



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE



GWC ACTIVITIES REPORT

2025

Editorial



Over the past year, the Great Wine Capitals Global Network has continued to strengthen the spirit of friendship, collaboration, and exchange that unites our wine regions across the world.

In a particularly challenging context for the global wine sector, our network once again demonstrated the importance of international cooperation and collective reflection. The Annual Conference 2025 provided a valuable opportunity for delegates to address some of the major questions facing the future of wine and wine tourism, while reaffirming the role of innovation, sustainability, and knowledge sharing within our regions.

Throughout the year, the Network continued to promote wine tourism excellence through numerous collaborative initiatives, professional exchanges, and the Best Of Wine Tourism Awards, which remain a flagship showcase of creativity and quality across our destinations.

We are also pleased to welcome Yantai as a new Observer Member of the Great Wine Capitals Global Network. This new partnership opens promising perspectives for future collaboration and further reinforces the international dimension of our Network.

On behalf of the Great Wine Capitals Global Network, I would like to sincerely thank all our members, partners, and stakeholders for their continued commitment and contribution throughout the year.

Jo Collins

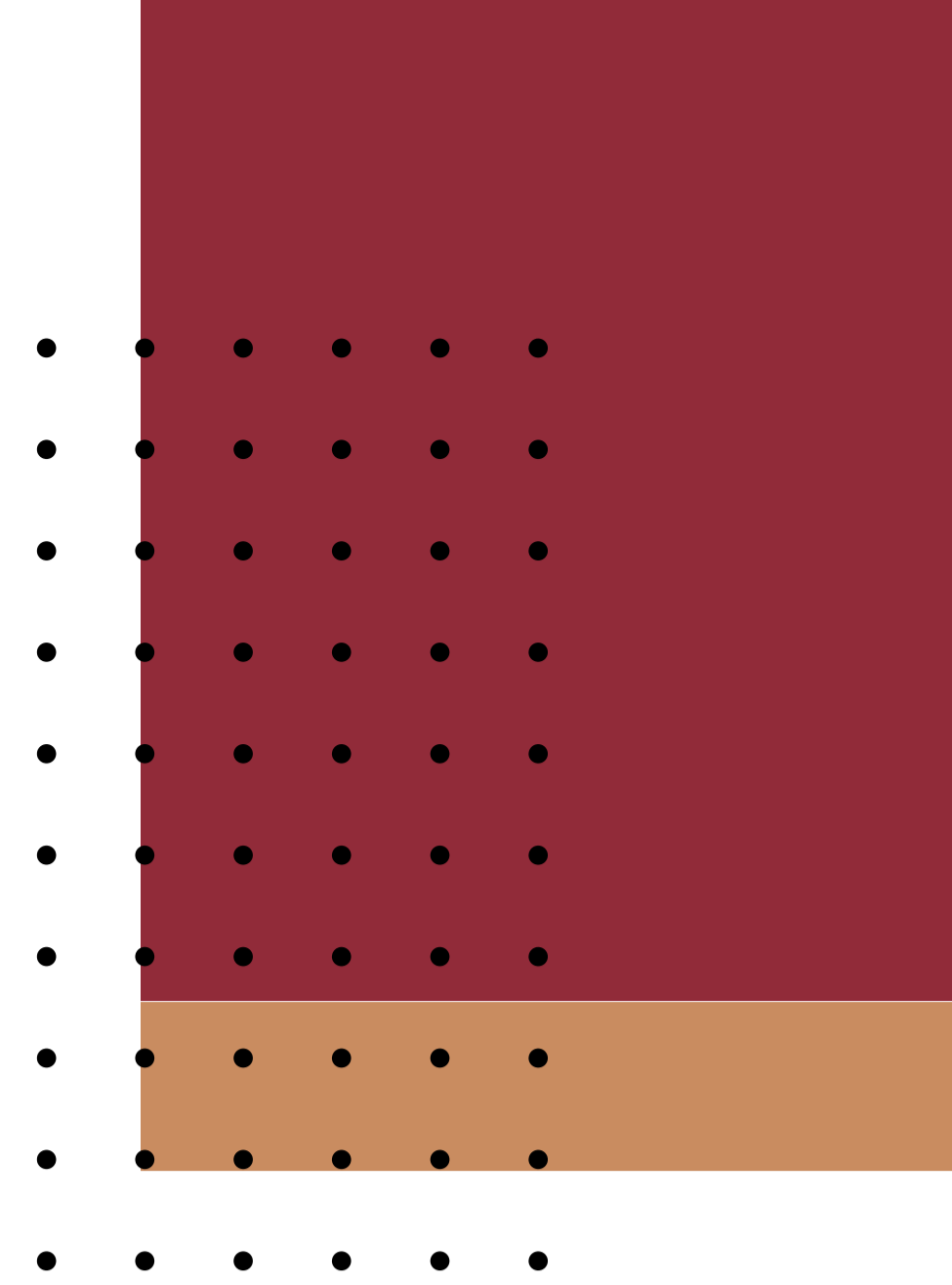
GWC President

Adelaide | South Australia



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

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Chapter I

Activities of the Network



GWC ANNUAL CONFERENCE

BORDEAUX, 2–6 NOVEMBER 2025

The Great Wine Capitals Global Network held its 25th Annual Conference in Bordeaux, its founding city, under the theme “Genesis”, marking both a symbolic homecoming and a strategic milestone for the Network.

PARTICIPATION AND SCALE

- Over 120 international delegates from the 11 GWC member capitals
- 300 regional wine and tourism professionals
- 26 châteaux and wineries visited in Bordeaux and Cognac
- 15 international hosted buyers
- 360 pre-arranged B2B meetings, setting a new record for professional exchanges

KEY OUTCOMES

STRATEGIC DIALOGUE & GOVERNANCE

- General Assembly and committee meetings strengthened interregional cooperation and set priorities for the Network’s future.
- Jo Collins (Adelaide, South Australia) was elected President of the Great Wine Capitals Global Network for a two-year term, with Paolo Arena (Verona) appointed Vice-President.
- Yantai (China) was officially welcomed as the first Observer Member, expanding the Network’s global reach and opening new perspectives with emerging wine regions.
- Announcement of Hawke’s Bay, New Zealand, as host of the 2026 Annual Conference.



BUSINESS DEVELOPMENT & MARKET ACCESS

- A full B2B Marketplace Day enabled direct commercial meetings between:
 - International buyers
 - Bordeaux and Cognac wine producers
 - Wine tourism operators and institutions
- These exchanges reinforced export opportunities, wine tourism partnerships and cross-regional cooperation.



GREAT WINE CAPITALS

KNOWLEDGE SHARING & CAPACITY BUILDING

- Knowledge Day at La Cité du Vin featured the international conference:
 - “Navigating the Future of Wine Tourism: Industry Challenges, Innovations and Global Opportunities”.
- Topics addressed included:
 - Emerging wine tourism trends
 - Changing consumer behaviours
 - Health and sustainability considerations
 - Innovation as a driver for market diversification
- The session provided strategic insights for destinations to build resilient and future-ready wine tourism ecosystems.



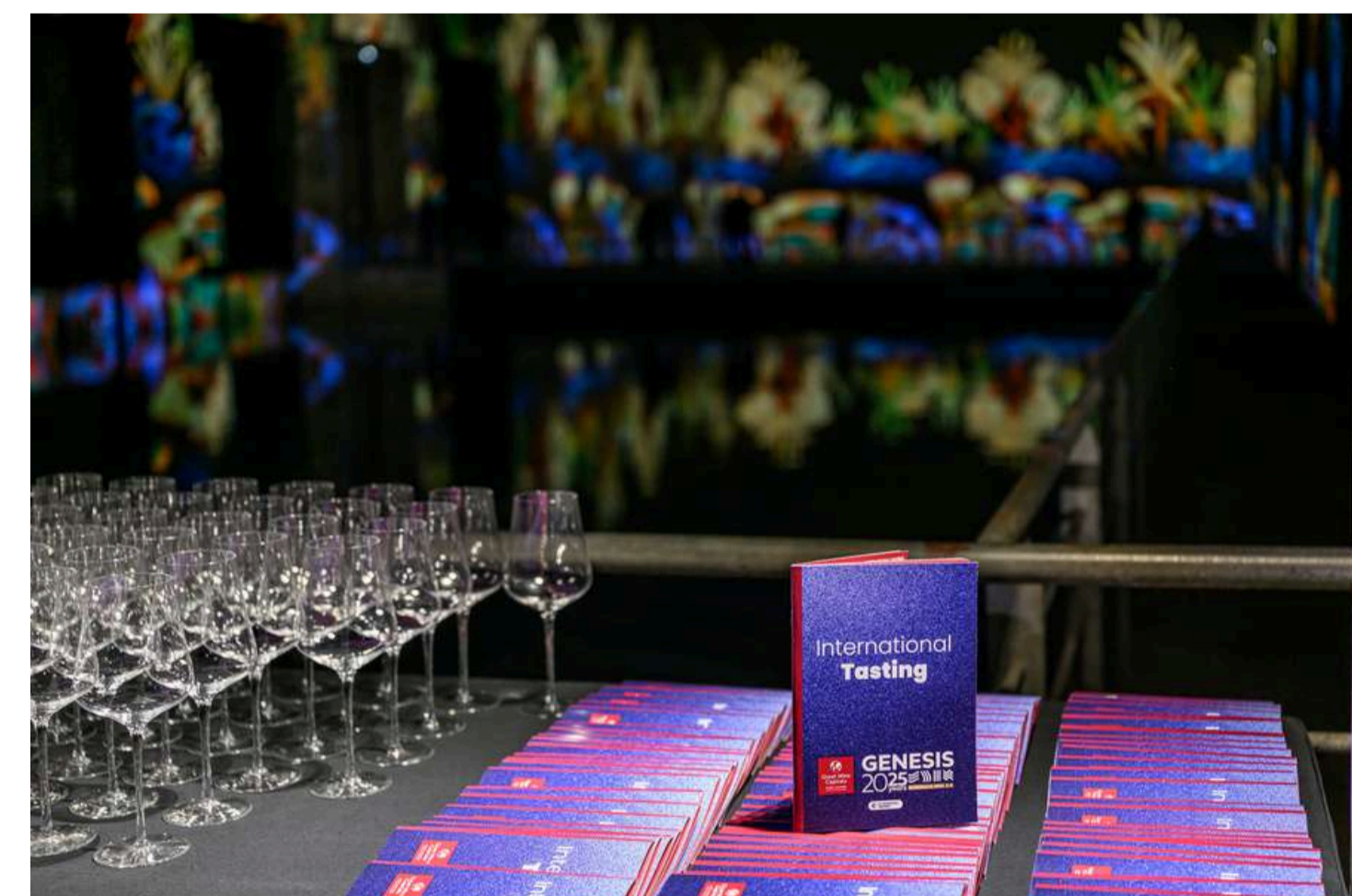
TECHNICAL VISITS & BEST PRACTICES

- Delegates participated in technical visits across Médoc, Saint-Émilion, Sauternes, Entre-Deux-Mers and Cognac, including estates such as Rémy Martin, Château de Cérons or Château La Croizille.
- These visits showcased:
 - Heritage preservation
 - Sustainable practices
 - Innovation in visitor experience
 - Integration of culture, wine and tourism



