



# Best Of Wine Tourism

GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

## APPLICATION FORM

# 2021

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Best Of  
Wine Tourism  
AWARDS  
2021

**CAPE TOWN  
& WESTERN CAPE**

marketed by **WESGRO**

To be sent to : Wesgro

Lana Carls

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**Application deadline** : Friday, 04 September 2020

# Welcome to the Best Of Wine Tourism Awards 2021!

This international annual competition is designed to reward the wineries in each of the Great Wine Capitals Global Network's member cities for the excellence of their facilities, in seven different categories, from art and culture to sustainable wine tourism.

It is considered as a real opportunity to improve brand image in the wine & tourism sector and a great communication/promotion tool, as considerable media attention is given to the competition and winners. The international wine and tourism media regularly publish interesting articles about the contest and about the award winning properties and wine tourism operators. The winners of the contest are included in an important annual world leading campaign financed by the Great Wine Capitals: a brochure is published and advertised; advertisements and advertorials are booked on famous media (decanter.com, Dr Vino) and Social Networks are also very active to buzz about the Best Of winners activities (particularly on Facebook, Twitter and Pinterest).

**THE AWARDED PROPERTIES ARE USUALLY PROUD TO REACH THIS LEVEL OF EXCELLENCE. READ SOME OF THEIR TESTIMONIALS**

”

This award of excellence graces Seppeltsfield as Australia's leading property for wine tourism services.

Seppeltsfield has undergone a metamorphosis since 2009 following significant investment by its proprietors.

This award signals a completed transition of Seppeltsfield from a staid - albeit historic - wine property, to a dynamic and multi-experiential destination, where wine, regional food and art are equally celebrated and promoted

**Warren Randall, Seppeltsfield  
Estate Proprietor & Managing  
Director, 2017 Global Best Of  
Winner.**



”



Château de Léognan has been awarded a Best Of Wine Tourism in the Accommodation category. This label allowed us to communicate widely on all our marketing tools. We then welcomed curious visitors who wanted to know more about us and try our services. On a regular base, this award catches demanding customers, looking for high quality experiences. The Best Of Wine Tourism label is definitely one of the best recognition to highlight tourism operators.

**Chantal Miecazes, Château de Léognan, 2015 Best Of Wine Tourism award, Accommodation category**

"We are proud to receive this international award for our restaurant "Kupferberg Terrasse" with it's 200 years of sparkling wine culture. To us it is both, motivation for further invest in our regional oriented way of wine gastronomy in Rheinhessen and at the same time a motivation for our team to meet our guests expectations in terms of authentic products in the future."

**Eva Eppard, 2016 global Best of Wine Tourism Award Winner, Wine Tourism Restaurants category**



## STATUTORY FORM

PLEASE ENSURE THAT THE ENTRY FORM IS COMPLETED BY SENIOR MANAGEMENT OR MARKETING REPRESENTATIVE AND ALL INFORMATION IS CORRECT, AS WINNERS DETAILS WILL BE USED IN THE 2021 BEST OF MARKETING MATERIAL.

GWC member city: .....

Name of the company: .....

Name of the entrant: .....

Tel.: .....

E-mail: .....

Category selected by the applicant: .....

*Note – if entering more than one category, an entry form for each category is required*

### CONFIDENTIALITY

No economic data contained in this entry form about individual wineries will be distributed or communicated outside GWC teams. Any utilization of economic data will respect complete anonymity of all individual wineries involved in this contest.

### BY SIGNING THIS FORM

- ☐ I agree to participate in the “Best Of Wine Tourism 2021” Awards and abide all their terms and conditions.
- ☐ I certify that the information provided is accurate and that it may be verified.
- ☐ I hereby authorize the use and/or reproduction of images and of relevant information provided, for editorial/advertising purposes.
- ☐ I accept that the decisions of the judging panel are final.
- ☐ I undertake to add Best Of logo to the Great Wine Capital’s website with an internet link on my website if I am award winner

☐ I ACCEPT THE CONDITIONS:

**Date:**

**Signature:**

# ENTRY FORM

## WINERY PROFILE

**Business name of entrant (Property/Winery/Wine Tourism Operator):** .....

Service name applying for the Best of Wine Tourism Award: .....

