



4th International Best Of Wine Tourism Awards 2007

CONTEST RULES

The Great Wine Capitals - 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 Global Network's projects is the organisation of the "Best Of Wine Tourism" Awards, to be held for the 4th time this year.

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

A local jury will be 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 local contest has to be achieved by the end of October 2006. A local ceremony will be organised in each city for the announcement of the local winners.

The application forms will have to be addressed **by 15/09/2006** to
Divisão Municipal de Relações Internacionais
Rua Nossa Sra de Fátima, 307, 3^o
4050-428 Porto

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 on November 16th 2007, during the Great Wine Capitals – Global Network General Assembly in Mendoza.

** List of the categories attached*

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
- § 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 guide 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

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. Even

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

Application forms for international awards will have to be presented in English and will concern the category won at the local contest only.

The international jury will be composed of **8 members, one representative of each Network member city.**

On the occasion of the Great Wine Capitals Global Network AGM in Mendoza, November 2006, 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 together. On the international level each city will receive an award among its own finalists.**

An Awards Ceremony will be held on **November 16th, 2006**, to announce the results of the “International Best Of Wine Tourism” Contest.

**BEST OF WINE TOURISM 2007
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

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.

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 culture.

5. Conference & Convention Facilities

This category is for wineries that in addition to their wine business have a focus on the conference and convention market and offer professional conference and business retreat facilities.

6. Parks, Gardens & the Environment

This category is for wineries with parks, landscaped gardens, panoramic views and vistas where these features make up a significant part of the visitor's experience. The category is also appropriate for wineries that have implemented environmentally sustainable innovations and developments, so long as they enhance the visitor's experience.

7. Significant Wine Tourism Experiences

This category is relevant for wineries that offer special and different, educational and/or other leisure activities and experiences for individuals and groups in the winery, at the cellar door or on the winery property. This could also include wineries which stage on-site wine and food events or concerts.

8. Wine Tourism Services

This new category is for establishments and operators that are not wine producers and who do not fall into any of the other categories, but 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 travel arrangements providing significant wine and food experiences, wine educational colleges, etc.).

APPLICATION PROCEDURE

Application applications must include the following :

1. Cover page

The cover page of the submission should be clearly made with :

- § The Network city of origin
- § The name of the entrant
- § A photo

2. The main document which contains :

1. Statutory Declaration signed by the entrant (attached)
2. Entry Form (attached)
3. General Information
4. Category Focus
5. 2 digital photos, one presenting the property / site, one supporting the choice of category

Page size:	A4
Front:	12 point Times New Roman, Helvetica or Arial.
Layout:	State the question then your answer.
Documentation:	Supporting documentation should be relevant to specific question and cross-referenced.
Binding:	The main document is to be found in an A4 ring binder or wire/plastic spine binding and available on a digital format (CD Rom) . This CD Rom must also include the photos in the application!

3. An appendix which contains

all the supporting documentation (photos, promotional documentation, press book, etc.)

Concerning the photos: quality slides or digital images (Note: 300 to 600dpi files in a JPEG format are preferred) illustrating the entrant's operation should accompany each submission in each category entered. Supplying images you ensure maximum exposure at the presentation ceremony and in official advertising and publications.
Optional Inclusion: Videos (VHS) or CD Roms are optional; if submitted they should be no longer than 5 minutes.