VISIBILITY, NETWORKING & CULTURAL PROMOTION

- The International Wine Tasting at Les Bassins des Lumières highlighted wines from all 11 GWC regions in a high-profile immersive setting.
- The Best Of Wine Tourism Global Awards Ceremony at the Palais de la Bourse recognised excellence in wine tourism, innovation, sustainability, architecture, art and culture.
- 11 Global Best Of Wine Tourism Awards were announced out of the 75 regional winners, reinforcing international visibility for local stakeholders.



STRATEGIC PARTNERSHIPS

Signature of a Memorandum of Understanding between Bordeaux and Fliggy (Alibaba Group) to strengthen the Network’s visibility and engagement with Chinese travel markets, offering long-term opportunities for GWC destinations and operators to promote their wine tourism offer.



GWC ANNUAL CONFERENCE

Adelaide | South Australia

The Adelaide delegation included Jo Collins and Tara Donnelly (*Department of Primary Industries and Regions*), Alex Trescowthick (*SA Wine Industry Association*), Armando Corsi and Irma Dupuis Day (both *Adelaide University*), Tony Robinson (*Australian Wine Research Institute*), Sarah Carlson (*Adelaide Hills Wine Region*), Simon Strahan (*DrinkWise*) and Caroline Densley (*Diverse Travel*). Delegates participated in working group meetings and technical tours.

Jo Collins was unanimously elected President of the Global Network for the next two years, an outcome that recognises her long-standing leadership and Adelaide's strong contribution to the Network.

The final day conference included a roundtable featuring Australia's DrinkWise CEO Simon Strahan sharing the organisation's work with Australian cellar doors, helping people make informed, responsible choices about alcohol. The conference also provided an important platform for South Australian producers *Chalk Hill*, *Pewsey Vale*, *Seppeltsfield*, *Shaw + Smith*, *Sidewood Estate* and *Yangarra Estate Vineyard*, who featured at the international wine showcase event.

Bilbao | Rioja

The Bilbao|Rioja delegation was represented by fifteen of its members, including members of the Executive Committee, delegates, and participants from the business delegation of the *Chambers of Commerce of Álava*, *La Rioja*, and *Bilbao*, the *Bilbao City Council*, the *Rioja Regulatory Board*, *Bodega Palacios Vinos de Finca*, and *Bodega Faustino Legacy*, winner of the international global award. Twenty-one white, red, and rosé wines from the Rioja Designation of Origin were submitted for the international tasting.



GWC ANNUAL CONFERENCE

Bordeaux

GWC DELEGATION COMPOSITION

Executive Committee: Jacques Faurens (*Bordeaux Chamber of Commerce*)

Local Coordinator: Lucie Lefevre (*Bordeaux Chamber of Commerce*)

Working groups members: Sophie Gaillard (*Bordeaux Tourism Board*), Florence Maffrand (*La Cité du Vin*), Yann Chaigne (*Kedge Business School*)

Business Delegates: Isabelle Auzely (*Château Fleur de Lisse*), Mr & Mrs Caquelot (*Bacchus Tours*), and Magalie Dubois (*Burgundy School of Business*)

INSTITUTIONS REPRESENTED

More than 25 different institutions represented through partnerships (e.g. CIVB, Vinexposium, Grands Crus Classés 1855, Bordeaux Métropole, Penfolds, Ferrandi school, etc.)

SPECIAL HIGHLIGHTS DURING THE AGM PROGRAM

- 20 regional wineries highlighted during the international wine tasting (*Bordeaux, Cognac, Jurançon*)
 - 25 regional wineries selected to participate in the BtoB meetings
- 4 French speakers during the Conference Day: R. Lameyse (*Vinexposium*), B. Bloch (*Bordeaux Tourism Board*), M. Dubois (*Burgundy School of Business*) and C Decoster (*La Maison Cardinale*)

Hawke's Bay

GWC Delegates:

Hamish Saxton (*Hawke's Bay Tourism*)

Rachel Campbell (*Hawke's Bay Tourism*)

Sally Duncan (*Hawke's Bay Winegrowers*)

Kim Thorp (*GWC Ambassador / Black Barn Vineyards*)

Business Delegates

Toby Buck (*Te Mata Estate Winery*)

Kim Thorp participated as a panellist during the Conference Day learnings

6 Hawke's Bay Wines were represented during the International Wine Tasting



GWC Ambassador Kim Thorp presenting the global award to Hamish Saxton on behalf of Church Road Winery



GWC ANNUAL CONFERENCE

Lausanne

The Swiss Delegation was one of the largest and was composed of :

- Steeve Pasche, director, *Lausanne Tourism* & ExCo member
- Julia Garrigues, project leader, *Lausanne Tourism*
- Yann Stucki, local Manager *Lausanne Great Wine Capitals*
- Océane Gex, vice-director, *Swiss Wine Promotion*
- Sidonie Gerber, project leader, *Swiss Wine Promotion*
- Christophe Leyvraz, director, *Vaud Promotion*
- Julien Balsiger, project leader *Vaud Promotion*
- Céline Baechler, project leader *Office des Vins Vaudois*
- David Lenoir, project leader *Ville de Lausanne*
- Mélanie Weikert, head of international affairs
- Franco Jenal, *Herrschaftlich*, regional Best Of Wine Tourism winner
- Laika Colinassi, oenoguide VD



The gala dinner hosted the Swiss Ambassador in France: Tania Cavassani.

Lausanne delegation was delighted to visit Bordeaux and its wine tourism highlights. We were especially interested to attend the Conference day. We received essential information about the global wine crisis and the growing added value of wine tourism industry.

Mainz | Rheinhessen

The delegation of Mainz | Rheinhessen was due to changes in the local Steering Committee bigger than ever.

Representatives of the City of Mainz have been Manuela Matz, Mayor of Tourism and Economy, as Exco Member, as well as Elke Höllein, Head of PR of the City and the Local Coordinator. For the working groups, we had Thomas Schätzel, Stefan Fleischer (*Rheinhessenwein e.V.*), Philipp Meier (*MainzPlus Tourism* organisation of Mainz) and Christian Halbig (*Rheinhessen Touristik GmbH*).

Special highlights during the AGM program were the delegation member, Gergely Szolnoki (*Geisenheim University*), who was the official delegate as well as speaker on the Conference Day in the *Cité du Vin*, presenting a well-received study about the Global Wine Tourism Report.



GWC ANNUAL CONFERENCE

Mendoza

Mendoza participated with 4 members to be present in all committees. This year, the region had 3 people as business delegates during the entire programme, 4 people on the 3-day programme, and 6 others attending the International Wine Tasting and the International BOWT Gala. A total of 17 people attended the Great Wine Capitals AGM 2025.

San Francisco | Napa Valley

Delegation composition:

- Anne Cottrell, *County of Napa Supervisor*
- Amber Manfree, *County of Napa Supervisor*
- Ryan Alsop, *County of Napa CEO*
- Tracy Cleveland, *County of Napa Agriculture Commissioner*
- Linsey Gallagher, *Visit Napa Valley President & CEO*
- Rex Stults, *Napa Valley Vintners VP of Industry Relations*

Institutions represented

- County of Napa
- Visit Napa Valley
- Napa Valley Vintners



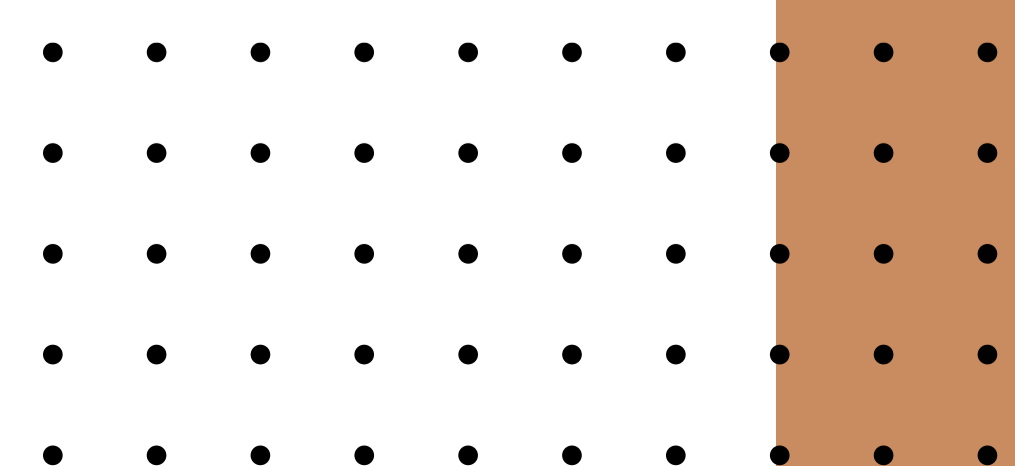
GWC ANNUAL CONFERENCE

Verona

As an active member of the Great Wine Capitals Global Network, Verona took a leading role in the Annual General Meeting held in Bordeaux.

