

## **Best Of Wine Tourism Awards Category Questions**

In your application, think about the following questions when summarising how your business and/or experience offering(s) link to the chosen award category.

### **Category 1: Accommodation Award**

- The type of accommodation that you are offering
- Its location (e.g., part of a winery complex, in a wine region, etc.).
- Any special offerings in addition to accommodation
- Any awards you may have won
- How it contributes to wine tourism in Hawke's Bay
- How you work with travel trade
- How you work with local tourism businesses to enhance yours and their offering

### **Category 2: Architecture & Landscapes Award**

- Describe your architectural or landscape merits/features
- Provide any historical information about the site
- How you use the architectural aspects of the building and / or your landscape 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 building/ landscape views if relevant
- How can the visitors enjoy your building/ landscape (do you offer a guided tour, can they walk around by themselves, are there directions with information?)
- Include any relevant recent press articles issued on your property
- Any architectural design awards you may have won

### **Category 3: Art & Culture Award**

- Describe your wine experience and how it enhances the arts or cultural environment of the local community, for example, museum, art collection, temporary or permanent exhibition, live events e.g. concerts, theatre, art workshops, artist residencies, art and wine events etc.
- Your philosophy behind incorporating art and culture with wine tourism
- Mention any art and culture awards you may have won in the last year

#### **Category 4: Culinary Experiences Award**

- Describe your restaurant, culinary event, original gastronomic experience, unique food and wine pairing or themed workshop that highlights the regions wines and local wine tourism offerings
- Location of the experience
- Your menu philosophy and the use of local products (please add your menu)
- Your wine list (please add your list as an annex to the application)
- Restaurant guides you are promoted in
- Sustainability measures e.g. waste reduction
- Any culinary awards won in the last year

#### **Category 5: Innovative Wine Tourism Experiences**

- Describe your original and innovative wine-related activity that creates an exceptional and memorable experience for visitors that goes beyond traditional wine tourism offerings
- How you promote these activities

#### **Category 6: Sustainable Wine Tourism**

Please describe any activities your business undertakes especially in your cellar door in the following areas of sustainability and how you share these with the visitor:

- Innovative eco-responsible vineyard management e.g. reducing water use, water recycling
- Reducing emissions from energy use in your cellar door e.g. solar panels
- Waste management e.g. recycling, composting
- Sustainable packaging
- Working with local suppliers
- Working with indigenous owners/ iwi, incorporating Māori culture
- Sustainable transport e.g. e vehicles, bikes
- Improving biodiversity
- Accessibility and inclusive practices

#### **Category 7: Wine Tourism Services**

- Describe your wine tourism services, e.g. tour, programme, business service, professional event, tasting workshop, etc.
- What additions/initiatives have been undertaken in the past year to offer exceptional experience to your customers
- Explain how you see the experience/ service you offer as being a quality wine experience that goes above and beyond
- Who are your main customers