Wine region: .....

Mailing Address: .....

Post/Zip Code: .....

City: .....

COUNTRY: .....

PHONE: .....

Fax: .....

Web site: .....

Email address: .....

Contact Person (in charge of visitors) ☐ Mrs ☐ Ms ☐ Mr

First Name: .....

Name: .....

Position: .....

Email address: .....

GPS: **N**|\_\_\_\_\_|°|\_\_\_\_\_|'|\_\_\_\_\_|" **W**|\_\_\_\_\_|°|\_\_\_\_\_|'|\_\_\_\_\_|"

What is the quantity of wine produced by your winery in 2018/19?

.....

## OPENING DETAILS

01 Months Closed:

J	F	M	A	M	J	J	A	S	O	N	D
---	---	---	---	---	---	---	---	---	---	---	---

02 Opening days:

M	T	W	T	F	S	S
---	---	---	---	---	---	---

03 Opening hours:

☐ Morning    ☐ Lunch-break    ☐ Afternoon    ☐ Evening

04 Are you open during public holidays?

☐ YES ☐ NO

05 Are you open during harvest and vinification?

☐ YES ☐ NO

06 Do you have specific welcoming space for the visitors?

☐ YES ☐ NO

07 Do you have facilities for disabled persons?

☐ YES ☐ NO

08 Do you have parking facilities?

☐ YES ☐ NO

09 Do you have child minding/day care?

☐ YES ☐ NO

## VISITOR DETAILS

10 How many visitors have you welcomed in 2018/19? .....

11 Evaluate the increase / decrease compared to previous season: .....%

12 Please give an estimate of the average amount of money spent by each visitor in 2018/19: .....  
(Please give a numerical answer)

13 Please answer the following questions about your visitors in table below.

- What percentage of your visitors are females?
- What percentage of visitors are locals vs. nationals vs. foreigners?
- What percentages of your visitors are between 18 to 35, 36 to 55, and over 56 years old?

Age	%
From 18 to 35 years	
From 36 to 55 years	
Over 56 years	



Type of Visitors	%	<p>14 What type of visitor activities related to wine tourism do you offer at your winery? (You may select more than one option)</p> <p>15 Are you planning to add new activities to attract visitors to your winery in 2020/21?</p>	Geographic origin	%
Females			Locals	
Males			Nationals ( <i>not locals</i> )	
			International	

  

Gastronomy	Museum or Historic Exhibitions	Wine tasting/ events/ festivals	Spa/Wine therapy
Wine tasting and Guided visits	Lodging/ Accommodations/ Hotels	Conference or Corporate Retreat center	Sports or Social activities
Music Concerts/ Entertainment	Photographic, sculpture or painting exhibitions	Hosting weddings	Onsite shop selling regional produce and/or souvenirs

☐ YES ☐ NO

If so, please, specify: .....

## VISITS

16 Which parts of your winery are opened to public?

- ☐ Vineyards
 ☐ Park
 ☐ Buildings  
☐ Wine storehouse visit
 ☐ Cellar
 ☐ Others: .....

17 Are the visits: ☐ Guided ☐ Free ☐ Mixed (guided and free)

18 Is there a charge for the visit concerning:

Individuals: ☐ YES ☐ NO  
 Groups: ☐ YES ☐ NO

19 Do you welcome individuals:

If yes, is it ☐ without appointment ☐ by appointment only

20 Do you welcome groups: ☐ YES ☐ No

If yes, is it: ☐ without appointment ☐ by appointment only

21 Who is in charge of visits?

- ☐ Wine tourism qualified people
 ☐ Temporary employees  
☐ Others employees
 ☐ Interns

22 Have the guides followed a specific training to welcome visitors? ☐ YES ☐ NO

If so, what kind of training? .....

23 What are the languages spoken by the guide(s)?

☐ English ☐ French ☐ German ☐ Italian  
☐ Spanish ☐ Deutsch ☐ Portuguese ☐ Other(s): .....

24 Do you have audio guide equipments? ☐ YES ☐ NO

25 Do you offer one or several promotional gift(s)? ☐ YES ☐ NO

If so, what kind of gift/souvenir: .....  
.....