A key outcome of the meeting was the election of Paolo Arena, now President of the *Verona Chamber of Commerce*, as Vice President of the GWC Global Network. Working in close synergy with Annachiara De Carlo, Local Coordinator for Verona, they ensured a constant engagement through working group sessions and webinars, fostering a regular exchange of knowledge and expertise within the Network.

The Veronese delegation also featured the Director of the *Destination Verona & Garda Foundation* - Luca Caputo and Prof. Roberta Capitello from the *University of Verona*, highlighting a strong collaboration between institutional governance and academic research in the field of wine tourism.



GWC MEETINGS

MIDTERM MEETING, PORTO, 17 FEBRUARY 2025

The 2025 Mid-Term Meeting took place exceptionally in February, rather than mid-year, and was hosted in Porto in conjunction with the Porto Wine & Travel Week. The meeting brought together GWC delegates, who were also invited to take part in the wider Porto Wine & Travel Week programme, including the opening ceremony, technical visits to the Port wine houses in Vila Nova de Gaia, B2B meetings focused on promoting wine tourism, and the gala dinner of the Best of Wine Tourism Awards.

PARTICIPATION AND SCALE

- 8 GWC participated in the meeting in person
- 4 GWC participated in the meeting remotely

WORKING MEETINGS

40
MEETINGS IN 2025

4

EXECUTIVE COMMITTEE

4

BRAND & COMMUNICATIONS WORKING GROUP

14

ACTIVITIES & PARTNERSHIPS WORKING GROUP

SubCommittees:
2 Best Of Wine Tourism
1 International Research Grant
6 Webinars
2 Partnerships & Monetization

12

LOCAL COORDINATORS

6

MEMBERSHIP WORKING GROUP

+2 Experts' Panel Meetings



© Revista de Vinhos

GWC EXPERTS' PANEL UPDATE

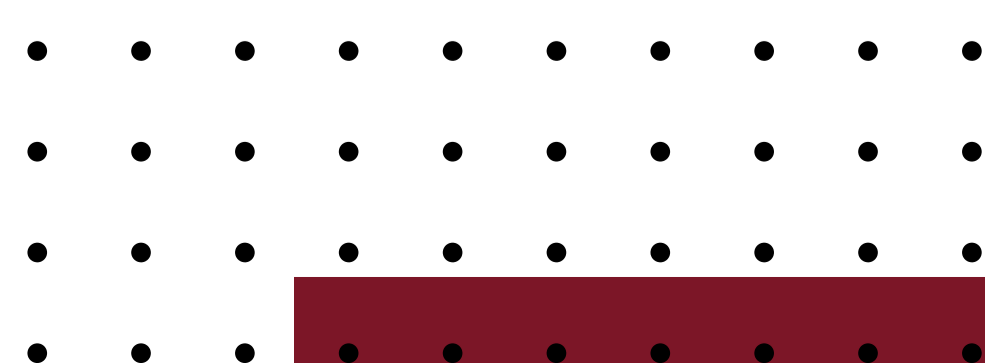
The GWC Expert Panel is an independent body of internationally-recognised wine and travel experts that assesses applications for membership to the Network and provides professional recommendations to the Executive Committee.



Dr Diego Navarro-Drazich: researcher at the Argentine Council of Scientific Research (CONICET) and Director of the Institute of Social, Commercial and Technological Research (IISCOT) at the Universidad del Aconcagua.



Professor C. Michael Hall is Dean's Chair in Marketing, Sustainability and Society at Massey University Business School in New Zealand.





BEST OF WINE TOURISM AWARDS

Applicants and Winners

The Global Best Of Wine Tourism Awards Ceremony was held on 6 November 2025 at the Palais de la Bourse in Bordeaux, concluding the 25th Annual Great Wine Capitals Conference. Hosting this milestone edition in Bordeaux, a founding city of the Network, carried strong symbolic value and reinforced the city's long-standing leadership within the Great Wine Capitals Global Network.



During 2025, each of the 11 Great Wine Capitals organised its regional competition, resulting in 75 regional winners eligible for the global selection. The 2026 cycle recorded a historic 623 applications worldwide, reflecting the growing dynamism and professionalisation of the global wine tourism sector. One Global Best Of Wine Tourism Award was attributed to each Capital, recognising outstanding properties and experiences that exemplify quality, authenticity, sustainability and visitor engagement. The Global Award winners were:

ADELAIDE | SOUTH AUSTRALIA: MAXWELL WINES
BILBAO | RIOJA: BODEGAS FAUSTINO LEGACY
BORDEAUX: LA MAISON CARDINALE
HAWKE'S BAY: CHURCH ROAD WINERY
LAUSANNE: DOMAINE DU MONT D'OR
MAINZ | RHEINHESSEN: VÖLKER RESTAURANT & EVENTS
MENDOZA: VIÑA DOÑA PAULA
PORTO: VENTOZELO HOTEL&QUINTA
SAN FRANCISCO | NAPA VALLEY: STERLING VINEYARDS
VALPARAÍSO | CASABLANCA VALLEY: BOTÁNICO BY CASAS DEL BOSQUE
VERONA: RAMBALDI APARTMENTS



The People's Choice Awards complemented the jury-based process by engaging the global public. A total of 2,563 votes were cast across the 11 Capitals. Bilbao | Rioja received six of the seven awards, demonstrating strong public resonance and regional mobilisation. These awards reinforce the importance of visitor perception and public engagement in shaping future wine tourism strategies.





BEST OF WINE TOURISM AWARDS

Adelaide, South Australia

36 Entries

The winners of the 2026 Best Of Wine Tourism Awards for **Adelaide|South Australia** were revealed at a special awards night held at Adelaide's National Wine Centre. They demonstrate the incredible quality and diversity of South Australia's wine tourism offering. The winners were selected by a well-respected judging panel of Tony Love, Helen Edwards AM and Katie Spain.

The winners have been profiled in local and international media: radio, digital and socials.

McLaren Vale's Maxwell Wines was internationally recognised for bringing three-hatted dining to a cellar door setting and took out a Global Best Of Wine Tourism Award. Mark Maxwell accepted the award from the Ministers for Primary Industries and Regions and Tourism, at a ceremony at Parliament House in Adelaide.

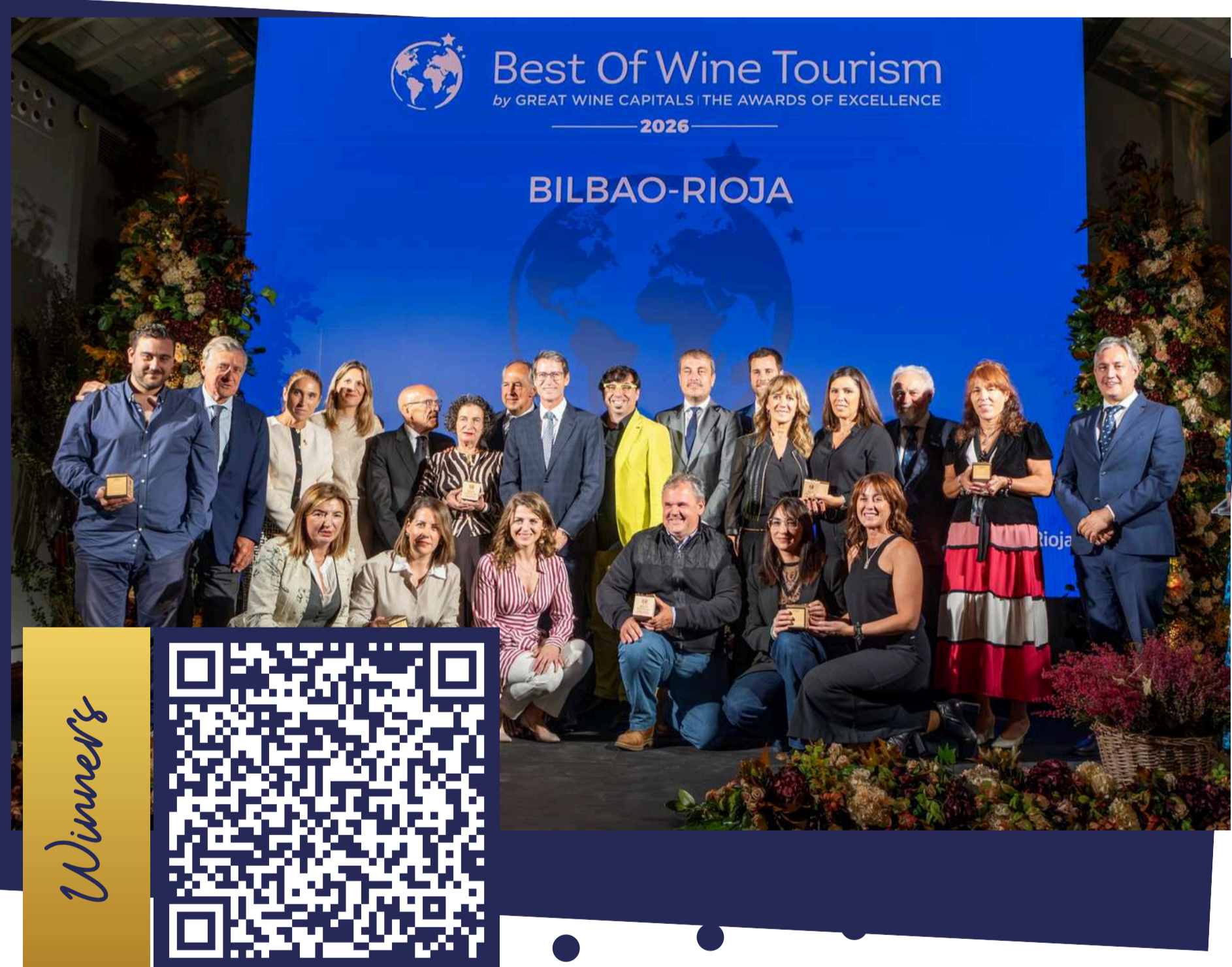


Winners



Bilbao | Rioja

31 Entries



Winners

The Best Of Wine Tourism Awards ceremony took place on **October 8th at Bodegas Bilbainas** (Haro, La Rioja), bringing together the 31 participating candidates, authorities, institutions, companies and media.

