

Cape Town  
Best Of Wine Tourism 2012  
Contest Rules



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

## Introduction

**The Great Wine Capitals** is a Network of nine major global cities in both the northern and southern hemispheres, which share a key economic and cultural asset: their internationally renowned wine regions.

**The Global Network's mission** is to encourage the economic, academic and cultural development in each of the cities via exchanges and joint projects, especially in the area of wine tourism.

One of the cornerstones of the Network's activities is the development of wine tourism in and across the Network. To promote wine tourism and award excellence, the Network established an international wine tourism awards program in 2003, called the "**Best Of**". The first award ceremony took place in Bilbao in 2003 with over 130 entrants in 8 categories from the Network cities, and since their inception, over 309 properties have received an award from 2099 nominees.

Last year, on the 8<sup>h</sup> edition, 317 applications were received and 59 properties awarded, 9 of which receiving an International Prize.

The first stage of the contest takes place in each wine region (Bilbao-Rioja, Bordeaux, Cape Town, Christchurch-South Island, Florence, Mainz, Mendoza, Porto, and San Francisco-Napa Valley) where local prizes are awarded.

A local jury is set up in each city in order to organise the local contest and to proceed to the selection of the application files in the different categories.

According to their own criteria each local jury will judge the applications among the different proposed categories according to:

- the quality of services and facilities offered
- the quality and original features of tourism offer
- the customer service
- the degree of commitment to developing global wine tourism

The following document contains:

- ✓ The **rules articles**
- ✓ The **description of the contest categories**

## Articles

### Article n°1: Local Implementation

On the basis of a common questionnaire, each city has the responsibility of organising the contest. From the 7 categories, each city has the choice of which categories to choose winners in, due to the many differences between the wine tourism offerings all over the world.

**The local contest** will be concluded by the end September 2011. A local awards ceremony will be organised in each city.

**The application forms are to be submitted by 20 June 2011 to:**

**Belinda Lamprecht**  
**P O Box 49**  
**Green Point**  
**8051**  
**Tel: 021 418 2303**  
**Fax: 021 418 0622**  
**E-mail: [specialt@iafrica.com](mailto:specialt@iafrica.com)**

The local awarded “Best Of Wine Tourism” are eligible for the **International “Best Of Wine Tourism Award”** and will compete on the international level. The elected wine operators will be awarded at the end of October 2011, during the Great Wine Capitals Global Network General Assembly in Mainz, Germany.

### Article n°2: Objectives and benefits

**The annual International “Best of Wine Tourism” Awards** provides an opportunity for wineries in the vineyard regions represented by the Great Wine Capitals Global Network to promote their know-how and efficiency, as well as innovative programs for international tourists.

**It also aims to:**

- Encourage creativity
- Launch new initiatives
- Raise standards
- Promote the efforts of individual wineries
- Exchange know-how among the vineyard region in several countries
- Guide vineyard visitors towards places of excellence

**Best Of Wine Tourism winners will receive the following benefits:**

- A chance to win the “Best Of Wine Tourism” trophy
- A chance to compete for the international awards
- A presence on the GWC website : [www.greatwinecapitals.com](http://www.greatwinecapitals.com)
- A presence in the “Best Of” advertisements and press promotion in the local and international media (TV, general and specialised press Wine / Gastronomy / Tourism)
- A promotion towards local and international tour operators
- A presence in a brochure distributed at major local and international wine and tourism exhibitions
- An invitation to participate in educational events and wine tourism conferences in the cities involved
- Support in using this marketing tool to promote wine sales

### Article n°3: Evaluation Criteria

As candidates have already been selected by the local jury and demonstrated their contribution to the global wine tourism development, the international judging will focus on the most original, innovative aspects of each entry.