## WINE TASTING

26 Do you provide wine tasting? ☐ YES ☐ NO

27 During wine tasting:

	1	2	3	More
How many different kinds of wines do you present?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How many different vintages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28 Do you offer different levels of wine tasting? ☐ YES ☐ NO

29 Do you offer educational backup material for wine tasting? (Brochures, etc) ☐ YES ☐ NO

If yes, in which languages?

☐ English ☐ French ☐ Spanish  
☐ Italian ☐ Portuguese ☐ Other(s): .....  
.....

## SHOP

30 Do you have a wine shop/gift shop? ☐ YES ☐ NO

31 What is your shop offering? (*Multiple answers possible*)

☐ Your wines ☐ Other wines ☐ Spirits ☐ Wine items/goods  
☐ Books ☐ Gastronomic products ☐ Local arts and crafts

## VISITORS' SERVICES

32 Do you offer permanent catering facilities? ☐ YES ☐ NO



If yes, what type?

- |  |  |                                   |
|--|--|-----------------------------------|
| <input type="checkbox"/> Picnic area         | <input type="checkbox"/> Restaurant      | <input type="checkbox"/> Bar/Café |
| <input type="checkbox"/> Catering facilities | <input type="checkbox"/> Other(s): ..... |                                   |

33 Do you offer accommodation facilities? ☐ YES ☐ NO

If yes, number of rooms provided: .....

If yes, what type?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Guest accommodation (incl. Bed and Breakfast, Guesthouses, Inns) | <input type="checkbox"/> Hotel        |
| <input type="checkbox"/> Self-catering (Apartment, Cottages)                              | <input type="checkbox"/> Camping site |

34 Do you organize special events (receptions, weddings, etc) ☐ YES ☐ NO

35 Do you offer conference facilities? ☐ YES ☐ NO

Number of rooms available and max size of groups: .....

36 Do you provide internet access? ☐ YES ☐ NO

37 Do you have exhibition spaces? ☐ YES ☐ NO

If yes, what kind of exhibition do you host/organize?

- |  |  |
|--|--|
| <input type="checkbox"/> Museum                | <input type="checkbox"/> Permanent Collections |
| <input type="checkbox"/> Temporary exhibitions | <input type="checkbox"/> Others: .....         |

.....

## CUSTOMERS FOLLOW-UP

38 At the end of the visit, do you register your visitor's details in order to expand your customers' database? ☐ YES ☐ NO

39 How do you keep contact with your visitors?

- |  |   |
|--|---|
| <input type="checkbox"/> By sending souvenirs/promotional photos                   | <input type="checkbox"/> By inviting them for new visits  |
| <input type="checkbox"/> By sending invitations for exhibitions/prestigious events | <input type="checkbox"/> By sending them newsletters      |
| <input type="checkbox"/> By registering them to a "Wine Club"                      | <input type="checkbox"/> By sending them wine price lists |

40 Do you offer your customers means to give their opinion and level of satisfaction?  
(Visitors' book, satisfaction survey questionnaire, opinion sites...) ☐ YES ☐ NO

41 Which of the following on-line tools do you currently use to promote wine tourism (including cellar door and direct sale activities) at your winery?

- |  |                                      |   |
|--|--------------------------------------|---|
| <input type="checkbox"/> Own website       | <input type="checkbox"/> Mobile apps | <input type="checkbox"/> Pinterest                |
| <input type="checkbox"/> Online newsletter | <input type="checkbox"/> Facebook    | <input type="checkbox"/> Others (please specify): |
| <input type="checkbox"/> Blog              | <input type="checkbox"/> Twitter     |   |

## PROMOTION TOOLS

42 Which are the three most effective promotional tools you currently use in your wine tourism business? (Please consider that cellar door and direct sale activities are included)? (Please check *only* 3 categories).