The Awards were supported by a **strong communication strategy**, including press releases, newsletters, email campaigns, targeted ad campaigns on social media and the event hashtag **#BestOfWineTourism** across Twitter, Facebook, Instagram and LinkedIn. Daily updates on Best Of community activities were also shared with followers and specialized journalists.

This year marks a remarkable achievement for Bilbao | Rioja, which took home **six** out of the seven People's Choice Awards, reflecting the region's ongoing support in global wine tourism.



BEST OF WINE TOURISM AWARDS

Bordeaux

71 Entries

The Bordeaux Best Of Wine Tourism award ceremony was exceptionally organised in November to be included in the GWC Annual Conference program and benefits from the international audience and visibility.

The ceremony took place on November 6th at La Cité du Vin with 250 guests, including award participants, Bordeaux Best Of Club members, partners and local institutions, international GWC delegates, and press.

 2,900 followers

 3,600 followers

 2,100 followers

Every year, the Bordeaux Chamber of Commerce produces the “Top Wine Destinations” magazine, promoting the Best Of winners of the year. The magazine is distributed to the local tourism offices, to the Best Of’s cellar doors and some hotels in Bordeaux.



Winners

BOWTA Promotion



Hawke's Bay

25 Entries



Winners

Hawke's Bay ran the second year of the Best Of Wine Tourism Awards in 2025. With 25 applications received in 2025, entries were double the 2024 applications.

The three judges (Anna Neilson – GM *Destination Wairarapa*, Anna King Shahab – Travel writer, Lee Brown – *Hospitality NZ* Operations Manager) visited Hawke's Bay for a weekend in August and were incredibly impressed with the overall quality of the offerings.

An awards evening was held at Foodeast Haumako in Hastings in September to present the seven regional award winners. The winners have since come together to discuss a joint media famil to encourage further coverage of the winners and the region, and will mark the beginning of a Best Of Club in Hawke's Bay.



BEST OF WINE TOURISM AWARDS

Lausanne

40 Entries

Local Ceremony took place on October 10th 2025, at the famous cultural place: *Plateforme 10* Lausanne, – symbolising the alliance wine and culture. This ceremony welcomed over 100 people.

During the Awards Ceremony, the delegation of Lausanne was delighted to host and to hear Mr Rafael Vivanco, owner of the Vivanco company in Rioja.

Lausanne created a special forum area in which all regional BOWTA nominees could present their offerings.



Les Regional Best Of Wine Tourism 2026 sont connus!

Enotourisme: les lauréats suisses des «Regional Best Of Wine Tourism» 2026 sont connus.

par Yann Stucki, responsable du développement de l'enotourisme en Suisse



Mainz | Rheinhessen

21 Entries



The local contest was opened at the end of April 2025. 21 applications were received, and the Mainz|Rheinhessen jury decided to hand out 5 Best Of Wine Tourism Awards in 2025.

In 2025, Mainz | Rheinhessen changed our system of promoting while sending more than 200 emails to different potential candidates, wineries, hotels and restaurants in the region.

The contest was closed at the end of July 2025, and the jury representing our stakeholders in the city and the region met in September.

As every year, videos were produced about each winner on a very professional scale. These videos were presented during the Gala Event, October 1st in the Winery Louis Guntrum in Nierstein on the Rhine River. More than 80 guests had an excellent evening with regional food and a selection of wines of the regional BOWT winners 2026.





BEST OF WINE TOURISM AWARDS

Mendoza

40 Entries

Mendoza organised several events linked to the Best Of Wine Tourism Awards throughout 2025. The call for applications was officially presented on 28 May at La Enoteca, attracting 70 attendees. Jury meetings to select the local winners took place on 2–4 September, with three specialised jurors assigned to each category. The Best Of Mendoza’s Wine Tourism Gala was held on 19 September at the Mendoza Congress Hall and welcomed 400 attendees.

In addition, a breakfast meeting with the local Gold Winners was organised on 17 October at Entre Cielos Lodge.



Winners



Porto

83 Entries



Winners



The 2026 Best Of Wine Tourism Awards ceremony was held at Forte de São João Baptista in Foz do Douro. This initiative celebrated outstanding wine tourism projects across the 7 categories.

This edition highlighted initiatives combining tradition and innovation, authenticity and creativity, and quality with sustainability, while also emphasizing positive impact on local communities. From 83 applications, the local jury selected seven regional winners and awarded nine special mentions.



Porto announces Best of Wine Tourism 2026 winners



BEST OF WINE TOURISM AWARDS

San Francisco | Napa Valley

57 Entries

Napa Valley holds the local BOWT contest each year, where local tourism and hospitality businesses are invited to submit their property candidacy for the applicable categories in each of the seven categories.



Napa Valley promotes the BOWT awards through a variety of channels: Visit Napa Valley consumer-facing blog, partners' newsletter, Napa Valley Vintners website, Visit Napa Valley Website, and social media.



Winners

Verona

110 Entries

The Best Of Wine Tourism Awards in Verona attracted 110 candidates, resulting in seven Regional local winners. The Awards were presented on October 23, 2025, during a prestigious ceremony at the Verona Chamber of Commerce, gathering institutional representatives and industry professionals to celebrate the region's wine tourism leadership.

This event also marked the official launch of the latest *Verona Wine and Olive Oil Tourism* guide, a comprehensive discovery tool featuring all 110 candidates and highlighting Verona's commitment to the Great Wine Capitals network.

Verona Wine and Olive Oil Tourism guide



Winners

To promote the BOWTA 2026, Verona produced seven films showcasing the winners, creatively designed as a cinematic "treasure hunt" where the story of each winner unfolds like an Indiana Jones adventure in search of excellence in winemaking. The campaign was supported by targeted social media posts, press releases, and continuous follow-ups with the winners to maximize their international visibility.





BEST OF WINE TOURISM AWARDS

Valparaíso | Casablanca Valley *19 Entries*

The 2026 edition of the Best Of Wine Tourism Awards in Valparaíso|Casablanca Valley marked a strong milestone for the region, achieving double-digit entries across all categories and reinforcing the awards' growing relevance within Chile's wine tourism industry.

The official ceremony was held at Casas del Bosque, host of one of the Global Winners, bringing together jury members, nominees, authorities, and key industry representatives. The event showcased the diversity and quality of the region's offer, highlighting standout initiatives such as Bodegas RE, Casa Viñamar, and Estancia El Cuadro, which reflect the strong integration of wine, culture, gastronomy, and landscape. A key highlight was the international recognition of Restaurante Botánico at Casas del Bosque, awarded a Global Best Of Wine Tourism Award, further positioning Casablanca Valley as a world-class wine tourism destination.



The 2026 communication strategy combined digital and traditional media, with a strong focus on Instagram, radio, and regional press, successfully reaching audience levels comparable to the pre-pandemic period.

Overall, the awards ceremony strengthened the visibility of the region and reinforced the quality standards promoted by the Great Wine Capitals Global Network, consolidating Valparaíso|Casablanca Valley as one of Chile's leading wine tourism destinations.



BEST OF CLUBS



Bilbao | Rioja

Each year, this conference facilitates the establishment of an enriching dialogue with attendees on current events in the **Great Wine Capitals global network**. Attending professionals interact and share experiences.

28TH | **50**
MAY | **COMPANIES**
ATTENDING

TOPIC:
The role of wine tourism in the new Spanish tourism model



Vivanco Museum of Wine Culture
(Briones, La Rioja)



With a presentation by **Natalia Briales**, Head of Cultural Tourism and Content Marketing at Turespaña

Bordeaux

In 2025, the Bordeaux Best Of Wine Tourism Club continued to strengthen its role as a strategic professional network dedicated to supporting and structuring excellence in wine tourism across the region. Bringing together current and former Best Of Wine Tourism laureates, the Club provides a structured annual programme combining professional development, commercial opportunities, peer exchange and international exposure.

A STRUCTURED PROGRAM OF PROFESSIONAL MEETINGS

WINE & SPIRITS CONSUMPTION TRENDS

Maison Rémy Martin, Cognac
January 2025

AI & SEO – “CHAI NUMÉRIQUE”

