



Swartland Tourism: Strategy for Market Positioning and Growth

March 2026



About Kleber Group



KLEBER GROUP is an internationally positioned, integrated marketing and communications consultancy with over three decades of experience in tourism, luxury, lifestyle and strategic investor relations.

With its 360-degree approach, the agency develops compelling storytelling and data-driven strategies that strengthen brands along the entire customer journey and directly contribute to clients' business objectives.

Our Differentiators



1. Deep specialisation and extensive network in Tourism

Tourism is at the core of our business. This gives us strong media and trade relationships, deep market understanding, and a clear view of the trends, behaviours and distribution dynamics shaping travel demand across Europe.

2. Over Two Decades Hand in Hand with South Africa (1999–2020)

Our long-standing work with South African Tourism has given us deep destination knowledge, trusted industry relationships and a strong understanding of how to position South African regions in key international source markets.

3. We know how to reposition Swartland creatively and strategically

We understand how to shift perception and build relevance around a place's strongest assets. For Swartland, this means helping define and communicate the region as the true heart of authentic wine, culinary, outdoor and slow-travel experiences in the Cape Winelands.

4. On-the-ground presence in South Africa

With our own office and team in South Africa, we combine international market expertise with local access, local insight and proximity to partners and stakeholders in the region.



Our Experience across Africa

Below, a sample of **key destinations** and **brands** we have helped grow through sustained partnerships.



1 year (2025-Ongoing)



9 years (2011-2020)



21 years (1999-2020)



7 years (2012-2019)



1 year (2024)



1 year (2022-2023)



2 years (2020-2021)



1 year (2025-2026)



18 years (2002-2020)



11 years (2011-2022)



1 year (2025)

Strategic Approach



A new gateway to the Cape Winelands

The planned opening of Cape Winelands Airport will reshape access to the region, creating a major opportunity for Swartland to position themselves not as day-trip extensions of Cape Town, but as primary stay destinations in their own right.

West Coast National Park

Darling

Malsmebury

Future Cape Winelands Airport

Cape Town

Stellenbosch

Swartland



Context and Opportunity

Turning Swartland into a stay destination for German travellers

Starting Point

A distinctive destination with strong untapped appeal

Located less than 1.5 hours north from Cape Town, Swartland offers a distinctive mix of wine, gastronomy, open landscapes, outdoor experiences and a more authentic, less saturated Cape Winelands atmosphere. However, the destination remains a lesser-known destination.

The Challenge

Turning visibility into overnight demand

Swartland is still **less visible** in Germany than other parts of the Cape Winelands. At the same time, **visitor behaviour is still largely shaped around Cape Town** as the main base, with surrounding regions treated as excursion territory.

The Opportunity

New access and new demand create the right moment to reposition Swartland

The **future Cape Winelands Airport**, together with **rising demand for authentic wine, culinary, wellness and outdoor travel**, creates a strong opportunity to position Swartland in Germany as a destination to stay in, not just visit.

Key Objectives



01

Leverage future connectivity to strengthen destination appeal

Use the strategic narrative around the future Cape Winelands Airport to reinforce Swartland's long-term relevance, accessibility and attractiveness for leisure in Germany.

02

Extend length of stay and shift visitor behaviour

Support the transition from day-trip perception to overnight and multi-night stays, encouraging travellers to use Swartland as a base rather than an excursion from Cape Town.

03

Broaden demand through high-potential target groups

Activate segments with strong off-season and shoulder-season potential, including best agers, solo travellers and experience-led travellers interested in local culture, rural settings, sport activities and wine and gastronomy.

Main Strategy Components

Positioning and Product



Lead with Food, Wine, Culture, Outdoor and Adventure

Build the destination story around Swartland's strongest assets.

Own the Winter & Shoulder Seasons (Oct–May)

Promote Swartland as a place for slow travel, authenticity, local connection and off-season stays.

We can develop a claim for Best Agers

Differentiate through experience-led travel

Encourage longer stays through outdoor and sport activities (hiking, biking, birdwatching) and meaningful local experiences and events (festivals, markets, concerts).

