

San Francisco | Napa Valley | San Francisco | Napa Valley | Firenze  
 Bilbao | Rioja | Mendoza | Cape Town | Bordeaux | Bordeaux  
 Mainz | Rheinhessen | Cape Town | Bordeaux | Mainz | Rheinhessen  
 Christchurch | South Island | Porto | Firenze | Christchurch | South Island



Guide to completing Best Of Wine  
 Tourism 2012 contest  
 Application form

Christchurch / South Island



## OVERVIEW

This guide has been put together based on feedback and comments from the local judges during the judging process for the 2010 Best of Wine Tourism Awards. Applicants are strongly advised to refer to this document when completing their applications.

### *Categories for the award*

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While the International Best of Wine Tourism Awards are judged in seven categories, Christchurch/South Island is this year seeking applications in four categories. These are:

Innovative Wine Tourism Experiences  
Sustainable Wine Tourism Practices  
Wine Tourism Restaurants  
Wine Tourism Services

It is quite possible for businesses to apply in more than one of the above categories, and this can be done with one application form. For example, a winery that enters the competition based on their Sustainable Wine Tourism Practices might be eligible also to apply in the Wine Tourism Restaurant category, and in the Innovative Wine Tourism Experiences category. In general, all applications will be considered on the basis of the following:

- The originality of the product or service
- The quality of the services and facilities offered
- The professionalism and quality of promotional material
- The degree of commitment to developing and/or supporting wine tourism at a local/regional and/or national level

More details of the selection criteria for each award are presented below.

### *Completing the form*

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The Christchurch/South Island application form for the Best of Wine Tourism Awards has been changed substantially this year. Applicants may find that many of the sections do not apply to them; in this situation the section will be completed by simply ticking one box and moving on to the following section.

The sections are:

- A- Application details:** This section requires the name of the business applying for the award, the category(s) in which the application is entered and contact details of the business. Question 11 is seeking the name of the contact person whom the judges should contact to arrange a visit or tour. This may be the same, or a different person, to the person applying for the award.
- B- Operation details:** This section asks general questions about the business's operations, and the facilities and services available.
- C- Cellar door/tasting room:** This is the first section that will not be relevant to all applicants. If your business does not have a cellar door/tasting facilities, tick 'no' to the opening question

and move to the next section. If your business does have a cellar door/tasting room, please fill in this section even if you are entering the awards in a different category (e.g. wine tourism restaurant).

- D- Restaurant:** Again, this section won't apply to everyone. The first question will determine if you need to complete the remainder of the section. If your business has a restaurant, please fill in this section even if you are entering the awards in a different category.
- E- Accommodation:** A short, self explanatory section which will be relevant to a relatively small number of applicants.
- F- Hosting Events/Facilities:** This short section asks questions about conference facilities, special events hosted (such as weddings or concerts), and art exhibitions/galleries.
- G- Shop/Merchandise:** This section is relevant to those who have either a retail outlet, or sell direct to the public through any other channel. This does not include sales to wholesalers.
- H- Customer follow-up:** Two simple questions about whether/how you stay in contact with your customers/guests.
- I- Promotional tools/brochures:** These questions relate to your promotional materials, in particular brochures and websites. It is strongly recommended that you include copy of any brochures you produce with your application.
- J- Building networks:** As stated above, showing a degree of commitment to developing and/or supporting wine tourism is an important element to be assessed by the judges for these awards. This section provides you with an opportunity to summarise this involvement. A question in section K allows you to discuss this issue in more detail.
- K- Summary of Application Strengths:** This is the most important section of the application and will be discussed separately below.

## Summary of Application Strengths

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This section commences with a short description of your property and services. This description is limited to 500 characters (approximately 100 words). You should attempt to make this summary engaging to capture the judges' attention.

The second question asks to you indicate the category you are entering for the Best of Wine Tourism Award (you will have already indicated this on the first page of the application), and to address the criteria for that award in 400 words or less. As stated above, it is quite possible for a business to apply in more than one category, and to use the same application for each category. All that would be needed in this instance is for this question to be completed once for each category entered. Space has been left on the last page of the Application Form for those entering numerous categories.