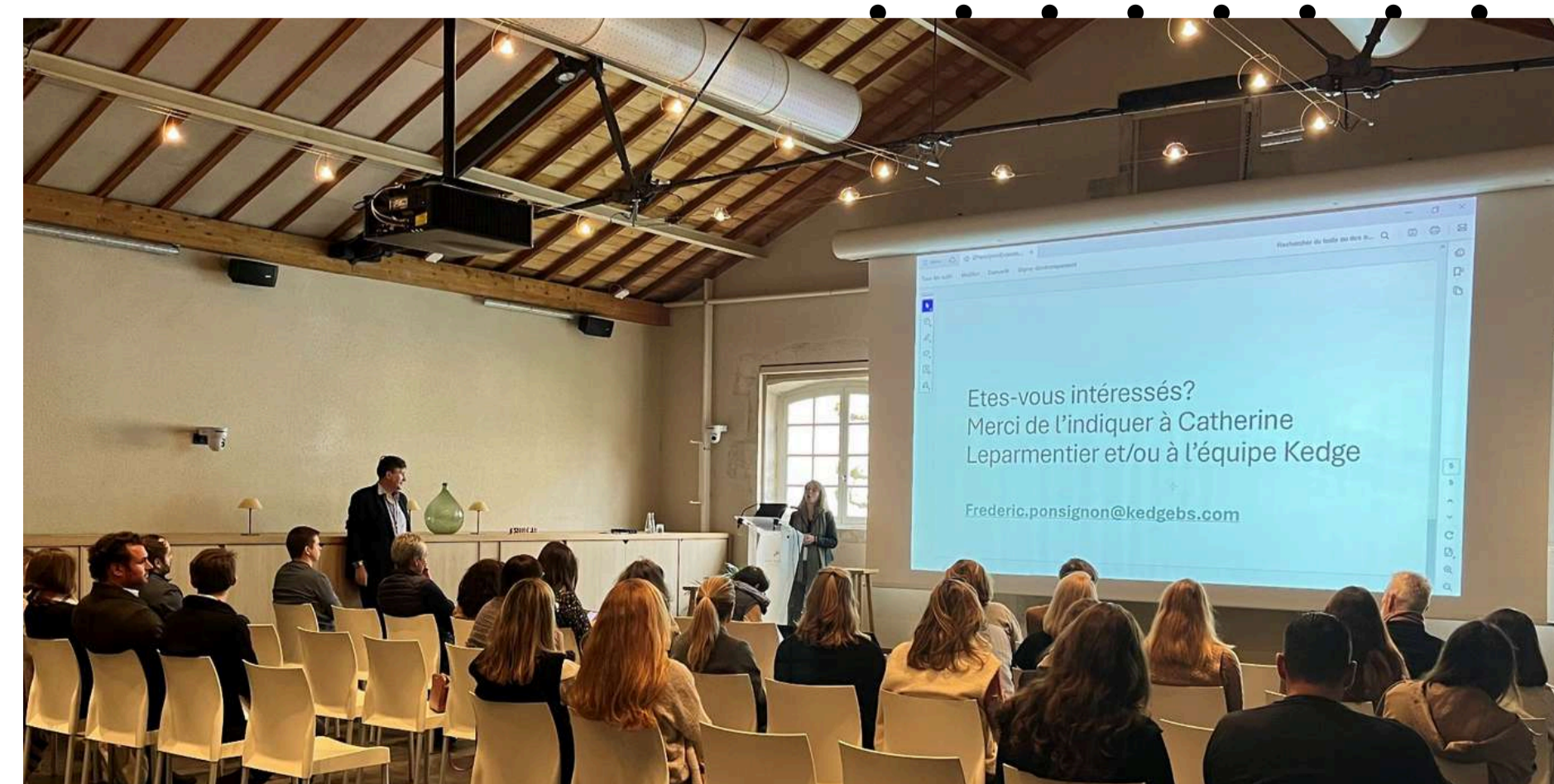
CCI Bordeaux Gironde
March 2025

INCLUSIVE WINE TOURISM AND DIVERSIFICATION OF AUDIENCES

Château Kirwan, Médoc
April 2025

INNOVATION AND BEST PRACTICE SHARING

Le Dôme, Saint-Émilion
May 2025



BEST OF CLUBS



Bordeaux

BUSINESS DEVELOPMENT & MARKET ACCESS



The annual Speed Business Meeting (5 February 2025, at the Bordeaux Chamber of Commerce) connected Club members with regional wine tourism agencies.

At the international level, members benefited from preferential access to the Porto Wine & Travel Week 2025, a major B2B wine tourism marketplace gathering over 200 international buyers and journalists.

COMMUNICATION & VISIBILITY

Throughout the year, Club members benefited from continuous editorial and digital promotion

Visibility on bestofwinetourism.fr

Partnerships with regional tourism media

Social media promotion

Mainz | Rheinhessen

Since 2016, Mainz | Rheinhessen has organised regular meetings under the umbrella of the Best Of Club Mainz | Rheinhessen, bringing together current and former Best Of Wine Tourism winners. Hosted at one of the Best Of properties, these meetings aim to showcase the venue, encourage networking among members, and present the activities of the Great Wine Capitals Global Network. Participation remains free of charge.

Representatives of the local GWC partnership, including ExCo member Manuela Matz, Rheinhessenwein, and Rheinhessen Touristik, regularly attend these meetings. In 2025, only one meeting was organised due to strategic changes within the region.

A reorganisation of the format is intended.



BEST OF CLUBS



Porto

Inaugurated in 2024, Porto's Best Of Club has been representing and active and significant part of the Best Of programme



ROUNDTABLE: WINE TOURISM AND GENERATION Z: INNOVATION, IMMERSIVE EXPERIENCES, AND WINE CONSUMPTION

*Casa do Vinho Verde – Porto
January 2025*



SENSORY EXPERIENCE, EXPLORING AROMAS AND CONNECTING PERFUMERY WITH OENOLOGY

*Quinta da Casa Amarela – Douro Region
April 2025*



ACTIVITY: TEAM BUILDING AND NETWORKING

*Quinta da Aveleda - Vinhos Verdes region
July 2025*



San Francisco | Napa Valley

Napa Valley hosts an annual Best Of Club celebration honouring past and present winners of the Best Of Wine Tourism Awards. Each year, the event is hosted by one of the current award winners and organised in partnership with the County of Napa, Napa Valley Vintners, and Visit Napa Valley.

The 2026 celebration took place at Cuvaision, winner of the Architecture & Landscapes category. Napa County elected officials, Visit Napa Valley, and Napa Valley Vintners representatives attended the event and highlighted the importance of the Great Wine Capitals Network and Napa Valley's participation in it.



napa valley vintners



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

INTERNATIONAL RESEARCH GRANT

Presentation of the 2024-2025 Winners in Bordeaux

As part of the International Conference, **Magalie Dubois**, PhD, Assistant Professor at Burgundy School of Business and recipient of the GWC International Research Grant, presented the outcomes of her study entitled “*The Effect of ‘Pay as You Want’ on Wine Valuations*” during the Annual Conference in Bordeaux. Drawing on her academic expertise in wine economics and her professional experience in export management, Dr Dubois explored how flexible pricing mechanisms influence visitors’ perceptions of wine value, offering practical insights for wine tourism operators.



READ THE REPORT



NEW INTAKE: WINNERS OF 2025-2026 ANNOUNCED

In September 2025, the Great Wine Capitals Global Network awarded its 2025/2026 International Research Grants following a competitive international selection process. The programme supports applied academic research that contributes to wine tourism strategy, destination development and knowledge sharing across GWC regions.

20
APPLICATIONS

16
UNIVERSITIES

2
GRANTS OF
7,500 €



MS CHIA CHIA KOAY
University of Verona, Italy

Ms Koay’s research focuses on the impact of wine tourism awards on visitor experience, winery reputation and willingness to pay. Based on surveys conducted in France, Italy and the United Kingdom, the project will provide wineries in Bordeaux and Verona with insights into the strategic use of awards and experience design.

DR INHAENG JUNG
Sonoma State University, USA

Dr Jung’s project examines cultural intelligence and consumer segmentation in wine tourism, with a focus on emerging markets in China, South Korea and India. The research will support wineries and destination organisations in developing culturally adapted, innovative and competitive wine tourism experiences.



KNOWLEDGE EXCHANGE

Adelaide, South Australia

Around 50 representatives from the South Australian wine industry gathered to hear insights presented by the 10 recipients of the 2024–2025 Great Wine Capitals Outbound Knowledge Exchange bursaries, who travelled to other Great Wine Capitals regions to exchange expertise.

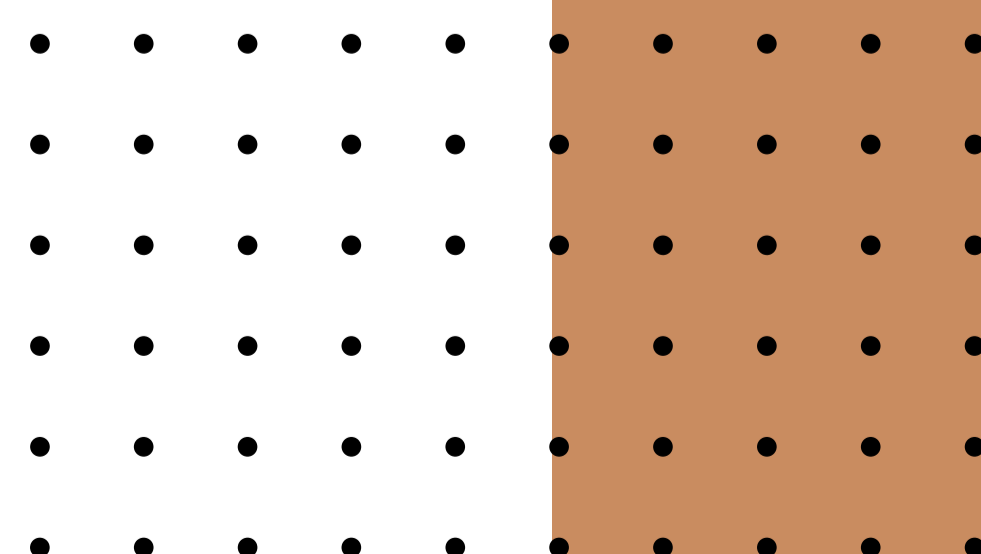
The presentations covered a wide range of topics, including water sustainability, grapevine genetics, NOLO innovations, sheep grazing in vineyards, sparkling wine, luxury experiences, drought resilience, sustainable wine tourism, regional collaboration, and strategies for creating demand for premium wine.

Blogs and videos capturing these insights were published on the Adelaide Great Wine Capitals website.



Eight South Australian wine industry professionals, researchers and academics were selected to travel to other Great Wine Capitals in late 2025 through to early 2026, for knowledge and capacity building. They will engage with wine professionals from their chosen destination, exchange ideas and experiences, and expand their networks – and then report back to the SA wine industry on their insights in mid-2026. Great Wine Capitals host cities contribute to the programme by facilitating local networking opportunities for the selected wine professionals during their exchanges.

The program is supported by the Great Wine Capitals Adelaide Steering Committee, and additional bursaries are generously supported by Wine Australia and the Wine Grape Council of SA.



KNOWLEDGE EXCHANGE



Bilbao | Rioja

Eleanor Bilogrevic, a PhD student at the University of Adelaide and scientist at the Australian Wine Research Institute, visited Bilbao | Rioja through a knowledge exchange grant supported by PIRSA in Adelaide. The local team coordinated her agenda of technical visits and accompanied her during working meetings.



