

San Francisco | Napa Valley | Mendoza | Cape Town | Bordeaux | Firenze
Bilbao | Rioja | Mendoza | Cape Town | Mainz | Rheinhausen
Mainz | Rheinhausen | Cape Town | Bordeaux | Firenze | Christchurch | South Island | Porto
Christchurch | South Island | Porto | Firenze | Christchurch | South Island | Porto



Great Wine Capitals

Global Network ...a World of Excellence

Cape Town
Best Of Wine Tourism 2012 contest
Application form



DESCRIPTION

Welcome to the Best Of Wine Tourism Awards 2012!

This international annual competition is designed to reward the wineries in each of the Great Wine Capitals member cities for the excellence of their facilities, in seven different categories, from art and culture to sustainable wine tourism.

It is considered as a real opportunity to improve brand image in the wine & tourism sector and a great communication/promotion tool, as considerable media attention is given to the competition and winners. The international wine and tourism media regularly publish interesting articles about the contest and about the award winning properties and wine tourism operators - for example *Jancis Robinson*, famous British international wine critic and journalist. The winners of the contest are included in an important annual world leading campaign financed by the Great Wine Capitals: a brochure is published and advertised; advertisements and advertorials are booked on famous media (decanter.com, Dr Vino) and Social Networks are also very active to buzz about the Best Of winners activities (particularly on Facebook and Twitter).

The awarded properties are all very happy to reach this level of excellence. Read some of their testimonials:



Christchurch|South Island - *"We set out with a vision of best practice from the vine to the bottle and we're delighted to have our commitment to sustainability acknowledged."* Peter Yealands, Yealands Estate Wines, category Sustainable Wine Tourism Practices

San Francisco|Napa Valley - *"At Conn Creek we pride ourselves on offering visitors to Napa Valley outstanding wines and a world-class experience."* Conn Creek Winery, category Innovative Wine Tourism Experiences

Mainz|Rheinhessen - *"It is a testament to the dedication and motivation of our team to continue to exceed our guests' expectations in terms of delivering authentic hospitality."*

Otto J. Steenbeek, General Manager, Hyatt regency, category Accommodation

Mendoza - *"This award motivates us to continue the pursuit of excellence for our services, increase our commitment to the wine tourism development of Mendoza and the promotion of our wine culture."* DiamAndes, category Architecture and Landscapes



Bordeaux - *"We, at Château Paloumey, are very proud to have received this international prize in the Art & Culture category. This is a great honour that Great Wine Capitals recognized our passion for "art & wine pairing" along with our team's continuous efforts for excellence in hosting people and promoting Bordeaux wines & vineyards."* Martine Cazeneuve, Château Paloumey, category Art and Culture



Porto - *"Being the first time that a company from the Vinhos Verdes region wins this award, we hope it encourages more visitors to discover the numerous "hidden secrets" that this region has to offer."* Aveleda, category Architecture and Landscapes

- Please complete the application form for the 2012 contest and send it to Belinda Lamprecht at the Cape Town Best Of Wine Tourism Administration Office by 20 June 2011. Details below on the last page of the Entry Form.

STATUTORY FORM

GWC member city.....

Name of the company.....

Name of the entrant.....

Title.....

Email.....

Tel.....

Category selected by the applicant.....

By signing this form

I agree to participate in the "Best Of Wine Tourism 2012" Awards and abide all their terms and conditions.

I certify that the information provided is accurate and that it may be verified.

By entering the "Best Of Wine Tourism" Awards,

I hereby authorize the use and/or reproduction of images and of relevant information provided, for editorial/advertising purposes.

I accept that the decisions of the judging panel are final.

I undertake to add the GWC logo with an internet link on my website if I am an award winner.

I accept the conditions (Signature and date).....



