



Chile

A Growing Opportunity

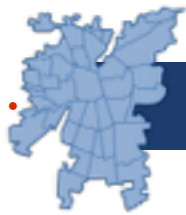
THIS IS CHILE



POPULATION: 17,62



COAST LINE: 6.435 KMS



CAPITAL: SANTIAGO



LANGUAGES: SPANISH, MAPUDUNGÚN, AIMARA, RAPANUI



CURRENCY: CHILEAN PESO (CLP)



POLITICAL SYSTEM: PRESIDENTIAL DEMOCRACY

AREA: 756.096 KM2 (CONTINENTAL) 1.250.000 KM2 (CHILEAN ANTARTICA)



On a map of Europe,
Chile would stretch from
Moscow to Lisbon.





NATURE:

**CONTRASTS
THAT
COEXIST**

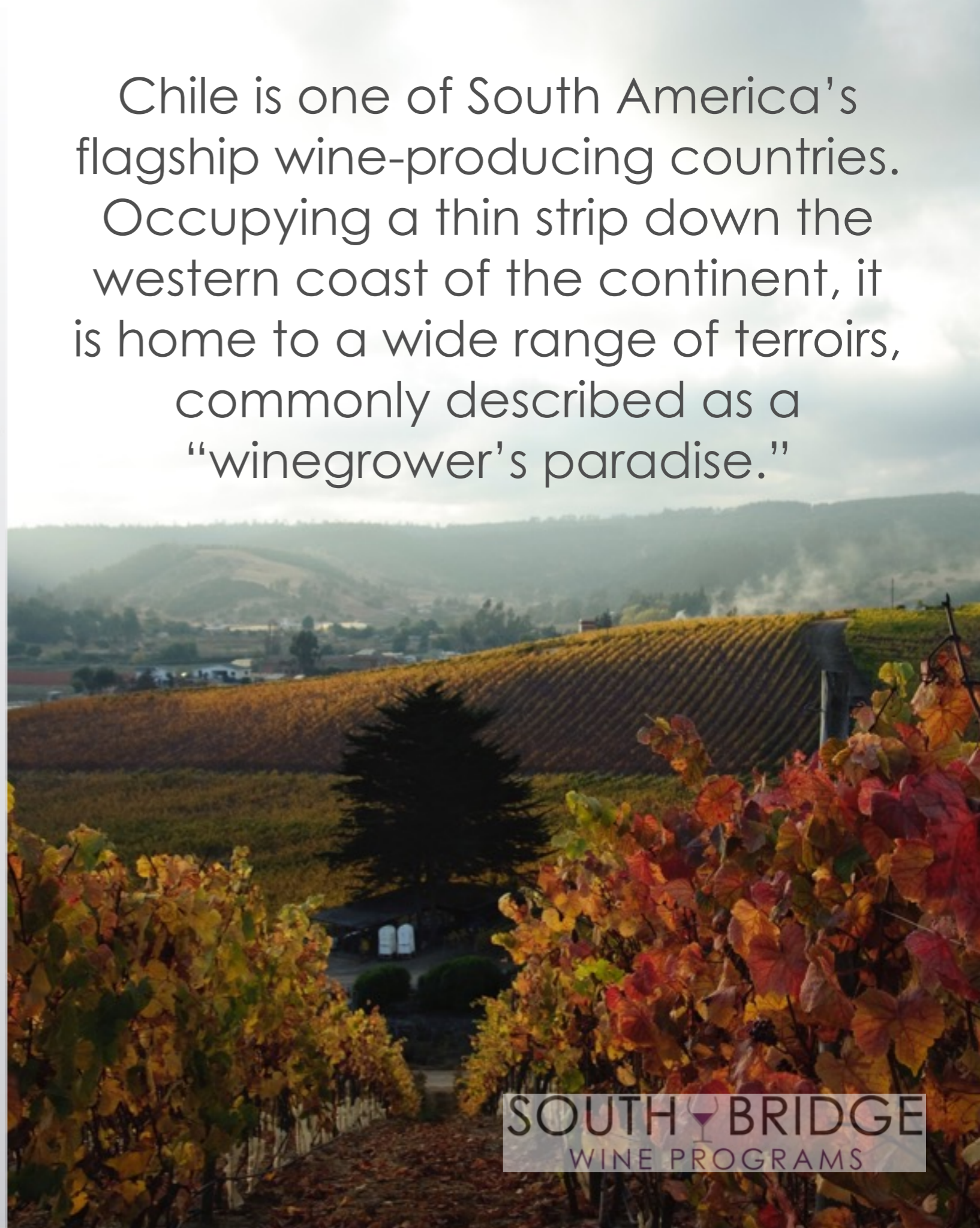


- Ecosystems rich in biodiversity.
- The purity protected by the existence of natural borders.
- Growing consciousness of the need to conserve the environment.