Bordeaux

ADELAIDE HILLS IN BORDEAUX

Sarah Carlson, CEO of Adelaide Hills Wine Region, extended her stay in Bordeaux after the GWC Annual Conference to meet with the local steering committee.

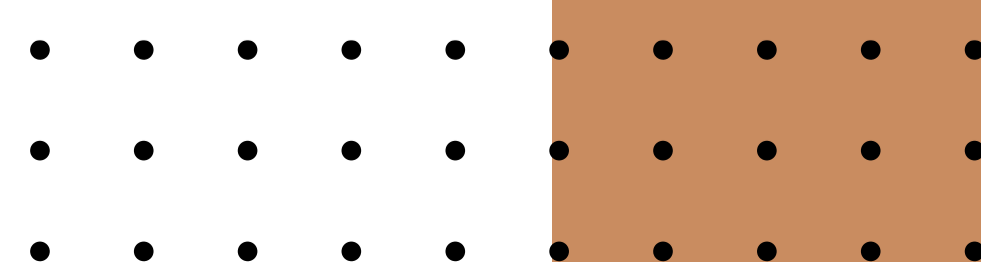
During her visit, she met with Brigitte Bloch from the *Bordeaux Municipality and Tourism Board*, Christophe Château from the *Bordeaux Wine Council*, Florence Maffrand from *La Cité du Vin*, and Catherine Leparmentier and Lucie Lefevre from the *Bordeaux Chamber of Commerce*. She also visited *KEDGE Business School* to meet with the research team, including Claire Lamoureux, Tatiana Bouzdine, and Yann Chaigne.

She also had the opportunity to visit more than 10 wineries in the region during her stay, thanks to the GWC Annual Conference programme and local recommendations.

San Francisco | Napa Valley

The Napa Valley network was honoured to welcome **Sarah Lavelle** from South Australia in January 2026 and looks forward to hosting **Sally Duncan**, Chair of Hawke's Bay Winegrowers, in July 2026 as part of the Great Wine Capitals Knowledge Exchange Bursary programme.

Visit Napa Valley and Napa Valley Vintners highly value these exchanges and are pleased to share insights into Napa Valley's leading tourism practices and wine industry expertise during each visit.



KNOWLEDGE EXCHANGE

Hawke's Bay

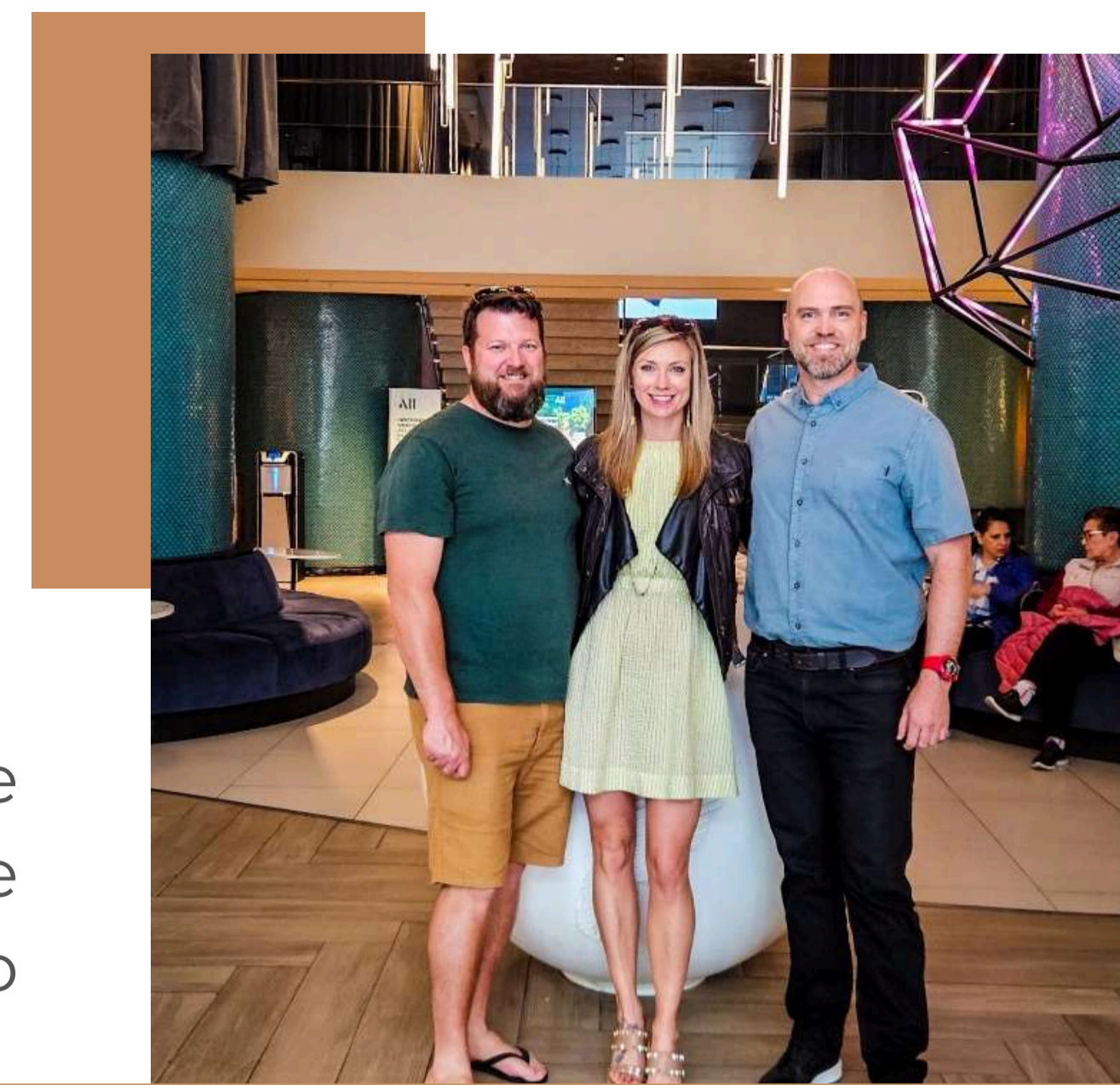
The second edition of the Hawke's Bay GWC Outbound Knowledge Exchange Programme was launched in January 2025. This year, the budget was increased by NZD 2,000, allowing the programme to offer one bursary of NZD 5,000 and two bursaries of NZD 3,000.

BURSARY RECIPIENTS

Rachel Garnham (EIT lecturer) - to go to the Australian Wine Industry Technical Conference in Adelaide to bring back knowledge on customers, products and technical innovation.

Chelsea Abramoff (ex Church Road Winery cellar door) - to discover the wine tourism experience at cellar doors in Valparaiso and Mendoza and what we can incorporate in Hawke's Bay

Amy Girven Russell and **Amy Hopkinson Styles** (winemakers) - to study how Napa has embedded storytelling into the visitor experience and sustainability frameworks at the RISE Napa Valley conference.



Chelsea Abramoff with Roberto Meiss (Valparaiso | Casablanca Valley)



REPORTS

Lausanne



Océane Gex and **Yann Stucki** represented Lausanne at IWINETC in Mikulov, Czechia, held on 26–27 March 2025.

Rafael Vivanco, owner of Vivanco in Rioja, participated in the Regional Best Of Wine Tourism Awards ceremony in Lausanne on 10 October 2025. During the event, he presented the Vivanco business model and shared the winery's experience with more than 100 industry professionals.



BUSINESS PARTNERSHIPS & CONFERENCES

Porto Wine & Travel Week 18-20 February 2025

GWC participated in and supported the organisation of a partner-led professional B2B event in Porto, Portugal, featuring one and a half days of meetings. The event brought together 62 hosted buyers from 24 countries, 82 exhibitors from 5 countries, and 9 international journalists, strengthening international visibility and business connections for participating regions. A partnership contribution of €2,920 was secured with the host destination.



FINE #WineTourism Marketplace



Italy

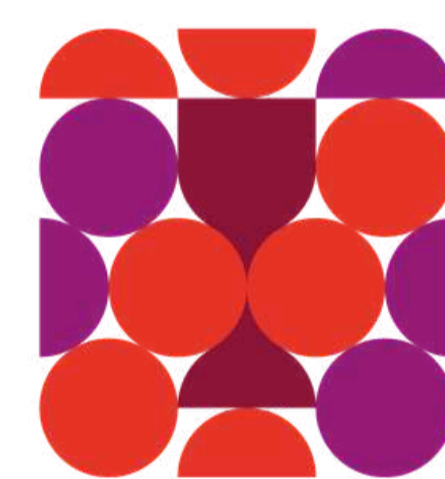
#FINE Wine Tourism Marketplace 28-29 October 2025

Thanks to Verona, GWC participated as an official media partner of the FINE Wine Tourism Marketplace in Trentino, Italy, contributing to speaker coordination and media visibility. GWC was represented by Isabell Kottmann (Geisenheim University), bringing an international academic perspective to the programme. A media sponsorship of €8,000 was secured in partnership with Riva del Garda Fierecongressi.

UN Tourism Conference on Wine Tourism

GWC took part in the UN Tourism Wine Tourism Conference in Plovdiv, Bulgaria, under the theme "The Art of Wine Tourism," with a dedicated GWC roundtable moderated by Porto. Speakers from Bilbao | Rioja, Mendoza, and Mainz shared expertise on destination development and wine tourism excellence.

6-7 October 2025



9th UN Tourism Global Conference on Wine Tourism

Plovdiv, Bulgaria. 6-7 October 2025

IWINETC MIKULOV 25-26 March 2025

Catherine Leparmentier represented the Great Wine Capitals Global Network at IWINETC 2025 in Mikulov, South Moravia (Czechia), presenting GWC to an international wine tourism audience. She contributed to the panel discussion on immersive and memorable wine tourism experiences, addressing storytelling, sustainability, cultural integration, and innovation.



