



**4<sup>th</sup> International Best Of Wine Tourism Awards  
APPLICATION FORM  
2007**

**1. STATUTORY DECLARATION**

This form must be signed and returned with your submission

**Name of Business** .....

**Contact Person**.....

**Position**.....

**Business Address**.....

.....

**City**.....

**Postal Code/Zip Code** .....

**Postal Address** (if different from above) : .....

.....

**City**.....

**Postal Code/Zip Code** .....

**Country**.....

**Phone**.....

**Fax** .....

**Email** .....

**Website**.....

By signing this form I agree to participate in the « Best Of Wine Tourism » contest and will abide by all its terms and conditions. I certify that the information provided is accurate and that it may be verified. By entering the « Best Of Wine Tourism » contest, I hereby authorise the use and/or reproduction of images and of any information provided, in relation to any editorial/advertising purposes.

Name of the entrant.....

**Date**

**Signature**

## 2. ENTRY FORM

### DETAILS OF THE APPLICANT

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Business name of entrant (Property/Winery/Wine Tourism Operator).....  
.....  
Category in which the applicant is participating.....  
Wine region.....  
Address.....  
.....  
City.....  
Postal Code / Zip Code.....  
Phone.....  
Fax.....  
Email.....  
Website.....

### IN THE EVENT OF A VISIT BY PANEL MEMBERS, PLEASE PROVIDE CONTACT DETAILS

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Name:.....  
Title:.....  
Position:.....  
Phone:.....  
Email:.....

### VISITORS DETAILS

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Who are your target markets? (age, socio-economic status, nationality, etc.).....  
.....  
.....  
.....  
Approximate number of visitors per year?.....  
.....  
What is the period of the year when you welcome most of your visitors?.....  
.....  
Which days in the week do you welcome most of your visitors?.....  
.....  
Where do your visitors mainly come from?.....  
.....  
Do you welcome individuals?.....  
Do you welcome groups?.....  
In the case of receiving groups, how many people per group do you welcome?.....  
.....  
Do you welcome individuals by appointment?.....  
Do you welcome groups by appointment?.....





### 3. GENERAL INFORMATION

These information has to be completed by all applicants according to the category in which they are participating.

#### 1. Overview and history

- Q1. Provide a general overview of the nature and history of the facility and demonstrate your eligibility in the category entered.

#### 2. Product

- Q2. What experiences do you offer to set your attraction apart from your competitors?  
Q3. What makes you a hallmark attraction?  
Q4. Briefly describe your services and facilities and demonstrate how they enhance the visitor/client to your region. Provide images and/or any other materiel available to support your application.  
Q5. Which renovations/additions have been undertaken in the past 3 years to improve the visitor experience?

#### 3. Marketing and promotion

- Q6. Describe your domestic target markets and explain why you have chosen this target .  
Q7. Outline your key marketing activities for the domestic markets identified.  
Q8. Describe you international target markets and explain why you have chosen this target.  
Q9. Outline your key marketing activities for the international markets identified.  
Q10. Describe your most successful marketing strategy to attract overseas visitors/clients.

#### 4. Customer service

- Q11. Outline your commitment to service and how consistency is ensured. How do you identify and provide for people with special needs?  
Q12. Outline your know-how to make your visitors/clients welcome.

#### 5. Involvement in the tourism industry

- Q13. Demonstrate how your organisation is involved in the development of tourism on :  
- A local/regional level  
- A national level  
- An international level

## 4. CATEGORY FOCUS

These information has to be completed by all applicants according to the category in which they are participating.

### 1. Accommodation

- Q1. Describe the type of accommodation that you are offering (e.g. rooms, B&B, cabins, belonging to a hotel chain or to an accommodation network, etc.).
- Q2. Describe the location of the accommodation (e.g. part of a winery complex, located in the wine region, in a village, in a city, etc.).
- Q3. How many rooms do you have?
- Q4. Do you offer services in addition to accommodation? (e.g. lunch, dinner, breakfast, etc.)
- Q5. Describe your tariff structure and the reasons for it. (e.g. off seasons, week-ends, etc.).
- Q6. Did you win any tourism awards during the past few years and/or is your establishment written up in consumer publication? (Provide supporting material).

#### *Optional questions*

- Q7. a. If your establishment is not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region? (e.g. does your business participate in region or wine promotion?). Do you have any marketing partnerships with a regional/local wine industry?
- b. If your establishment is part of a winery complex, describe how offering accommodation fits into your overall business plan.

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### 2. Wine Tourism Restaurants

- Q1. Describe the style of restaurant/café together with background information.
- Q2. Describe location of the restaurant (e.g. part of a winery complex or located in the wine region).
- Q3. Describe the marketing and promotional process of your establishment.
- Q4. Provide details of your menu philosophy and the use of local/regional produce. Please attach your menu.
- Q5. Describe the range of local/regional wines on your wine list as well as details of other wines on the list.
- Q6. Is your establishment involved with the local/regional wine industry? (e.g. offer special chef/wine marker lunches and dinners, regional wine and food association opportunities)
- Q7. How many guests can you welcome?

#### *Optional questions*

- Q8. a. If your restaurant/café is not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region? (e.g. does your business participate in region or wine promotion?). Do you have any marketing partnerships with a regional/local wine industry?
- b. If your restaurant/café is part of a winery complex, describe how offering accommodation fits into your overall business plan.