ENTRY FORM

1. **Business name of entrant (Property/Winery/Wine Tourism Operator):**.....
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2. **Service name applying for the Best of Wine Tourism Award:**
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3. **Wine region:**
4. **Mailing Address:**
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5. **Post / Zip Code:**.....
6. **City:**
7. **Country:**
8. **Phone:**.....
9. **Fax:**.....
10. **Web site:**
11. **Email address:**
-
12. **Contact Person (in charge of visitors)** Mrs Ms Mr
13. **First name:**.....
14. **Name:**
15. **Position:**.....
16. **Email address:**
-

Visitors' details

17. **Do you welcome individuals?** Yes No
 If yes, is it? without appointment By appointment only
18. **Do you welcome groups?** Yes No
 If yes, is it? without appointment By appointment only
19. **Do you provide any special training for the people who welcome visitors?** Yes No
 If yes, which type of training:
20. **Is there a charge for the visit concerning:**
 Individuals Yes No
 Groups Yes No

Opening details

21. Months CLOSED:

- January February March April May June
 July August September October November December

22. Opening days:

- Monday Tuesday Wednesday Thursday Friday
 Saturday morning Saturday afternoon Sunday morning Sunday afternoon

23. Opening hours:

- Morning Lunch-break Afternoon Evening

24. Are you open during public holiday? Yes No

25. Are you open during harvest and vinification? Yes No

Welcoming

26. Do you have a specific welcoming space for visitors? Yes No

27. Do you have facilities for disabled persons? Yes No

28. Do you have parking facilities? Cars Bus

29. Do you have childminding/day care? Yes No

Promotion Tools

30. Do you have promotional brochures? Yes No

31. Are they...? in German in English in Spanish in Italian
 in Dutch in Portuguese . in French :

Other(s), please specify :

(Thanks for enclosing a copy of your brochure in each language)

32. Is your website multilingual? Yes No

33. Does it contain...? Description of your wine tourism activities Name and details of a contact person
 Site map Opening/closing hours Visit fees Practical Information

Visits

34. Are the visits? Guided Free Mixed (guided & free)

35. What are the foreign languages spoken by the guide(s)?
 English French German Italian Spanish
 Dutch Portuguese Other(s), please specify:.....
 (do Not mention your native language)

36. Do you have audio guide facilities? Yes No

37. Do you offer one or several promotional gift(s)? Yes No

What kind of gift/souvenir:

38. Do you have a wine shop/gift shop? Yes No

39. What is your shop offering? (Multiple answers possible)

- Your Wines Other wines Spirits Wine items/goods
 Books Gastronomic products local arts and crafts

Wine Tasting

40. Do you provide wine tasting? Yes No

41. During wine tasting:

	1	2	3	More
How many different kinds of wines do you present?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How many different vintages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

42. Do you offer different levels of wine tasting? Yes No

43. Do you offer educational backup material for wine tasting? (Brochures, etc..)
 Yes No

44. If yes, in which languages?

- English French Spanish Italian Portuguese
 Other(s), please specify:

Visitors' services

45. Do you have permanent catering facilities? Yes No
- If yes, what type? Picnic area Restaurant catering facilities Bar/Café
- Other(s), please specify:
46. Do you have accommodation facilities? Yes No
- If yes, number of rooms provided? /...../
- If yes, what type?
- Hotel Guest accommodation (inc Bed & Breakfast, Guesthouses, Inns)
- Self-catering (Apartment, Cottages) Camping site
47. Do you organise special events (receptions, weddings, etc...)? Yes No
48. Do you have conferences facilities? Yes No
- If yes, number of rooms provided and max size of groups:...../...../
- If yes, do you provide internet access? Yes No
49. Do you have exhibition spaces? Yes No
- If yes, what kind of exhibition do you host / organize?
- Museum Permanent Collections temporary exhibitions
- Other(s), please specify:
-

Customers follow-up

50. At the end of the visit, do you register your visitor's details in order to expand your customers' database? Yes No
51. How do you keep contact with your visitors? (Multiple answers possible)
- By sending souvenirs/promotional photos By inviting them for new visits
- By inviting at exhibitions/prestigious events By sending them newsletters
- By registering them to a « Wine Club » By sending them price lists