We can develop a claim for Solo Travellers

Main Strategy Components

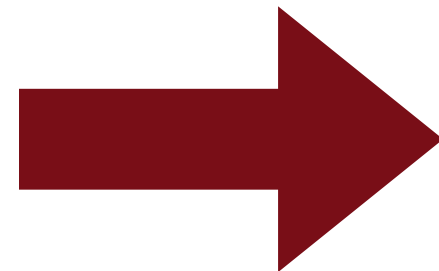
Developing a Claim for Solo and Single Travellers

Data shows that...

Germany: around 17 million people live alone (just over one in five residents), a large pool of potential solo travellers.

Switzerland: 46.4% of residents are single, 9.0% divorced and 4.5% widowed: ~60% not married.

Austria: 48.7% are married; by implication 51.3% are not married (single/divorced/widowed).



Swartland: Where Solo meets Community

*A Cape Winelands escape for solo and single travellers seeking authenticity, space and connection through wine, food, nature & adventure, festivals, events and warm local hospitality - turning **“travelling alone” into feeling alive in community.***

Key Messages

- **Freedom with connection.** Travel independently while enjoying intimate, hosted experiences.
- **Wine, food and scenery as social connectors.** Tastings, farm-to-table dining and local encounters create natural moments of interaction.
- **Less crowded, more genuine.** A destination for travellers looking beyond classic tourism hotspots.

Communication Pillars



The following pillars will act as the main storytelling themes that will help position Swartland clearly and consistently across key markets.



The Craft

Wine, food and local makers

This pillar focuses on the people behind the product and the sense of craft that defines the region.

- Content focus: winemaker profiles, chef collaborations, local produce, behind-the-scenes stories, short videos and photo-led features.



Nature's Sanctuary

Nature, space and wellbeing

Swartland offers a different kind of escape: open landscapes, fresh air and outdoor experiences that help visitors switch off and reset.

- Content focus: walking trails, nature escapes, outdoor wellness, scenic drives, birdwatching and the wider landscape experience.



The Open Road

Active travel and scenic exploration

Swartland is well suited to travellers who want to explore at their own pace, whether by bike, on foot or by car.

- Content focus: cycling routes, gravel biking, hiking, road trips, scenic itineraries.



Soulful Sanctuaries

Slow Stays

The art of slow-travelling. Promoting accommodations that are destinations in themselves, full of character, warmth and a strong sense of place.

- Content focus: Vineyard cottages, historic valley manor houses, and boutique country hotels.



Main Strategy Components

Market, Access and Distribution

Build future access relevance

Position the future Cape Winelands Airport as a strategic enabler for the region, helping raise Swartland's profile as an increasingly accessible destination.

Adopt a market-led approach

Prioritise Germany with tailored trade, PR and consumer programmes.

Use Trade as a Catalyst

Strengthen relationships with tour operators, travel agents and selected OTAs to ensure Swartland is better understood, better packaged and more frequently included in wider Cape and Winelands itineraries.

Elevate visibility through PR & partnerships

Build consistent market presence through media relations, media trips, hosted experiences, chef/sommelier activations and strategic partnerships with airlines, hotels and regional stakeholders.

Target segments with high potential for Swartland



Best Agers

General Characteristics

Best Agers are not the same as seniors

- People aged 50 and above – from Baby Boomers to Generation X
- Represent over 38% of the German population (~38.8 million people)
- Spending power: over €720 billion in annual consumption (~16.7% of GDP)

Travel Profile

Travel period:

Summer preferred; autumn increasingly relevant.

Duration:

Average of 13.75 days (long stay)

Travel type:

With partner: 55.4%
Multi-generational trips: 23%

Booking period:

Over 40% book their trip at least 4 months in advance.

Information sources:

Travel search platforms: 44.7%
Social media: only 1.1%

Travel spending:

€501–2,000 per person: 50% of travellers.

Accommodation:

Hotels: 65%
Holiday apartments: 35%

Travel style:

Cultural trips, wellness, hiking, and culinary travel.

