



## BEST OF WINE TOURISM AWARD RULES

The Great Wine Capitals Global Network's mission is to encourage the economic, academic and cultural development in each of the Cities by creating special links between them and putting cooperative projects into action, especially in the area of wine tourism.

One of the Global Network's projects is the organization of the "Best Of Wine Tourism" Award, second edition 2004-2005. Each of the member cities has to make a selection from those unique places to award them through a contest, the results of which would be promoted as a new wine tourism offer.

### The local selection of candidates for the "Best Of Wine Tourism" Award

According to their own criteria each city will:

- ◆ select the appropriate categories among the enclosed list (Categories List)
- ◆ select the finalists in each chosen category
- ◆ present 8 finalists at the most for the international contest. For example, a city having selected only 4 categories might bring out 2 finalists per category.
- ◆ have these finalists fill in the whole enclosed application file in English to further compete on the international level (files will be downloadable from the Great Wine Capitals – Global Network's website)

Applications must be forwarded to the coordinator in each, by the nominated date for each city.

### **Porto - Applications to be received by July 21st to :**

Carla Fonseca  
Câmara Municipal do Porto  
Rua Nossa Sra. de Fátima 307, 3º  
4050-428 Porto  
dmri@cm-porto.pt  
Tel: + 351 22 600 66 67/8/9  
Fax: + 351 22 600 66 65

### **Melbourne by 3<sup>rd</sup> September to:**

John MacAnulty  
Department of Innovation Industry and Regional Development  
Level 37, 55 Collins Street, Melbourne, 3000

For assistance and further information contact:

Jack Rasterhoff [jackr@surf.net.au](mailto:jackr@surf.net.au) mobile: 0419 502468 fax 03 9827 8661

**Firenze by 15th August to:**

- Luca Ribechini (Promofirenze - Azienda Speciale Camera di Commercio di Firenze)

Via Por Santa Maria - Palazzo Borsa Merci - 50122 - Firenze -Italy

Tel +39 0552671507 Fax +390552671404 E-mail: ribechini@promofirenze.com

- Fabrizia Ceccarelli (Promofirenze - Azienda Speciale Camera di Commercio di Firenze)

Via Por Santa Maria - Palazzo Borsa Merci - 50122 - Firenze -Italy

Tel +39 0552671630 Fax +390552671404 E-mail:

fabrizia.ceccarelli@promofirenze.com

For details of the other coordinators for each city, contact the Bordeaux Chamber of Commerce. [cleparmentier@bordeaux.cci.fr](mailto:cleparmentier@bordeaux.cci.fr).

The International "Best Of Wine Tourism" Contest

The finalists must have previously filled in the application file mentioned above. The cities will send the awarded files to the Permanent Secretariat of the Network by September 15<sup>th</sup> :

**Bordeaux Chamber of Commerce and Industry**

To the attention of Catherine LEPARMENTIER / Thierry CHARPENTIER

12 place de la Bourse

33076 Bordeaux Cedex

France

Each city will elect one representative who will sit in the International Jury. The name of the representative will have to be communicated to the Permanent Secretariat along with the files' expedition, by September 15<sup>th</sup> .

The International Jury will have a private access to the all the local finalists data (We are considering the possibilities of setting this information on line).

On the occasion of the Network General Assembly in Melbourne (7-10 November 2004), the International Jury will meet and each representative of the cities will present its finalists. The International Jury will deliberate and select **one winner per city, all categories taken together**.

**On the international level each city will receive an award among its own finalists : the international jury will select 1 winner per city.**

An Awards Ceremony will be organized on November 10<sup>th</sup> , 2004 to announce the results of the "Best Of Wine Tourism" Contest.



## CATEGORIES LIST

1. **Accommodation:** This category is for wineries that provide on-site accommodation for guests such as rooms, cabins, bed and breakfast etc, perhaps with an emphasis on local cuisine.
2. **Special Wineries Tourism:** This category is for wineries proposing special guided tours or innovative visits on the property concerning the vineyard, the wine trade or profession.
3. **Architecture:** This category is for wineries with residential (historic homestead, etc) and/or working buildings (storehouses, cellars, vat chambers) with special or noteworthy architectural characteristics.
4. **Parks, Gardens & Landscapes:** This category is for wineries with parks, ornate gardens or a panoramic view from the vineyard, for example.
5. **Art and Culture:** This category is for wineries which are hosting a museum, temporary or permanent collection related with arts and culture.
6. **Meetings and Business Tourism:** This category is for wineries proposing services and adequate equipment for professional conference organizers, incentive planners and other meeting industry operators.
7. **Leisure and Tourist Attraction:** This category is for wineries proposing attractions or leisure activities for groups or individuals, festivals or sport competitions in the vineyards, in addition to the basic winery visit (horse riding, sports...).
8. **Winery restaurant:** This category is for wineries proposing restaurant facilities featuring the finest local products in relation to the region's premier wines.