Travel agencies <input type="checkbox"/>	Participation in tourism exhibitions <input type="checkbox"/>	Wine tasting events <input type="checkbox"/>	Traditional advertising (TV, newspaper, radio) <input type="checkbox"/>	Rely on DdO or AOC or WoO <input type="checkbox"/>	Tour operators <input type="checkbox"/>
Tourism information office <input type="checkbox"/>	Specialized media <input type="checkbox"/>	Social networks (Facebook, others) <input type="checkbox"/>	Brochures in hotels, restaurants, etc. <input type="checkbox"/>	Winery is mentioned in the region/tourism office/or association website <input type="checkbox"/>	
Rely on region's fame <input type="checkbox"/>	Participation in wine competitions at any level <input type="checkbox"/>	Winery has its own internet business website <input type="checkbox"/>	Participation in wine fairs <input type="checkbox"/>	Host special wine or cultural festivals <input type="checkbox"/>	Mailing / Newsletter <input type="checkbox"/>
Use mobile apps <input type="checkbox"/>	Identify our brand with "Authentic Experience" <input type="checkbox"/>	Referrals from importers or wholesalers <input type="checkbox"/>	Citations by wine guides and reviews in trade magazine <input type="checkbox"/>	Promote that we are a sustainable and/or environmentally friendly winery <input type="checkbox"/>	

43 Do you have promotional brochures?

☐ YES ☐ NO

44 Are they: ☐ In English ☐ In German ☐ In Spanish ☐ In Italian  
☐ In Dutch ☐ In Portuguese ☐ In French  
☐ Other(s), please specify: .....

(Thanks for enclosing a copy of your brochure in each language)

45 Is your website multilingual?

☐ YES ☐ NO

46 Does it contain:

☐ Site map ☐ Opening/closing hours ☐ Visit fees ☐ Practical information  
☐ Description of your wine tourism information activities ☐ Name and details of a contact person

## WINE TOURISM ECONOMIC DATA

47 What were your total revenues from wine tourism in 2018/19? \_\_\_\_\_ (Please give a numerical not a word answer)

48 What percentage of your total sales revenues did you spend on marketing for tourism (including cellar door and direct sale activities) in 2018/19? \_\_\_\_\_ (Please give a numerical answer, for example like 10%)

49 How were your revenues from wine tourism distributed (in 2018/19)? (Sum must add 100%).

Wine sales	
Merchandising/Souvenirs	
Wine tasting fees	
Food services	
Accommodation/Lodging	
Hosting events or exhibits	
Cross-selling regional produce	
Well-being activities (example: sports/spa)	
Others (specify) _____	
Total	<b>100%</b>

50 How many full time equivalent employees work in wine tourism activities? (Please use a numerical answer)

.....

51 In which specific areas (if any) have you made capital investments in 2018/19?

<p>Infrastructure</p> <p><input type="checkbox"/></p>	<p>Improvement of services</p> <p><input type="checkbox"/></p>	<p>Winery market positioning</p> <p><input type="checkbox"/></p>
<p>Training of employees</p> <p><input type="checkbox"/></p>	<p>Strategic partnerships</p> <p><input type="checkbox"/></p>	<p>Cultural events or onsite entertainment (excluding wine tasting)</p> <p><input type="checkbox"/></p>
<p>None</p> <p><input type="checkbox"/></p>		

52 What are currently the three most profitable sources of wine tourism revenues for you? (Please use checkmarks in *only 3* categories).

<p>Wine sales</p> <p><input type="checkbox"/></p>	<p>Wine tasting fees</p> <p><input type="checkbox"/></p>
<p>Cross selling (regional produce)</p> <p><input type="checkbox"/></p>	<p>Accommodation</p> <p><input type="checkbox"/></p>
<p>Well-being activities (example: sports/spa)</p> <p><input type="checkbox"/></p>	<p>Food services</p> <p><input type="checkbox"/></p>
<p>Merchandising/ Souvenirs</p> <p><input type="checkbox"/></p>	<p>Hosting events or exhibits</p> <p><input type="checkbox"/></p>

Explain reasons for selecting the Category

Please refer to the Category Focus section for help (400 words maximum, spaces included)

Short description of your Property and Services linked to the chosen category (600 characters maximum words and spaces included). **Please, note that this description will be used on the Great Wine Capitals website and Best Of brochure. No amendment will be made.**

Should you become a winner of a Best Of Wine Tourism Award, how do you plan to promote this award?  
(Please be specific)

Motive or give details on your involvement in the development of tourism on local/regional, national and international level

## Category focus- Please provide as a separate sheet a motivation why the business has entered a particular category

### ACCOMMODATION

Please state:

What makes your service different and excellent for your customers in this particular category?  
Preferably explain it through topics.

- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region.
- Your networking with other regional institutions/services, especially related to wine tourism.
- The type of accommodation that you are offering
- Its location (e.g., part of a winery complex, in a wine region, etc.).
- Number of rooms
- Your offer in addition to accommodation.
- Your rates and its reasons.
- Your belonging or not to a chain or to an accommodation network.
- Accommodation guides where you are registered.
- Tourism awards or labels you may have won in the past few years.

### WINE TOURISM RESTAURANTS

Please state:

- What makes your service different and excellent for your customers in this particular category?  
Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- The style of your restaurant/café
- Its location
- Your menu philosophy and the use of local products (please add your menu and, preferably, the chef's references as an annex to the application)
- Your wine list (please add your list as an annex to the application)
- The number of guests you can welcome per day
- Restaurant guides where you are registered.
- Your marketing strategies and actions to demonstrate your involvement in developing wine tourism in your region.



## ARCHITECTURE AND LANDSCAPE

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your particular architectural merits (provide historical information about the estate)
- How you use the architectural aspects of the building and of your park 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 park, landscape garden, panoramic views
- How can the visitors enjoy your park (do you offer a guided tour, can they walk around by themselves, are there direction with information on the visit circuit?)
- Press articles issued on your property in architectural publications.
- Any architectural design awards you may have won

## ART AND CULTURE

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics.
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region.
- Your networking with other regional institutions/services, especially related to wine tourism.
- Your particular art and/or cultural facilities (museum, art collection, temporary exhibition, specific events, etc...)
- Your philosophy behind incorporating art and cultural tourism on a wine property.
- Your rates for visits.
- Please also describe how you have integrated the cultural aspects in the promotion of the winery and mention any art and culture awards you may have won in the past few years.

## INNOVATIVE WINE TOURISME EXPERIENCE

Please state:

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics;
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region;
- Your networking with other regional institutions/services, especially related to wine tourism;
- Your wine related original and innovative activities that create a distinctive experience for the visitors (horse riding, walk in the vineyards, specific cellar door activities...)
- How you promote these activities (brochures, etc...)

## WINE TOURISM SERVICES

Please state :

- Your activities related to wine tourism.
- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics.
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region
- Your networking with other regional institutions/services, especially related to wine tourism;
- Which 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 value for money experience.
- How your services benefit the development of the local wine tourism industry.

## SUSTAINABLE WINE TOURISM PRACTICES

Please state :

- What makes your service different and excellent for your customers in this particular category? Preferably explain it through topics.
- The impact of your service and its contribution to tourism, and especially wine tourism, and to the economy in your region.
- Your networking with other regional institutions/services, especially related to wine tourism;
- What type of environmentally sustainable innovations and development you have implemented
- How your involvement and your philosophy for sustainable practices are developed in your wine tourism activities.
- How you promote your practices towards your visitors and make them concerned about these environmental activities.

## CHECKLIST OF THE DOCUMENTS / FILES TO BE INCLUDED IN THE APPLICATION

### COMPULSORY DOCUMENTS AND FILES: MUST ALL BE ELECTRONIC

- ☐ Statutory Declaration with the Network City of origin and the name of the entrant
- ☐ Entry form typewritten or clearly handwritten forms, completed, signed and e-mailed to GWC administration office
- ☐ Delivery of minimum of 2 high resolution images (300 dpis) of your estate: 1 general overview of your winery and 1 specific photos illustrating the chosen category on a CD/DVD or USB pen
- ☐ The same photos above mentioned but in low resolution images (75 dpis) e-mailed with the e-mailed application form

#### IMPORTANT NOTES:

Applications sent by post mail will only be considered valid after they are received by e-mail;

### OPTIONAL DOCUMENTS OR FILES THAT CAN IMPROVE YOUR APPLICATION

- ☐ Brochures and promotional documents
- ☐ Press Kit with relevant news about the chosen category
- ☐ Others: please specify: .....  
.....  
.....  
.....

Thank you for completing your entry form!

SEND TO: Lana Carls  
E-MAIL: [hello@wesgro.co.za](mailto:hello@wesgro.co.za)