Criteria selection:

Price: 50.4%
Weather and climate: 46%
Nature and landscape: 33.2%
Safety: 28.2%



Potential

Best Agers Worldwide in 2035

Longevity

- The 50+ population share is growing worldwide.
- By 2050: over 30% of people in industrialized countries will be over 60 years old.

Economic Significance

- Travel market: USD 5 trillion (2024) → USD 15 trillion projected for 2040.
- 2.4 billion trips worldwide.

Travel Trends

- AI-supported travel planning
- Health & wellness tourism
- Sustainable mobility
- Long-haul travel gaining importance (e.g., Sri Lanka, Africa)

Digital & Marketing

- Confident use of smart home, e-health, and online services
- Key factors: trust, community, and age-appropriate communication

Solo Travellers

General Characteristics

Solo Travellers are a force to be reckoned with:

They prioritize budget and safety, yet they heavily favor the independence and authenticity each destination can offer.

Travel Profile

Travel period:

Summer preferred; spring for city breaks; and autumn for long-haul, cultural trips.

Duration:

2-3 weeks (long distance trips)

Booking period:

Over 40% book their trip at least 60 days in advance

Information sources:

Online travel platforms, social media, review sites.

Criteria selection:

Price is the utmost decision factor, followed by climate.

Travel spending:

€1,000 – €3,000 per trip: over 60% of solo travellers.

Accommodation:

Community-based stays or places with social spaces. Younger solo travellers prefer hostels, whilst travellers 35+ y/o prefer hotels or boutique guesthouses. .

Travel style:

Immersive travel, nature, culture, and, relaxing trips with spa/pool amenities.



Rural & Experience-Led Travellers

General Characteristics

A relevant segment in the German market for destinations offering nature, local culture and slower discovery.

Travel Profile

Accommodation:

rural boutique stays, vineyard properties, guesthouses and country houses.

Key selection criteria:

authenticity, scenic setting, local food and wine, cultural depth and meaningful outdoor experiences

Booking behaviour:

Strong use of online booking, review sites, search engines and provider websites, alongside advice from friends/family and trade channels.

Duration:

Longer stays can be especially relevant for 45+ travellers.



Suggested Actions



Workplan

Combined actions: Investor Relations + Public Relations + Travel Trade

KLEBER GROUP proposes a combination of targeted investor relations, public relations and travel trade activities to maximize impact in Germany.



1 INVESTOR RELATIONS



2 PUBLIC RELATIONS



3 TRAVEL TRADE



Investor Relations & Industry Engagement

Positioning Swartland for Investment

At KLEBER GROUP, we leverage over three decades of global tourism, hospitality, luxury and lifestyle expertise to connect destinations and hospitality brands with the right investors. We create meaningful platforms that elevate investment opportunities and drive long-term partnerships through:

- Investor mapping and targeting
- Exclusive investor lunches & high-level networking events
- Educational webinar series
- Financial media positioning
- Investor roadshows
- Private roundtables
- Investor inspection trips
- PPP structuring support
- Financial institution introductions

Our deep industry relations and strategic approach ensure that investment narratives resonate with key decision-makers and attract capital that fuels sustainable growth.

Strong Partner Network

We work alongside leading partners such as [Millvest](#), [Rethinking Africa](#) and [World Tourism Forum](#), amplifying reach and impact across investor and industry ecosystems, while reinforcing our position as a trusted bridge-builder between public and private stakeholders.



Ongoing Media and Trade Relations

Why This is Needed

Media and trade partners expect continuity and fast response times - without ongoing engagement, impact and ROI will not last long. We will provide ongoing press office and travel trade relations to ensure sustained visibility, stronger partnerships, and long-term results.

01 PRESS OFFICE AND MEDIA RELATIONS

- Dedicated press office for Swartland in Germany.
- Handle media inquiries, interview requests, and press visits.
- Build year-round media relationships with top journalists.
- Ongoing media pitching ensuring coverage in both general and specialized outlets.
- Arrange speaking opportunities for Swartland's senior leadership team to participate in key industry events, meetings, and panels, to boost visibility.