SOUTH BRIDGE
WINE PROGRAMS



Chile is one of South America's flagship wine-producing countries. Occupying a thin strip down the western coast of the continent, it is home to a wide range of terroirs, commonly described as a "winegrower's paradise."



The Wine Industry in Chile

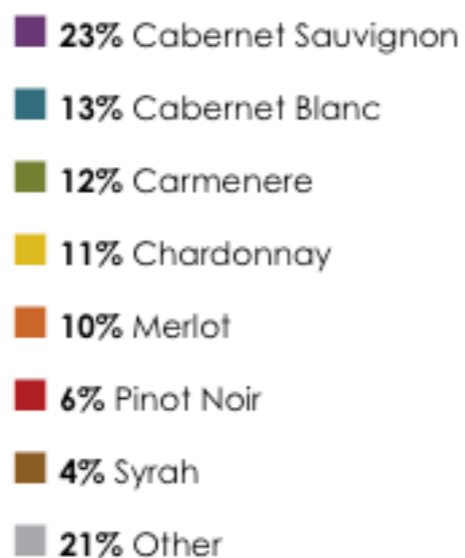
ANNUAL PRODUCTION

989 million litres (Est. in 2014 by USDA Foreign Agricultural Services)

MAIN VARIETIES

White: Sauvignon Blanc, Chardonnay, Gewürztraminer, Viognier, Riesling

Red: Cabernet Sauvignon, Merlot, Syrah, Carmenera, Pinot Noir, Carignan, Cabernet Franc, Pais



