

# Untapped Wine Tourism Experience and Potential In Kwazulu-Natal, South Africa

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## ABSTRACT

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Wine routes throughout European countries, and across the new world has created a link between wine and tourism. Wine tourism has gained popularity within the Western Cape province, famously in Stellenbosch and Paarl however not limiting close and surrounding vine routes of the western cape. The growth of tourism wine has led to an increase in the number of wines producing cellars and the route has been attracting tourists. Wine tourism in KwaZulu-Natal remains an untapped experience that includes touring vines that produces grapes, food paring, the wine lifestyle, wine culture and the creation of a relaxing environment for enjoyment and happiness of the guests. Tourism wine in KwaZulu Natal is niche market and untapped experience that can promote tourism in the KwaZulu-Natal province.

**Keywords:** Wine Tourism, Wine Routes, Wine Culture, and Untapped