02 TRAVEL TRADE RELATIONS

- Proactive selling of Swartland to tour operators, ensuring the destination remains top-of-mind beyond isolated campaigns.
- Continuous support and guidance on product development, helping align Swartland's offering with market demand and trade expectations.
- Ongoing market and competitor research, tracking product trends, competitor activity, and distribution dynamics to refine strategy and maximise commercial impact.

Public Relations: Influencer Collaboration

Promoting Swartland as a Travel Destination



THIS IS HOW WE APPROACH INFLUENCERS AND CONTENT CREATORS:

- Selection of the most important influencers based on Swartland's product focus for 2026.
- Evaluation of reach, engagement rates and content relevance through qualitative and quantitative analyses and tools.
- Individual negotiations with each influencer about collaboration.
- Alignment of activation with previous content, current trends and the potential of the destination.

We will prioritise **barter-based collaborations**, working with influencers who are willing to join hosted trips and create content in exchange for travel and experiences, without additional fees.



Food and Wine Bloggers; showcase a destination's unique wine and culinary experiences to captivate food enthusiasts and travellers in search of authentic local flavours.



Travel & Lifestyle Influencer: offer the greatest potential as they appeal to a broad target group and have an immense reach. Their range of topics extends from travel tips, culinary and hotel reviews to event promotions.



Outdoor & Adventure Influencers

Partnering with outdoor and adventure influencers engages audiences who seek authentic, nature-driven experiences. Their dynamic storytelling builds trust and inspires followers to explore, boosting brand credibility and bookings.

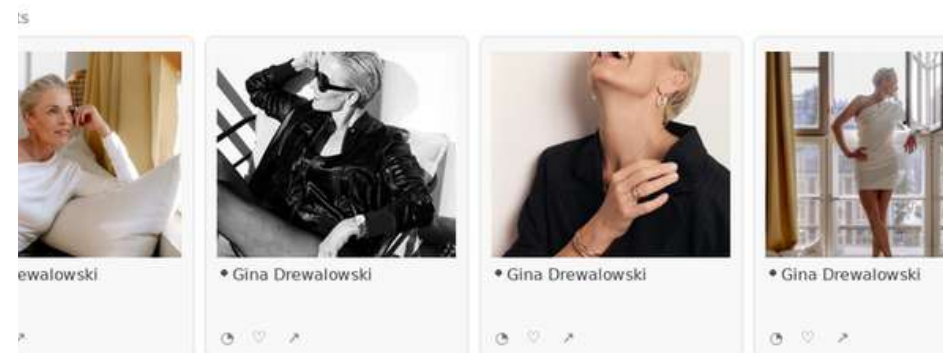
Public Relations: Influencer Collaboration

Example: Influencer Healthy Living (Best Ager) + Outdoor & Nature



@ginadrewalowski

- 1,1 M Follower
- Engagement Rate: 1,94%

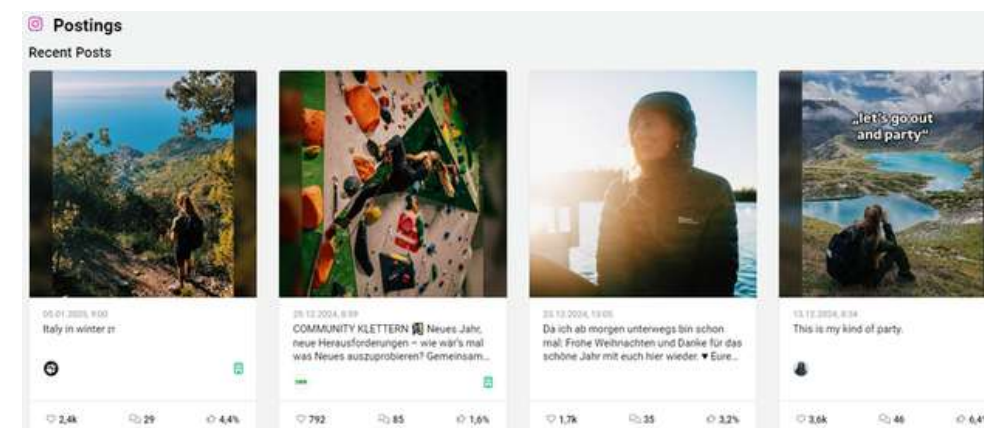


Gina Drewalowski is a German lifestyle and wellness content creator inspiring her audience with a positive approach to aging, style and wellbeing. With a background in fashion and marketing, she shares content around travel, healthy living and timeless fashion. Through her authentic storytelling, she encourages her community to embrace confidence, vitality and an active lifestyle at every stage of life.