Though there are **many differences** between the wine tourism offers all around the world, the common basis of the judgement will mainly concern, as before:

- the quality of services and facilities
- the quality and originality of the tourism offer
- the customer service
- the degree of involvement in the development of wine tourism

### Article n°4: Jury responsibilities

- **The international jury** will be composed of **9 members, one representative of each Network member city**.
- On the occasion of the Great Wine Capitals Global Network AGM in Mainz Germany, the International Jury will meet and each representative of the cities will introduce its finalists.
- The International Jury will deliberate and select **one winner per city, all categories taken into consideration. On the international level each city will receive an award among its own finalists.**
- If an entrant wins a particular category twice, they should not enter this category for two consecutive years. The same applies for over-all winners.

**An Awards Ceremony** will be held towards the end of **October 2011**, to announce the results of the “International Best Of Wine Tourism” Contest.

### Article n°5: Application Procedure

Application forms will have to be typewritten (please do not send handwritten forms) in English and a separate entry form is to be completed for every category you wish to enter.

They must include the following:

1. Statutory Declaration signed by the entrant
2. Entry Form duly filled with:
  - General Information
  - Category Focus
3. 2 high resolution digital photos, one presenting the property / site, one supporting the choice of category
4. The same photos above mentioned but in low resolution images (75dips)

*Optional:* brochures and promotional documents and a press kit with relevant news about the chosen category.

## BEST OF WINE TOURISM 2012 7 CATEGORIES FOR PARTICIPATION

### 1. Accommodation

This category is for wineries that provide guest accommodation on the premises in the form of Hotel, Motel, Bed and Breakfast or Cabins. It is also open to accommodation establishments in the region able to demonstrate that they are closely involved in regional wine tourism as long as the non-winery applicant can demonstrate its association and strong involvement in the marketing of winery tourism to the region (For example, does the business participate in regional winery tourism promotions, does the business offer specific links with wineries in the region, does it advertise in regional wine tourism publications; etc.)...

### 2. Wine Tourism Restaurants

This category is for wineries that operate restaurant facilities at the winery and who provide a quality wine and food experience, using local or regional produce. The category is also open to regional restaurants that display a significant involvement in regional wine tourism. The non-winery restaurant must be able to demonstrate its association and strong involvement in regional winery tourism. (For example, does it offer a comprehensive range of regional wines on its wine list, does it participate in regional winery tourism promotions, does the business offer specific links with the regional wineries, such as regional winemakers' dinners, does it advertise in regional wine tourism publications; etc.)

### 3. Architecture and Landscapes

This category is relevant for wineries with residential and commercial buildings (historic homestead, cellar door) and/or working buildings (storehouses, cellars, vat chambers) which are part of the winery and have special or noteworthy architectural design elements or characteristics, whether historic or contemporary. The wineries may also offer parks, landscaped gardens, panoramic views and vistas where these features make up a significant part of the visitor's experience.

### 4. Art and Culture

This category is for wineries that host an on-site museum or gallery with temporary and/or permanent collections related to the arts and cultures. It is also for wineries offering specific events linked to any form of art (concerts, plays, ballets, artistic workshops, etc.). The winery must offer collection/exhibition/cultural events on at least a monthly basis throughout the year (i.e. not just a once off event in the year).

### 5. Innovative Wine Tourism Experiences

This category is relevant for wineries that offer special and innovative, educational and/or other leisure activities and experiences for individuals and groups at the winery, at the cellar door or on the winery property. This could also include wineries which stage on-site wine and food events. It may also apply to wineries working together and who have developed one program of visits in common, a program based on a specific theme.

### 6. Wine Tourism Services

This category is for establishments and operators whose businesses have a focus on providing a significant service to the wine tourism industry (for example, winery tour operators, tour operators and wholesalers and/or travel agencies that specialize in travel arrangements providing significant wine and food experiences, wine educational colleges, etc.). It also applies wineries that have a focus on the conference and convention market and offer professional conference and business retreat facilities.

### 7. Sustainable Wine Tourism Practises

This category is appropriate for wineries that have implemented environmental practices and sustainable innovations and developments, both in the vineyards (with organic farming practices for example) and in the winery (with reduced energy consumption for example) as long as they enhance the visitors' experience.