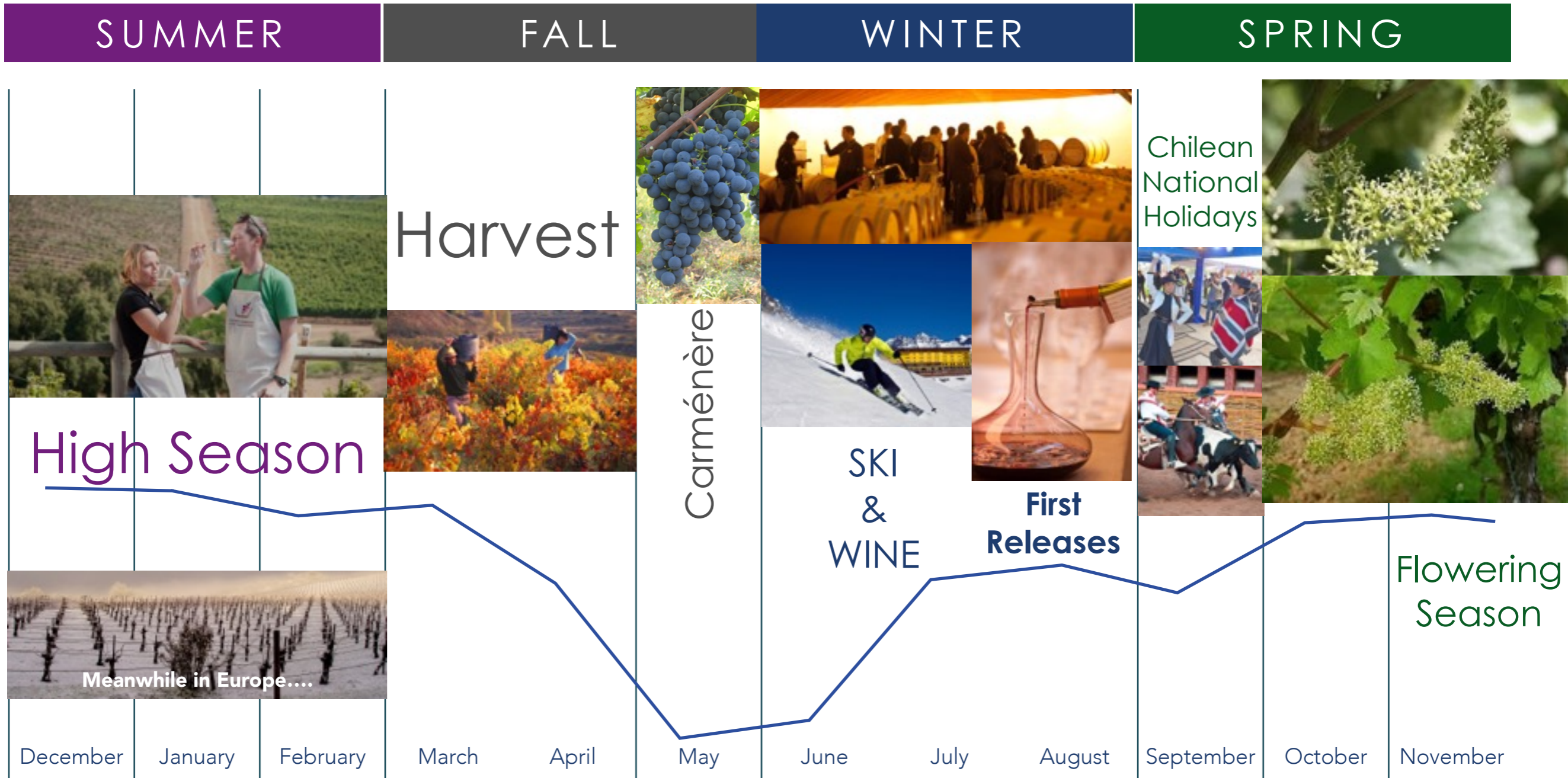
Chilean Wine Tourist Profile

Visitor Profile	Predominant	Secondary
Gender	Female (51%)	Male (49%)
Age	36-45 Years (55%)	45-60 Years (45%)
Group	Couples (35%)	Group Of Friends (23%)
Reason For Visit	Specific Interest In Wine (45%)	Vacation Package (25%)
Wine Knowledge	Basic (81%)	Intermediate (11%)

Chilean Wine Industry Statistics

	2005	2006	2010	2012	2013
REGISTERED WINE TOURISTS	237.225	293.800	342.126	503.004	533.499
WINE TOURISM SALES (MILL USD)	2.3	2.9	11	20	16
FOREIGN WINE TOURISTS	66%	71%	80%	79%	63%
WINERIES OPEN TO PUBLIC	96	102	64	73	78

Wine Tourism Seasonality



Evolution of Wine Tourism in Chile

In the past 10 years Chile's wine tourism sector has matured. Although fewer wineries are open to tourism, overall wine tourism volume grew 125% from 2005 to 2013.

Chile is working to position itself as a quality wine tourism destination that offers unique experiences for wine lovers in addition to the opportunity to discover innovative and high quality wines.



Wine Tourism in Chile

- 105 wineries (78 officially open to the public).
- 62% of wineries are affiliated with organized Wine Routes
- 533.499 Wine Tourists traveled to Chile in 2013.
- Wine tourism sales have increased more than six fold between 2005 and 2013.
- Only 5% of Wine Tourists come from Europe.
- 40% of Wine Tourists come from Brazil.



Improvements in Wine Tourism Infrastructure

Increasingly more wineries have:

Handicap access and bathrooms - Restaurants -
Hotels / guest houses - Event Centers - Increased
capacity to host large groups - Museums - Variety
gardens - Heliports - Organic and Biodynamic
production - Wineries are family and pet friendly



Wine Tourism Experiences

TOUR AND TASTING
FOOD PARING TASTING
BLIND TASTING
ORGANIC AND
BIODYNAMIC TOURS
HARVEST EXPERIENCE
BIKE TOURS THROUGH
THE VINEYARDS
HORSEBACK RIDE IN
THE VINEYARDS
MAKE YOUR OWN WINE
COOKING CLASES
BOUTIQUE HOTELS
THEME HOTELS
ECO FRIENDLY HOTELS
GOURMET
RESTAURANTS
FOLKLORIC SHOWS
AND TRADITIONAL
DANCES
HARVEST FESTIVALS
TEAM BUILDING
ACTIVITIES
CANOPY IN THE VINES
CABLE CAR RIDES
HIKING AND TREKKING
IN THE VINEYARDS



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Why Should you be Selling Chile to Your Clients?

- Unique geography
- Inverse seasons
- Unique blended tourism opportunities (cultural immersion, wine & ski, Chilean Patagonia, among many others)
- Currently only 5% of visitors to Chile's wineries are European

GET TO CHILE BEFORE THE CROWDS DO!

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Thank You
Gracias
Merci

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