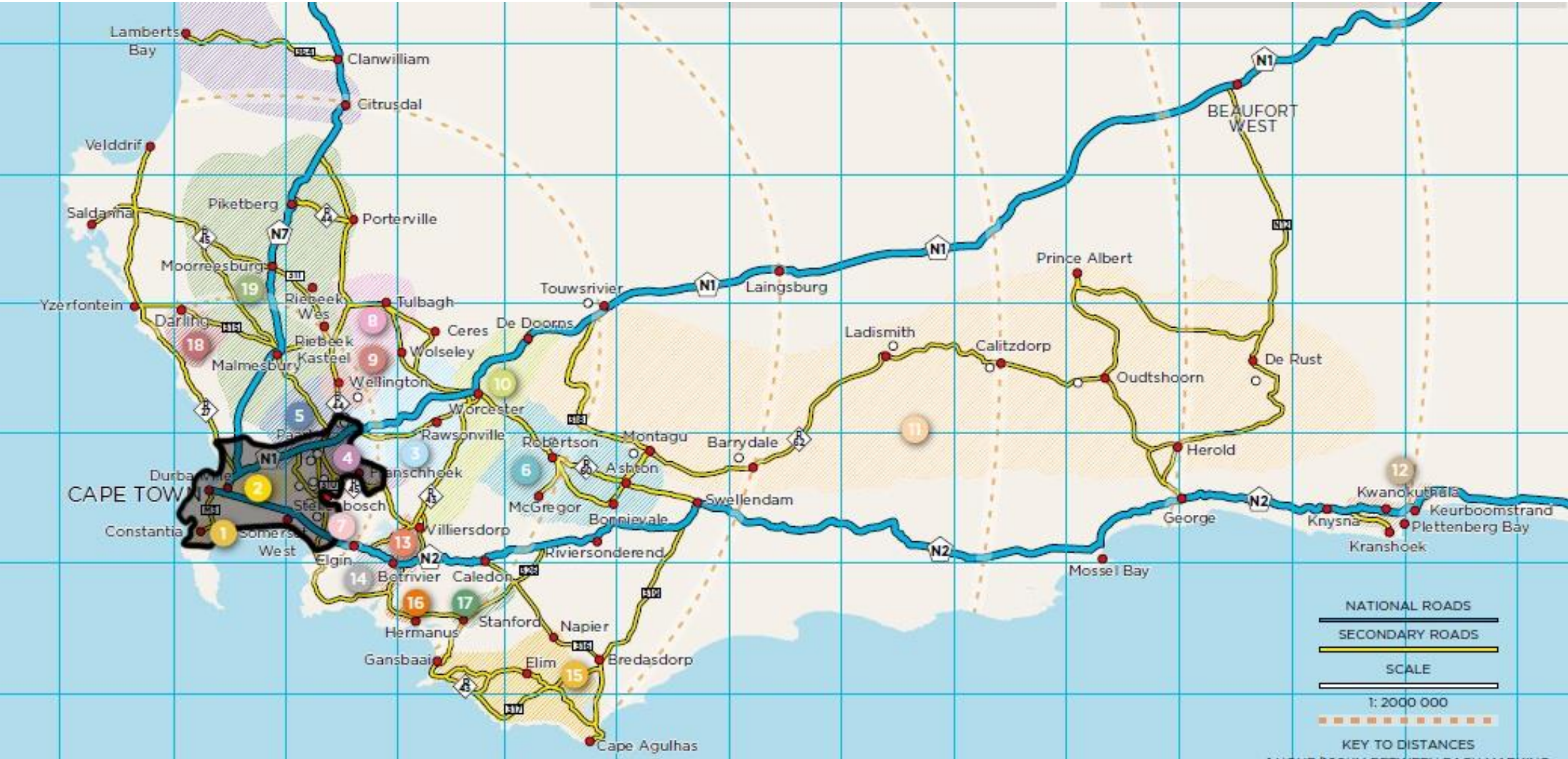
GLOBAL NETWORK
A WORLD OF EXCELLENCE



THE WINE TOURISM LANDSCAPE



RURAL TOURISM DEVELOPMENT



Uber Network Coverage

TRADING RESPONSIBLY



Will the measure achieve the objective?

Stated objective: To enhance road traffic safety

Chosen measure to achieve objective: Reduction of legal BAC to zero

Not disputed: That alcohol plays a major role in road traffic injuries and deaths and that steps need to be taken to enhance road safety

Disputed: Whether this specific regulatory measure (zero BAC) will achieve the stated objective

What is at risk?

What is at risk? jobs and rural economies

- Wine tourism is unique in its ability to attract tourists to district and rural areas
- The introduction of a zero BAC limit will make wine tourism almost entirely impossible, especially in the most rural areas.

The consequence:

This measure will have a disproportionately negative impact on wine tourism and the rural economies supported by wine tourism.

A disproportionate burden?

Is there proportionality between the desired policy objective and the proposed measure?

- Will this measure achieve the desired objective? Is there another way to achieve the same objective disproportionately burdening small businesses?
- South Africa's current BAC level is in line with international standards. Therefore is it the BAC level that be changed? Or does this point to other challenges, that need more targeted interventions?
- The effective enforcement of current rules, and the implementation of targeted policies to change identified problem areas (e.g. zero tolerance for novice drivers or measures targeting pedestrian better than a blanket measure which has a disproportionately negative impact on jobs and the rural

Thank you