3 WEBINARS

Is Wine Tourism Creating Value for Wineries?

March 25, 2025

The webinar focused on the impact of wine tourism on the management of independent wine estates. The session featured research insights from Claire Lamoureux, doctoral candidate at *KEDGE Business School* and recipient of a GWC International Research Grant, developed in collaboration with Hochschule Geisenheim University, as well as practical contributions from wine tourism professionals based in the Bordeaux (*Château Mauvinon*) and Mainz (*Weingut Braunewell*).



Entertainment-Driven Wine Tourism in the New World

June 18, 2025

The webinar showcased how immersive, culture- and entertainment-led experiences are reshaping cellar doors and expanding wine tourism audiences in Australia and New Zealand. Hosted by Dr Armando Corsi (*University of Adelaide*), the session featured strategic insights from Robin Shaw (*Wine Tourism Australia and Vintuition*), alongside case studies presented by Chester d'Arenberg Osborn (*d'Arenberg Wines, BOWT 2021*) and Francis de Jager (*Black Barn Vineyard, BOWT 2025*).



640

REGISTRATIONS

314

LIVE PARTICIPANTS

505

YOUTUBE VIEWS

819

TOTAL REACH

Wine Tourism & Heritage

December 8, 2025

Exploring how heritage acts as a driver of authenticity, innovation and value creation in wine tourism across member regions, the session featured contributions from Doris Sommer (*Clos des Abbayes, Lausanne*), Rafael Vivanco (*Vivanco Museum of Wine Culture, Bilbao|Rioja*) and Patricia Freuler de Ortiz (*Club Tapiz, Mendoza*), who shared diverse perspectives on integrating history, architecture, art and culture into visitor experiences.

WINE TOURISM & HERITAGE

How history and legacy shape the visitor experience

Live Webinar

08 DEC 2025 | 05.00 PM UTC+1

REGISTER NOW!



WINE TOURISM DATA

International Wine Tourism Observatory

Published in October 2025, the Global Wine Tourism Report 2025 is a major international reference based on contributions from over 1,300 wineries across 47 countries. Developed by Hochschule Geisenheim University with UN Tourism, the OIV, GWC, and WineTourism.com, the report provides evidence-based insights into wine tourism trends and future directions. It was presented at the UN Tourism Wine Tourism Conference and the GWC Annual Conference in Bordeaux, with a public webinar in 26 January 2026.



GWC Members Data

The Members Data Report provides a comprehensive overview of the wine and tourism landscape across the Great Wine Capitals, offering key data to support analysis, benchmarking, and strategic decision-making within the Network.

The report compiles and compares national and regional data across GWC member cities, covering population figures, vineyard surface area, wine production, and the number of growers and wineries. It also presents insights into wine tourism, including visitor numbers, annual trends, and evolving patterns across the GWC regions. A dedicated section profiles each of the 11 Great Wine Capitals individually, allowing for a clear understanding of both global dynamics and local specificities within the Network.

World in a Glass

- 11 countries**
Great Wine Capitals spans old and new world tastes and offers an exceptional guide to international wine tourism travel experiences.
- Population: 24.43M**
The eleven world wine capitals working together in the Great Wine Capitals network have a combined population of 24.43M people.
- Wine Tourism: 56M tourists**
These excellent wine tourism territories received 56 million tourists in 2024.

Wine T-Trends

Sustainability and climate resilience have become central to many GWC wine regions, as wineries adopt eco-conscious practices and promote responsible tourism to address environmental challenges. **Technology** also plays a growing role in **enhancing the visitor experience** through virtual tastings, digital storytelling, and personalized booking tools.

- Experiential Travel**
In 2025, wine tourists are seeking immersive, story-rich experiences that go beyond tasting rooms.
- Green Tourism**
Sustainability and climate-resilient practices are now key drivers of destination choice.
- Smart Experiences**
Digital tools like AI-powered guides and interactive apps are redefining how visitors explore wine regions.
- Learning Journeys**
Educational wine tourism—blending culture, science, and gastronomy—is in growing demand worldwide.

MISSION TO YANTAI

GWC Delegation Visit to Yantai, China

July 2025

In July 2025, a GWC delegation led by Secretary General Catherine Leparmentier conducted a mission visit to Yantai, China, to assess the region's wine tourism potential and alignment with GWC values. The programme included visits to leading estates such as Mystic Island Winery, Long Dai, Runaway Cow Winery, and Longting Vineyard, highlighting Yantai's advances in sustainability, hospitality, and cultural integration. The delegation also met with representatives from the Yantai Wine Bureau, Changyu Group, and Yantai Institute of Technology and Science, underscoring the region's strong commitment to education, research, and the development of sustainable wine tourism.



FIRST GWC OBSERVER MEMBER

November, 2025

Following the successful July 2025 mission, GWC formally admitted Yantai as its first Observer Member, recognising the region's long-standing winemaking heritage, dynamic wine tourism offerings, and strong alignment with GWC's values. As an Observer Member, Yantai will participate in selected GWC events, access knowledge-sharing platforms, and engage in international collaboration.. This milestone strengthens GWC's presence in Asia and was officially celebrated during the GWC Annual General Meeting in Bordeaux, where the signing ceremony took place.



Chapter II

Promotion of GWC



GWC GLOBAL PROMOTIONS

GWC Media Campaigns

As part of its planned media campaign, Great Wine Capitals achieved broad international exposure through features in leading lifestyle and travel publications, including Taste of France, Matador Travel Network, Outlook Travel, and Lifestyle Magazine Portugal. The campaign delivered a strong return on investment, achieving an estimated ROI of 1:28, and enhanced GWC’s visibility among international audiences.

SOCIAL MEDIA METRICS

159,891

TOTAL AUDIENCE
+10,567 to 2024

9,39M

IMPRESSIONS
-48% to 2024

1,95M

ENGAGEMENTS
+93% to 2024

1,46M

VIDEOS VIEWS
+76% to 2024

Beau Monde Traveller

GWC was featured in BeauMonde Traveller (*issue 4/2025*), a British luxury travel magazine with over one million readers, through a six-page editorial in the wine edition, complemented by a two-page advertisement in the ski edition. The publication strengthened GWC’s visibility among a high-end international audience within the luxury travel and wine tourism sectors.

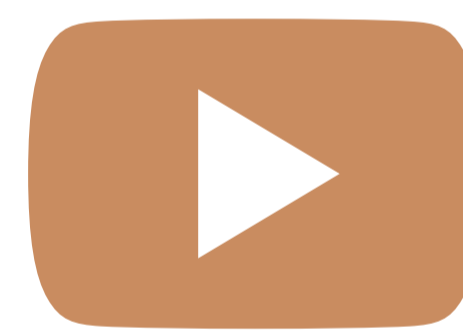
FOLLOWERS



143,769
+7,898 to 2024



9,523
+1,172 to 2024



522
+100 to 2024



6,600
+1,497 to 2024

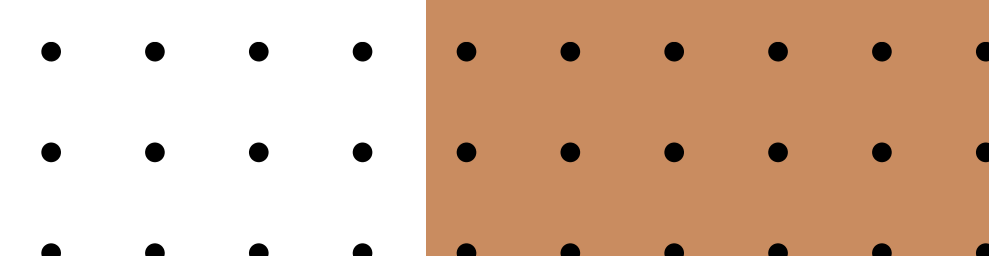


Publishing Partnership with Vinexposium

GWC signed an annual partnership with Vinexposium to become their contributor for the Wine Tourism section of their newly-launched magazine *Voice of the Industry*.

This was a great opportunity to showcase GWC’s expertise in wine tourism to a professional public and motivate wineries to consider wine tourism programmes as a part of their business model.

Printed magazines were distributed at the Wine Paris and Vinexpo Singapore events (February and May). All 4 editions were also available in a digital format (February, May, August, and November).



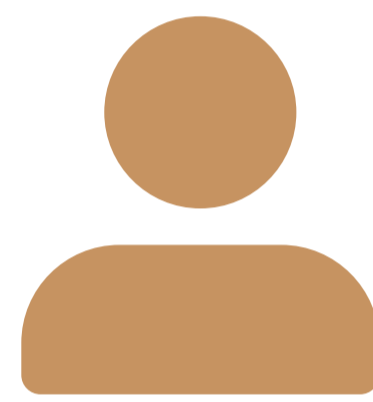
GWC GLOBAL PROMOTIONS

NEWSLETTER



The Great Wine Capitals e-book continued to serve as a digital showcase of the network, highlighting innovation, sustainability, and excellence in wine tourism across member regions.

The publication featured award-winning wineries, best practices, and inspiring initiatives from the Great Wine Capitals destinations, contributing to the international visibility of the network and its stakeholders.



4900+

Newsletter Subscribers



350+

Media Partners



500+

Travel Professionals



500,000

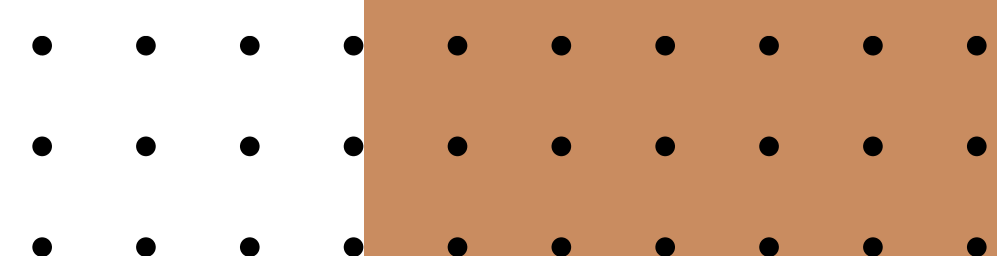
Global Reach through Press and Media



1,000

Global Reach through conferences and events

The Great Wine Capitals e-book continued to serve as a digital showcase of the network, highlighting innovation, sustainability, and excellence in wine tourism across member regions. The publication featured award-winning wineries, best practices, and inspiring initiatives from the Great Wine Capitals destinations, contributing to the international visibility of the network and its stakeholders.



