

## **Christchurch/South Island Best of Wine Tourism Awards 2011** **Media Release**

Monday 19 July, 2010

# Deadline for prestigious wine tourism awards extended

Time is running out for businesses to get their entries in for the inaugural Christchurch | South Island Best Of Wine Tourism Awards 2011.

Nominations for the awards, which honour outstanding wineries and other tourism related businesses in member cities and regions of the Great Wine Capitals Global Network, were due to close on July 16, but the deadline has been extended to Friday July 30.

Christchurch | South Island, which includes the Waipara Valley, Canterbury, Marlborough, Nelson and Central Otago wine regions, was welcomed as the newest member of the prestigious Great Wine Capitals Global Network in November 2009.

“The clock is ticking, but there is still time for businesses to get their entries in for these prestigious awards,” says Christchurch & Canterbury Tourism chief executive Christine Prince.

“These awards carry significant kudos because they are recognised globally as an industry-wide benchmark for success. Only those who are at the top of their game get these awards – so it’s a huge honour.”

This year’s judges include: Central Otago-based tourism consultant Tara Druce; senior lecturer in tourism at University of Otago, Dr Richard Mitchell; head of school of tourism, hospitality and wellbeing at Nelson Marlborough Institute of Technology, Elizabeth Latham; Hell’s Kitchen 2003 winner and Chair of New Zealand Farmers Market Association, Chris Fortune; managing director of Quality Tourism Development, Craig Wilson; product development manager at Tourism New Zealand, Monica Armesto; and senior lecturer in tourism at Lincoln University, Dr Joanna Fountain.

Wineries and wine tourism businesses can apply for awards in the following categories:

- Accommodation
- Wine Tourism Restaurants
- Innovative Wine Tourism Experiences

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- Wine Tourism Services
- Sustainable Wine Tourism Practices

Local winners of the Christchurch | South Island Best of Wine Tourism Awards 2011 will receive a certificate, promotion through the Great Wine Capitals Global Network and will go on to compete in the international awards.

International winners will be announced at a gala dinner during the Great Wine Capital Global Network's AGM and international wine conference, and will receive a Best of Wine Tourism trophy and plaque, as well as international recognition through the Great Wine Capitals Global Network.

The Conference, Wine Discovery New Zealand 2010, will be a cluster of events and wine tours attracting overseas delegates and will be held in Christchurch from 31 October to 4 November.

"I really encourage all the wineries and wine tourism businesses out there who are promoting this region to travellers and to wine lovers of the world to enter," says Ms Prince.

For more information and to apply for the awards, sponsored by Apex Car Rentals, go online to [www.southislandwine.co.nz](http://www.southislandwine.co.nz). Entries close on July 30, and nominated businesses will be visited by a team of judges shortly after.

### Ends

**Editor's note:** Our membership name can be written Christchurch | South Island or Christchurch / South Island. Christchurch City is a central hub, providing the gateway to the five wine regions that form our Great Wine Capital.

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## Background:

- The Great Wine Capitals (GWC) Global Network ([www.greatwinecapitals.com](http://www.greatwinecapitals.com)) was founded in Bordeaux, France 10 years ago with a goal to bring together the world's most prestigious wine regions to enhance their economic, education, and tourism projects.
- Until last year, there were eight members, including; Bilbao/Rioja (Spain), Bordeaux (France), Cape Town (South Africa), Florence (Italy), Mainz (Germany), Mendoza (Argentina), Porto (Portugal) and San Francisco/Napa Valley (USA).
- Members of the Network engage in sub activities including: running international best of wine tourism awards, funding annual international student grants and maintaining a growing database of international wine writers and connoisseurs.
- The Network brings together cities that are gateways to internationally-renowned wine regions, for example San Francisco – gateway to the renowned wine region of Napa Valley.
- Only one city per country can be accepted into the Network, and that city must represent an internationally-recognised wine region, have an international airport and have an academic institution that specialises in wine science.
- In early 2009, the Christchurch City Council (CCC), in conjunction with Canterbury Development Corporation (CDC) and Christchurch and Canterbury Tourism (CCT), consulted with the five South Island wine regions and an application was submitted shortly after in June 2009.
- Following a visit from representatives of the global Network, Christchurch & South Island officially became the ninth GWC of the world in October 2009.
- Our wine industry is growing; New Zealand had 585 wineries in 2008, an increase from 2003 of 39 percent.
- The wine industry is an important contributor to the New Zealand economy and in 2008 it was worth \$798 million. However, there is room for growth within Christchurch and the South Island's wine industry and this network will look to support that growth.
- The Network provides an additional tool for South Island wine regions to market their products and improve sales. This will provide economic benefits across the whole of the South Island.

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- The Christchurch City Council is the overall provider and manager for the Christchurch | South Island GWC, with its key responsibility to manage the brand development, marketing, communications and events.
- Four committees make up the Christchurch | South Island GWC, including: communications (led by CCC), business development (led by CDC), tourism (led by CCT) and education (led by Lincoln University). Within each of these committees is representation from each of the five South Island wine regions and a collaborative approach is taken when engaging in Network activity.



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