



BEST OF WINE TOURISM AWARDS

Hawke's Bay Prospectus



Best Of Wine Tourism
by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE



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Great Wine Capitals Global Network

The Great Wine Capitals Global Network was established in Bordeaux in 1999, to unite cities that share a common asset: their internationally renowned wine regions. The network exists to sustain the health, prosperity and sustainable development of the wine-related industries, communities and tourism in their Capitals.

The existing members of this prestigious network are:



Hawke's Bay was accepted into the network in May 2023 and is represented in our region by Hawke's Bay Tourism, Hawke's Bay Winegrowers, Napier City Council, Hastings District Council and Hawke's Bay Airport Ltd., with support from EIT and the Hawke's Bay Regional Economic Development Agency.

Network membership presents an opportunity to position Hawke's Bay

and New Zealand alongside eleven of the world's most prestigious and well-known wine regions and their cities. The members do not view each other as competitors but work together to learn from each other and continue to grow and protect the industry on a global scale. This encompasses sharing best practice and innovation in wine production, biosecurity, knowledge exchange and wine tourism.



Best Of Wine Tourism Awards

The Great Wine Capitals Global Network Best Of Wine Tourism Awards is an esteemed recognition programme that celebrates excellence and innovation in the wine tourism industry.

The Best Of Wine Tourism Awards serve as a platform to showcase the exceptional experiences and services offered by wineries, vineyards, and other wine-related businesses.

Every year, each of the 12 capitals run the awards within their region to highlight the dedication and creativity of the wine tourism industry. The awards honour outstanding initiatives across seven categories, including – Accommodation, Architecture and Landscape, Art and Culture, Culinary Experiences, Innovative Wine Tourism Experiences, Sustainable Wine Tourism Practices and Wine Tourism Services.

Winners from each category will then go in front of an international jury made up of representatives from each capital who will select a global winner from every capital. All category winners will also be included in the global people's choice awards which is decided by consumer vote.

This prestigious recognition not only promotes the winning establishments but also strengthens the global reputation and allure of each of the Great Wine Capitals as must-visit destinations for wine enthusiasts and tourists seeking immersive wine experiences.



The Programme

The Best of Wine Tourism Awards are a key initiative delivered as part of Hawke's Bay's membership in the Great Wine Capitals Global Network, and 2025 will be the inaugural awards in Hawke's Bay. The winners will be promoted via the Great Wine Capitals global marketing budget in the following year, which is why the winners announced this year are called the 2025 winners.

The 2025 awards will maintain a strong focus on sustainability, recognising the importance of sustainable practices in all

aspects of the wine industry, including grape growing, production, packaging and tourism.

Nominations will be open at hawkesbaytourism.nz/great-wine-capitals/bowta from 30 April and close on 14 June.

Winners will be announced at an awards ceremony to be held on the 4th of September 2024.



Categories

Awards are presented in the following seven categories:

ACCOMMODATION

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This category rewards sites that offer accommodation at the winery and/or accommodation which actively contributes to the promotion of local wine tourism. From the traditional to unusual accommodation types, the category is open to lodging offers that complement the visitor experience and enrich the regional network.

ARCHITECTURE & LANDSCAPE

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This category applies to sites with special architectural features and/or buildings (winery, vats, etc.). Also eligible for this category are properties set in landscapes that offer an immersive experience for wine tourism enthusiasts. These may include parks, gardens, remarkable landscaped settings and/or panoramic or exceptional views of the vineyard or surrounding countryside. This heritage must be enhanced and promoted to visitors to showcase its history and noteworthy features.

ART & CULTURE

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This category acknowledges wineries and operators that go beyond traditional wine experiences to enrich the cultural environment. This includes sites with special collections of art works (painting, sculpture, photography, engraving, etc.) on permanent or temporary display, particularly during the tourist season.

Also eligible are sites hosting events, such as live performances (concerts, dance, theatre, creative arts workshops, live shows, etc....) and/or supporting artist residencies, creating a dynamic environment that enhances the broader wine tourism experience and the cultural tapestry of the local community.