@annaheupel

- 55,5 k Follower
- Engagement Rate: 1,8 %
- Average Est. Reach: 4,4 k

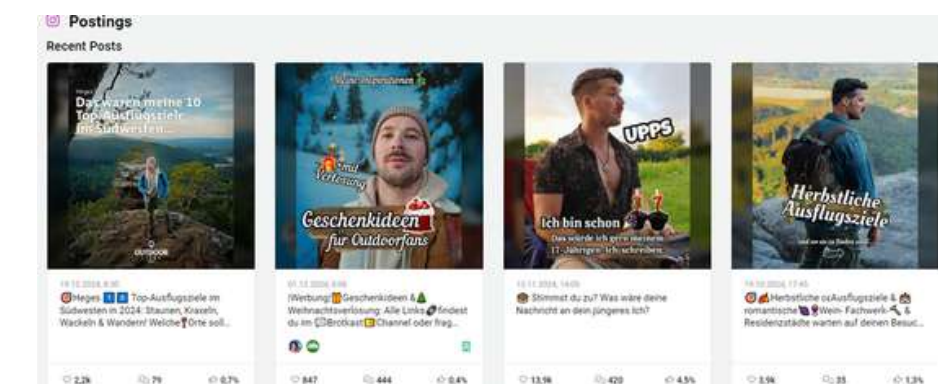


Anna Heupel is an active outdoor sports enthusiast, sharing her experiences and adventures living between Germany, Sweden, and various locations around the world. Her organized chaos is captured through blogging and photography, providing a glimpse into cabin life, nature exploration, and travel. She embraces the beauty of the outdoors and encourages discovery.



@hegefire

- 317,2 k Follower
- Engagement Rate: 1,3 %
- Average Est. Reach: 39,5 k



hegefire (Simon Hegewald) is a photographer and content creator from Norway based in Germany, specializing in outdoor and adventure photography. With a focus on the breathtaking landscapes e.g. of Scandinavia, Bavaria and Saxon, he shares his wilderness experiences and inspires his community to connect with and care for nature.

Trade: Engaging with Airlines for connectivity improvement



Thanks to our long-term relationships with airlines and key trade partners, **we can open doors, initiate discussions**, and keep momentum to explore and accelerate Oct–May connectivity to Cape Winelands Airport.

How we do it

- **Joint route brief.** We prepare and present a clear dossier including demand segments, open hotels, anchor calendar, early trade interest and convene airline + destination + trade meetings.
- **Support package.** We coordinate co-marketing, an inaugural press trip, and retail activations, and help secure seat blocks or short charter trials.

Trade: Group FAM Trip



KLEBER GROUP will organise **thematic and escorted fam trips with product managers** from the following topic areas:

- Wine and gastronomy
- Nature and adventure
- Sports
- Culture

We will manage the invitation process for the participants and coordinate ticketing. A team member will accompany the trip for smooth operations and follow-up.