It is most important that in applying for the award in a particular category, applicants clearly address the criteria for that particular award. The judges in 2010 reported that some applicants seemed to think their business or service would stand on its merits and did not clearly address the category criteria. What follows is a summary to guide applicants in addressing the award criteria in each category.

## Innovative Wine Tourism Experiences

Last year, this category created some confusion amongst applicants. In general, this category is only relevant for wineries that offer special and innovative, educational and/or other leisure activities and experiences for individuals and groups at the winery. This may involve an innovative approach to the cellar door experience (for example, the approach to tasting or educating visitors about the winery's practices), or through other experiences offered at the winery (such as winery or vineyard tours). This category could also include wineries which stage on-site wine and food or other cultural events or exhibitions on a regular basis (preferably once a month).

In addressing the criteria for this award, applicants should discuss:

- What makes the wine tourism experience you offer innovative and special? How does it differ from most wine tourism experiences?
- The rationale and process for developing your innovative wine tourism experience, including how you continue to innovate your product.
- The impact of your product or service on the winery visitors' experiences.
- How you ensure excellence in service quality in your cellar door. Where relevant, what training do you give your staff? What criterion do you use in the appointment of staff?
- The impact of your business on tourism, and especially wine tourism, and to the economy of your region.
- How you promote your innovative wine tourism activities.

## Sustainable Wine Tourism Practices

This category requires applicants to explain the sustainable practices they have implemented in their vineyard or winemaking processes. This primarily includes environmentally sustainable practices, but applicants should not overlook the social, cultural and economically sustainable aspects of their operation. Critically, given this is a wine tourism award, it is important to clearly explain how your sustainability principles and practices are communicated to the wine tourist and integrated into the winery visitor's experience. In summary, then, applicants should address:

- What type of sustainable innovations and developments have you implemented?
- How is your involvement and your philosophy for sustainable practices developed in your wine tourism activities?
- How you promote your sustainable practices to your visitors and make them concerned about sustainability.
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the sustainability of your region.

## 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.)

Specific criteria to address are as follows:

- An overview of the style of your restaurant/cafe, including its location and setting.
- What is your menu philosophy? What is the role of local products in your menu? What is included on your wine list? Please include a sample of your menu and wine list, and where relevant, details of your chef(s)' references and qualifications.
- How do you ensure excellence in service quality in your restaurant? What, if any, training do you give the staff in your restaurant? What criterion do you use in the appointment of staff?
- What is the impact of your restaurant on tourism, and especially wine tourism, and to the economy in your region?

### **Wine Tourism Services**

This category is primarily for businesses and tourism operators whose businesses have a focus on providing a significant service to the wine tourism industry (for example, winery tour operators, wine tourism/wine trail organisations). In general, a winery would not apply in this category unless there were clear indications that their involvement in wine tourism did not fit into one of the previous categories (for example, offering conference facilities). In this category there will be more variation in the types of applications, but in general it is important to address the following criteria:

- Provide an overview of your business, and the services you offer as they relate to wine tourism.
- Explain how you ensure your customers (whether wine tourists or wineries) receive exceptional service from your business.
- Outline any new initiatives implemented in the past year or two to improve the business or service you offer.
- How does your service or business contribute to, or benefit, the development of the local wine tourism industry?
- Outline the impact of your business/service on tourism, and especially wine tourism, and to the economy in your region.

It is also important for applicants in each category to outline their involvement in wine tourism at a local, regional, national or international level. The next question in Section K addresses this issue. In this section, limited to 300 words, applicants should discuss the ways in which they network with other regional institutions and services involved in tourism, or specifically wine tourism. This response should include discussion of any membership or leadership role the business has in relevant organisations, and should outline also the marketing strategies and actions taken to demonstrate your involvement in developing wine tourism in your region.

The final question in section K requires applicants to outline how your business or organisation would promote your Best of Wine Tourism Award, should you win. You should try to be as specific as possible in your response.