CULINARY EXPERIENCES

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This category rewards on-site restaurants, exceptional culinary events, innovative gastronomic experiences, unique food & wine pairings, or themed workshops that highlight the strong connection between gastronomy and wine. It is open to wineries or restaurants who create an original gourmet experience while promoting the wines of the region and the local wine tourism offer.

INNOVATIVE WINE TOURISM EXPERIENCES

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This category rewards unique wine-related activities that provide exceptional and distinctive experiences for visitors. Initiatives that go beyond traditional offerings, showcasing creativity and adaptability in the rapidly evolving landscape of wine tourism. This includes sites that have created tourism programmes or marketing concepts that stand out from the rest of the industry's offerings. Candidates in this category must offer a significant, immersive, and original experience to visitors.

SUSTAINABLE WINE TOURISM PRACTICES

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This category acknowledges wineries that apply principles of sustainability (environmental, social and economic) and share these values to visitors. This category rewards those who not only implement eco-friendly initiatives at the winery (environmental label, eco-responsible values or innovative approach to vineyard management), but also actively encourage the development of local tourism promoting an accessible wine tourism offering for different visitor profiles.



WINE TOURISM SERVICES



This category is dedicated to companies who demonstrate excellence in crafting and delivering exceptional wine tourism services. This category celebrates their contribution to providing visitors with insightful, immersive, and memorable experiences that showcase the best of the local wine culture.

These may be:

– Tour operators / individuals / groups of properties who demonstrate excellence in crafting and delivering exceptional wine tours and excursions (offering wine tourism itineraries, programmes) enabling visits to several vineyards, or themed products.

– Estates or merchants offering a range of business services for groups and business tourism customers. Prerequisites are required in terms of meeting space, number of seminars, conferences, conventions, and professional events.

– Wine houses, trade associations and wine organisations offering tasting workshops for the public and/or specific promotion of their appellation can also compete in this category.



Judging Criteria

The judges will focus on the following considerations:

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- The quality of the offering
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- Originality/Uniqueness/Innovation
.....
- The infrastructure/facilities available
.....
- The customer service experience
.....
- Commitment to wine tourism e.g., memberships / affiliations within the industry
.....
- The impact or contribution of the offering to wine tourism in Hawke's Bay and the region's economy
.....
- Strategies and actions taken to develop wine tourism in the Hawke's Bay region

- Philosophy on inclusiveness, supporting local businesses and incorporating culture
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- Improvements that have been made to the offering for the enjoyment of visitors
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- Considerations that have been made for accessibility
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- The business/winery's understanding of the importance of sustainability in the wine industry and the implementation of sustainable practices in their business.
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Timeline

30 APRIL 2024	Nominations for the Hawke's Bay Best Of Wine Tourism Awards will open at hawkesbaytourism.nz/great-wine-capitals/bowta . All wineries who entered are notified of receipt of their entry as they submit their application.
14 JUNE 2024	Nominations close.
END JUNE 2024	Shortlist of winners will be decided.
JULY-AUG 2024	A judging panel will review applications, visit applicants where necessary, and convene to make a decision on winners.
4 SEPT 2024	Presentation of the seven Best Of Wine Tourism Awards to be made.
24 OCTOBER 2024	Global award presentation to take place at the gala dinner which will close the 2024 Annual Meeting and Conference in Verona, Italy.
NOVEMBER 2024	People's Choice Awards open. Winning wineries to promote to their members/guests to be in the running.



Conditions

Entries are open to all wine tourism and related businesses from Hawke's Bay who are members of Hawke's Bay Winegrowers or Hawke's Bay Tourism.

All entries must be submitted electronically via hawkesbaytourism.nz/great-wine-capitals/bowta.

Wineries must submit at least four high resolution images to support their application.

Where a winery/business cannot be separated by the judges, the organisers reserve the right to share the award between the winning businesses.

Any questions about eligibility criteria, applications or categories can be submitted in writing to Rachel Campbell at rachelc@hawkesbaytourism.co.nz



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