Trade: Newsletter

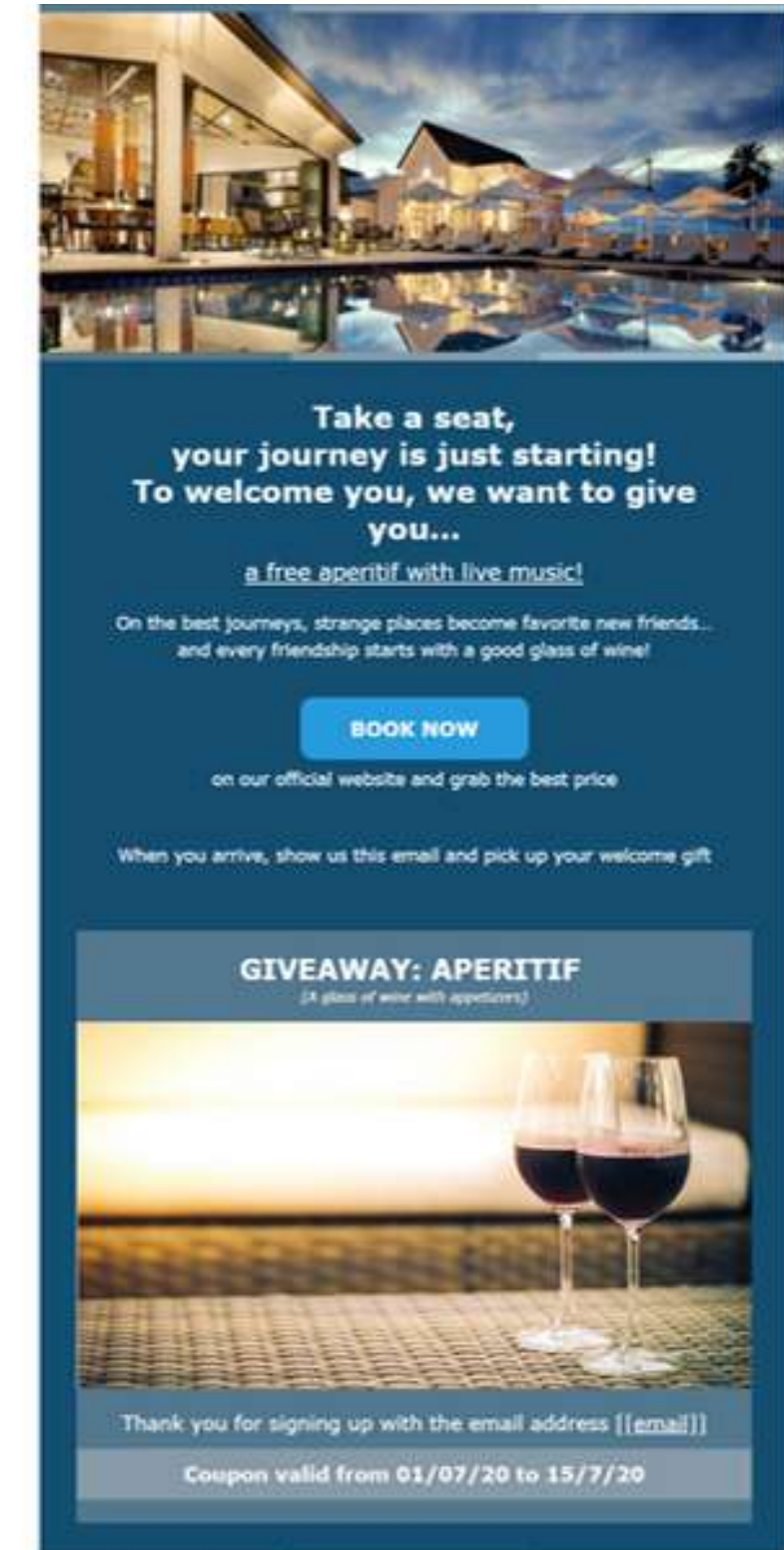


KLEBER GROUP will create and distribute newsletters to tour operators and travel agencies via our database in the target markets.

Newsletters will be **visually engaging and mobile-friendly**, designed to drive operator engagement, inclusion in catalogues, and increase direct referrals and bookings.

Each edition will focus on strategic themes to position Swartland as a top travel choice. **Suggested topics** include:

- Winter and shoulder season offers and early booking promotions.
- Highlights of Swartland's sites, festivals and events.
- News and awards to reinforce brand credibility and prestige.
- Curated packages for nature, sports, gastronomy and culture lovers.



Trade: Multi-City Roadshow

Through a curated roadshow across key cities in Germany, Swartland can connect directly with priority tour operators and agents, strengthening destination awareness and opening the door to new commercial partnerships.

