



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

Great Wine Capitals is a global network of prestigious wine regions, established in 1999 in Bordeaux, France. The network was developed to encourage travel, education, and business exchanges between premium wine regions, and promote the wine regions and innovative wine and tourism experiences within each region.

The existing members of this prestigious network are shown below on the map.



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.

Network membership presents an opportunity to position Hawke's Bay and New Zealand alongside ten 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 and 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 and other wine-related businesses.

Every year, each of the 11 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 one 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 winners will be promoted via the Great Wine Capitals global marketing budget in the following year, making the winners announced this year the 2027 winners.



Timeline

17 JUNE 2026	Nominations for the Hawke's Bay Best Of Wine Tourism Awards will open at hawkesbaytourism.nz/great-wine-capitals/bowta .
22 JULY 2026	Nominations close.
AUGUST 2026	A judging panel will review applications, visit applicants where necessary, and convene to make a decision on winners.
SEPTEMBER 2026	Presentation of the seven Hawke's Bay Best Of Wine Tourism Awards to be made.
22 OCTOBER 2026	Global award presentation to take place at the gala dinner which will close the 2026 Great Wine Capitals Annual Conference at Toitoti in Hastings, Hawke's Bay..
NOVEMBER 2026	People's Choice Awards open. Winning wineries to promote to their members/guests to be in the running.



Categories

Awards are presented in the following seven categories:

ACCOMMODATION

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Special accommodation offerings nestled within picturesque wineries and vineyards or any style of accommodation that actively enhances the region's wine tourism landscape with the experiences they offer.

ARCHITECTURE & LANDSCAPE

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Winery sites that marry the perfect blend of wine, architecture, design and natural beauty - enhanced and showcased for the visitor. Includes historic or architecturally designed buildings, immersive landscape settings, and breathtaking views. This award recognises venues who have embraced their physical environment to captivate wine tourists.

ART & CULTURE

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This category recognises wineries and other tourism businesses and organisations that delight tourists with experiences that enrich the cultural environment by combining art and wine.

Eligible for this category are art collections, exhibitions, museums, galleries, artist residencies, concerts, workshops and events that blend the best of wine, art and culture to create a unique wine tourism experience.

CULINARY EXPERIENCES

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Celebrate the fusion of wine and gastronomy in this category that recognises exceptional restaurants, gastronomic experiences, food and wine pairings or workshops and culinary events. Local food and wine paired in an innovative and appealing format that attracts visitors to your experience and the region.



INNOVATIVE WINE TOURISM EXPERIENCES

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Rewarding operators that create new and unique wine related experiences that stand out from the traditional offerings. The activities are distinctive, immersive and create extraordinary memories for your guests. They showcase creativity and vision, leaving a lasting impression on visitors.

SUSTAINABLE WINE TOURISM PRACTICES

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Acknowledges wine tourism operators who apply the principles of sustainability (environmental, social, economic) and accessibility for different visitor profiles across both their winemaking and their visitor experience. Their commitment to sustainability will be showcased to all who visit and set them apart as an industry leader.

WINE TOURISM SERVICES

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This category is dedicated to those who demonstrate excellence in crafting and delivering services or experiences that stand out from the rest. These may be exceptional wine tours, services for business tourism customers, themed tasting workshops and events, or quality immersive tasting experiences that go above and beyond.



Judging Criteria

The judges will focus on the following considerations in both your written applications and their visits to your offering. Remember that an important part of the application process is how you can sell your experience both in writing and in-person when the judges visit.

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



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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