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### 3. Architecture

- Q1. a. If your submission is for a historic building/premises, provide details of the historic significance (specific historic and architectural features).
- b. If your submission is for a contemporary building/premises, describe design philosophy, architectural consideration and how the building has met its design objectives.
- Q2. Describe how you maximize the architectural aspects of the building in the promotional material of your business (e.g. label, brochures, website, etc.).
- Q3. Describe how the building play a role in the marketing and promotion of the winery tourism in the region.
- Q4. Are the building architectural features written up in consumer or architectural publications? (Provide supporting material)
- Q5. How do you display the architecture characteristics of the winery (guide, signage, specific classification, etc.)?
- Q6. Have you undertaken renovation and maintenance activities for your building/premises? If yes, explain what type of activities you have undertaken.

#### **Optional questions**

- Q7. a. If your building/premises is/are not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region? (e.g. does your business participate in region or wine promotion?). Do you have any marketing partnerships with a regional/local wine industry?
- b. If your building/premises is/are part of a winery complex, describe how your business fits into your overall business plan.

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### 4. Art & Culture

- Q1. Do you have a museum, an art gallery? (Provide supporting material).
- Q2. What is your surface and reception capacity?
- Q3. Do you offer permanent or temporary art/culture exhibitions?
- Q4. What is/are the topics of the museum, art collection, art exhibition?
- Q5. Do you suggest guided visits, audio guide equipment, etc.?
- Q6. Describe your tariff structure and the reasons for it. (e.g. off seasons, week ends, etc.).
- Q7. How do you justify your approach to art and cultural tourism at a winery? Do you aim to promote a better understanding of the history and cultural heritage of your region/country?
- Q8. Did you win any art and culture awards during the past few years and/or is your establishment written up in consumer publication? (Provide supporting material).

#### **Optional questions**

- Q9. a. If your museum/art gallery is not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region? (e.g. does your business participate in region or wine promotion?). Do you have any marketing partnerships with a regional/local wine industry?
- b. If your museum/art gallery is part of a winery complex, describe how your business fits into your overall business plan.

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## 5. Conference & Convention Facilities

- Q1. What kind of events do you organise (business, weddings, etc.) and why?
- Q2. How many conference and convention halls do you offer, what are their capacity?
- Q3. Describe your tariff structure and the reasons for it. (e.g. off seasons, week ends, etc.).
- Q4. Can all the property be used for an event?
- Q5. Do you offer services in addition to organisation of conferences and events? (e.g. lunch, dinner, breakfast, etc)
- Q6. What are the most important events you host, in terms of number of participants and/or fame/reputation?
- Q7. Did your facilities win any awards during the past few years and/or is your establishment written up in consumer publication? (Provide supporting material).

### **Optional questions**

- Q8. a. If your conference and convention facilities is not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region. Do you have any marketing partnerships with a regional/local wine industry?
- b. If your conference and convention facilities is part of a winery complex, describe how your business fits into your overall business plan.

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## 6. Parks, Gardens & the Environment

- Q1. Describe your park, landscaped garden, panoramic views and/or vistas from the vineyard? What are their special features and surface? (flora, environmental considerations, etc.)
- Q2. Is a free visit available?
- Q3. Do you suggest a guided visit?
- Q4. Do you provide a picnic area for visitors?
- Q5. Have you undertaken renewing and maintenance activities on the park/garden? If yes, explain what type of activities you have undertaken.
- Q6. Have you implemented environmentally sustainable innovations and developments? If yes, explain what type of innovations and developments you have implemented.
- Q7. How do you display the park/garden/landscape/environment characteristics (guide, signage, specific classification, etc.)?
- Q8. Did your site win any awards during the past few years and/or is your site written up in consumer publication? (Provide supporting material).

### **Optional questions**

- Q9.a. If your site is not part of a winery complex, demonstrate how your business participates in the marketing and promotion of winery tourism in your region. Do you have any marketing partnerships with a regional/local wine industry?
- b. If your site is part of a winery complex, describe how your business fits into your overall business plan.

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## 7. Significant Wine Tourism Experiences

- Q1. What kind of all wine-related activities do you offer in order to create a distinctive experience for the visitor (horse riding, wine tasting, walk in the vineyards, etc.)? - If the special experience is an event or a series of events ( festivals), provide details, i.e. history, frequency, goals, purpose and objectives of the event(s), number of visitors, etc.
- Q2. Demonstrate and provide details how this special experience forms part of your marketing strategy ( support with brochures, articles, advertisements, etc
- Q3. Describe your tariff structure and the reasons for it. (e.g. off seasons, week ends, etc.).
- Q4. Do you offer services in addition to your significant wine tourism experiences? (e.g. lunch, dinner, breakfast, etc)
- Q5. What type of training does your staff receive to develop these activities?

### **Optional question**

- Q6 Provide details and information on how the event plays a role in wine tourism in the region.

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## 8. Wine Tourism Services

- Q1. Describe the main activity of your business as it relays to winery tourism.
- Q2. Provide details of the specific experience you are offering to visitors. (e.g. What is the point of difference your company offers compared to similar services?)
- Q3. Describe your tariff structure and the reasons for it. (e.g. off seasons, week ends, etc.).
- Q4. Provide details of the capacity scope and size of the business, including details when the service is being offered.
- Q5. Demonstrate how your company involvement benefits to the wine industry and in particular winery tourism.

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