EXAMPLE OF DACH ROUTE (TO BE EXTENDED TO OTHER MARKETS)

- **Cities:** Hamburg, Munich, Frankfurt
- **Format:** evening workshops and presentations, one-to-one meetings and networking with the trade.
- **Suggested timing:** June

KEY TAKEAWAY

- **Partner-first engagement:** targeted conversations with priority tour operators and agents
- **Stronger destination storytelling:** consistent message, new angles and sellable themes.
- **Commercial impact:** 1:1 meetings to unlock joint plans, promotions and brochure inclusion



Trade: Product Development for Solo Travellers with adamare SingleReisen

How we do it

- **Product manager immersion during 5 days in Swartland:** bring adamare Product Managers for site inspections, experience the offer and to co-design the trips.
- **Program concept:** Swartland Solo Travellers and Singles Weeks (5/7 nights): unique guest houses, trekking, winery visits, farmer visits, cooking class/market tour, German-speaking host.
- **Materials and content:** itinerary briefs (maps/timings), photo/video kit, FAQs (incl. German-speaking medical info).
- **Contracting facilitation:** introductions to hotel; net-rate framework and SLAs. adamare sets pricing and packages; we support availability and logistics.
- **Go-to-market support:** landing page copy/images, newsletter assets, and webinars for adamare's retail network.



Trade: Cooperations with Travel Agency Chain

WHO WE PARTNER WITH

- **Quality Travel Alliance (QTA):** umbrella alliance bringing together major German cooperations such as AER, Reiseland, rtk and TVG, the largest agency alliance in Germany.
- **rtk / Raiffeisen Touristik Group:** leading European travel agency cooperation with wide tour-operator framework agreements.
- **TSS Group (Dresden):** cooperation platform for independent agencies with strong partner programmes and training.

WHAT OUR COOPERATIONS INCLUDE

- **Co-op campaigns (Oct–May):** homepage placements, newsletters, social, vertical magazines co-funded with key partners.
- **Advisor enablement:** webinars/e-learning, product sheets, booking cheat-sheets; qualification quizzes with incentives.
- **Roadshows & events:** join QTA/rtk/TSS events; briefings + B2B meetings; targeted micro-events with LCC premium agencies.



Activation: Swartland Winter Club for Best Agers



THE CONCEPT

A Germany-based activation (in Hamburg, Munich or Frankfurt) introducing Swartland as a winter and shoulder-season destination for best agers seeking mild climate, scenic landscapes, wine, gastronomy, rural and outdoor discovery.

The event would combine destination presentation, curated tastings and itinerary inspiration to engage media, tour operators and selected communities with strong relevance for the target group.

STRATEGIC FIT

- Brings Swartland's off-season offer to life in market
- Positions the destination for longer and experience-led stays
- Helps trade and media understand its relevance for best agers
- Creates PR, storytelling and partnership opportunities
- Supports itinerary inclusion and seasonal product development



Activation: Swartland Winemaker's Table

THE CONCEPT

A multi-city wine and gastronomy series across Germany bringing 3-5 Swartland's wineries, winemakers and culinary identity directly to key trade and media audiences. Through intimate tastings, paired dinners and storytelling, the activation presents Swartland as an authentic and distinctive Cape Winelands destination.

STRATEGIC FIT

- Showcases Swartland's wine and culinary identity in a credible way
- Builds direct engagement with trade, media and tastemakers
- Gives visibility to multiple wineries across the region
- Creates strong PR and partnership content opportunities



AI Video Campaign



CONCEPT

Building on the success of the AI Videos for the German National Tourist Board, we propose developing a **60 second AI-generated destination video for Swartland**. Further options can be discussed and budgeted separately.

This video will:

- Showcase the country's diverse tourism offering in a scalable and cost-efficient way
- Tailored to topics of relevance: culture and heritage, nature and adventure, slow travel, wine and olive state, among other.

BENEFITS

- Targeted storytelling by adapting tone, visuals, and messaging to specific audiences.
- High-volume, engaging content at a reasonable production cost.
- Perfect for digital campaigns, trade promotion, and social media storytelling.

Destination Germany



Play

Wellness & Spa



Play

Museums



Play

Danke!
Thank You!



Brandschenkestrasse 178, 8002 Zurich, Switzerland
info@klebergroup.com

Copyright © 2026 KPRN Network GmbH