Short description of your Property and Services (500 characters maximum, spaces included)

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**Explain reasons for selecting the Category
Please refer to the Category Focus section for help (400 words maximum, spaces included)**

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Should you become a winner of a Best Of Wine Tourism Award, how do you plan to promote it? (Please be specific)

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Motive or give details on your involvement in the development of tourism on local/regional, national and international level

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CATEGORY FOCUS

Accommodation

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- The type of accommodation that you are offering
- Its location (e.g., part of a winery complex, in a wine region, etc...)
- Number of rooms
- Your offer in addition to accommodation
- Your rates and its reasons
- Your belonging or not to a chain or to an accommodation network
- Accommodation guides where you are registered.
- Tourism awards or labels you may have won in the past few years

Wine Tourism Restaurants

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- The style of your restaurant/café
- Its location
- Your menu philosophy and the use of local products (please add your menu and, preferably, the chef's references as an annex to the application)
- Your wine list (please add your list as an annex to the application)
- The number of guests you can welcome per day
- Restaurant guides where you are registered.
- Your marketing strategies and actions to demonstrate your involvement in developing wine tourism in your region.

Architecture and Landscapes

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your particular architectural merits (provide historical information about the estate)
- How you use the architectural aspects of the building and of your park in promoting your winery
- Renovations/additions undertaken in the past few years to improve the impact of the architecture for your visitors/for the environment.
- Your park, landscape garden, panoramic views
- How can the visitors enjoy your park (do you offer a guided tour, can they walk around by themselves, are there direction with information on the visit circuit?)
- Press articles issued on your property in architectural publications.
- Any architectural design awards you may have won

Art & Culture

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your particular art and/or cultural facilities (museum, art collection, temporary exhibition, specific events, etc...)
- Your philosophy behind incorporating art and cultural tourism on a wine property.
- Your rates for visits
- Please also describe how you have integrated the cultural aspects in the promotion of the winery and mention any art and culture awards you may have won in the past few years.

Innovative Wine Tourism Experiences

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your wine related original and innovative activities that create a distinctive experience for the visitors (horse riding, walk in the vineyards, specific cellar door activities,...)
- How you promote these activities (brochures, etc...)

Wine Tourism Services

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your activities related to wine tourism
- The size of your business
- Which additions/initiatives have been undertaken in the past year to offer exceptional experience to your customers?
- Your rates structure
- How your services benefit the development of the local wine tourism industry.

Sustainable Wine Tourism Practices

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- What type of environmentally sustainable innovations and development you have implemented
- How your involvement and your philosophy for sustainable practices are developed in your wine tourism activities
- How you promote your practices towards your visitors and make them concerned about these environmental activities.

CHECKLIST OF THE DOCUMENTS / FILES TO BE INCLUDED IN THE APPLICATION

Compulsory documents and files:

- A) Statutory Declaration with the Network City of origin and the name of the entrant
- B) Entry form typewritten in English (please do not send handwritten forms), duly filled
- C) A minimum of 2 high resolution images (300 dpis) of your estate: 1 general overview of your winery and 1 specific photo illustrating the chosen category on a CD/ DVD or USB pen
- D) The same photos above mentioned but in low resolution images (75 dpis) in a CD/ DVD or Pen-drive
- E) Application form in Word format or editable PDF format in a CD/ DVD or Pen-drive

Important Notes:

- 1) Applications sent by e-mail will only be considered valid after they are received by post mail;
- 2) Applications to be typed – not hand written please

Optional documents or files that can improve your application:

- Brochures and promotional documents
- Press Kit with relevant news about the chosen category
- Others: please specify

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Thank you for completing your entry form!

SEND TO: Belinda Lamprecht
P O Box 49
Green Point, 8051
E-mail: specialt@iafrica.com
Tel: 021 418 2302
Fax: 021 418 0622