GWC LOCAL PROMOTIONS

Adelaide, South Australia

Popular wine tasting events engage the public:

Throughout the year, the SA Wine Industry Association coordinated several pop-up wine tasting events that introduced consumers to new producers and varietals. The November edition of Wine Debut at Adelaide Zoo attracted almost 400 attendees, while Reserved at the Museum, held at the South Australian Museum in August, welcomed more than 300 visitors.

Thousands enjoy SA wine at Gather Round:

The South Australian Wine Producers Bar featured 14 winemakers at the Norwood Food and Wine Festival, which attracted more than 90,000 visitors. Guests enjoyed meet-the-maker experiences, while Adelaide Great Wine Capital-branded aprons highlighted South Australia’s membership in the network.

Great Wine Capitals masterclass at Tasting Australia:

Fifty guests took part in a global wine tasting journey at Tasting Australia’s Drinks Academy in Victoria Square, exploring wines from Adelaide, Bordeaux, and Hawke’s Bay. The 10-day Tasting Australia festival attracted around 65,000 visitors.

New Great Wine Voyage passport activation proves successful:

Great Wine Capitals once again partnered with CheeseFest, Australia’s largest cheese festival, which celebrated its 20th anniversary in 2025 with 120 artisan stalls. The Great Wine Voyage passport encouraged visitors to discover five South Australian wineries, all winners of the 2025 Best Of Wine Tourism Awards, through tastings and a prize draw featuring premium wines from the participating wineries.

Wine media cadet captured SA wine experiences:

In partnership with Wine Communicators of Australia, the programme supported cadet Teri van Aalst, who travelled across South Australian wine regions and to Verona, Italy, to learn from wine writers and industry leaders. She documented her experiences at the Great Wine Capitals AGM, visits to Barossa, Coonawarra, and Langhorne Creek, and interviews on indigenous yeast research in winemaking.



GWC LOCAL PROMOTIONS

Bilbao | Rioja



bilbao-rioja.com



Great Wine Capitals Best Of Bilbao-Rioja



Great Wine Capitals Bilbao-Rioja



@bestofbilbaorioja



@bilbaorioja



COMMUNICATION TOOLS

GWC network website

contributions in the form of articles and technical assistance

Support for communication

by companies in Bilbao-Rioja

Promotion of the Best Of Wine Tourism Awards

with campaigns in newsletters, social media and email building

Social media and press office

Management of reports and interviews

STRATEGIES

Best Of Bilbao-Rioja Business Community

Promotion of the awards, candidacies, winning companies and other sector stakeholders who have questions about the network or wish to be active in it.

Bilbao-Rioja Press Office

Support for companies, general and specialized media, visits, press releases, planning and management of virtual communities, execution reports, and speeches.

BOWTA and Best Of Club promotion

Leading the conversation on best wine tourism practices with business owners and journalists.



ENJOY A RELAXING LONG WEEKEND AT RIOJA'S BEST OF WINE TOURISM AWARD WINNERS

Enjoy an unforgettable long weekend in Rioja focusing on the 'Best Of Wine Tourism' award winners. This curated itinerary highlights everything from medieval villages to modern marvels, designed to delight your palate and assure a relaxing escape.



BILBAO-RIOJA FOR ALL: THE ULTIMATE FAMILY & PET-FRIENDLY GUIDE

This year's landscape reveals a GWC region that understands modern travelers arrive with strollers, backpacks full of snacks, and sometimes a leash. From interactive museum experiences to aroma games designed for young noses, Bilbao-Rioja has transformed wine tourism into a genuine family affair.



FAUSTINO UNCOVERED: A JOURNEY THROUGH RIOJA'S ICON OF WINE, ARCHITECTURE, AND LEGACY

In the undulating heart of Rioja Alavesa, Cyón, framed by endless rows of vines and sunlit terroir, lies Bodegas Faustino, a destination that speaks to the senses and the soul of wine culture. Crossing its threshold feels like entering a world where tradition and innovation are in elegant conversation and every detail reflects passion and precision.



BOROA JATETXEA- A CULINARY SANCTUARY IN THE BASQUE HEARTLAND

Boroa Jatetxea, a Michelin-starred restaurant near Bilbao, provides a memorable dining experience within a restored 15th-century farmhouse. It's a



GWC LOCAL PROMOTIONS

Bordeaux

WINE TRAVEL WEEK, PORTO – FEBRUARY 2025

The Bordeaux Chamber of Commerce exhibited at the BtoB workshops of the Wine Travel Week in Porto to meet with international outbound travel agencies and promote Bordeaux and the regional Best Of Winners.

4 others Bordeaux companies participated in the event: *Château La Garde*, *Le Dôme*, *La Cité du Vin* and *La Vie Bonne* agency.

DISCOVER EAT, CASTILLA LA MANCHA – JUNE 2025



Bordeaux was invited to participate to the Discover Eat congress in Castilla La Mancha and took part in a round table related to the importance of the collaboration between the public and private sector in wine tourism development.

The subject was about the success story of the Best Of Wine Tourism in Bordeaux and how the public/private steering committee is working together towards a common objective.

LOCAL NETWORKS: WOMEN IN WINE TOURISM BORDEAUX

Bordeaux Chamber of Commerce and the Best Of Wine Tourism team is represented in the local community “Women in Wine Tourism”. This network comprises women who work in the wine industry. The idea is to encourage cooperation and develop wine tourism in the region by cross-promoting activities. There are 3 meetings per year organized in wineries developing wine tourism.

LOCAL COLLABORATIONS: ‘BORDEAUX LOVES WINE’

With the collaboration of the wine tour agency “La Vie Bonne”, Bordeaux Chamber of Commerce organized dedicated visits to the Best Of Wine Tourism winners. The concept of these *Bordeaux Loves Wine’s* visits was to encourage local tourism. Targeting local public and offer them the opportunity to discover a Chateau like never before by speeding an afternoon with the owner or the winemaker.

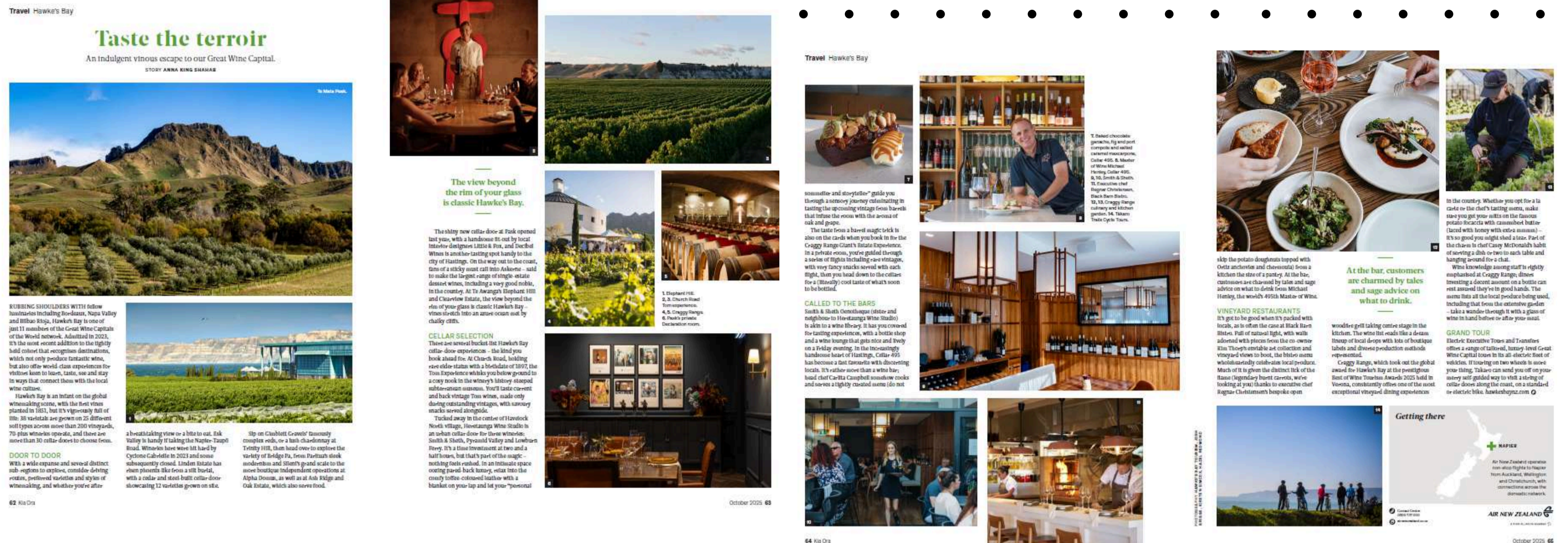
In total, 8 tours in 8 different Best Of Winners were (180 bookings in total).



GWC LOCAL PROMOTIONS

Hawke's Bay

Hawke's Bay, as a Great Wine Capital, secured national media coverage across print, digital, and radio platforms through prominent outlets including *Kia Ora*, *Viva*, and *Stuff*.



Topics featured included our BOWT winners, Kim Thorp's announcement as GWC Ambassador, Hawke's Bay to host GWC AGM in 2026. Below are some examples:

- <https://www.theshout.co.nz/hawkes-bay-venues-recognised-in-the-2026-gwc-best-of-wine-tourism-awards/>
- <https://www.stuff.co.nz/travel/360878154/where-drink-new-zealands-great-wine-capital>
- <https://matadornetwork.com/read/hawkes-bay-wine-region/>
- <https://www.c-mw.net/hawkes-bay-nz-to-host-wine-tourism-conference-in-2026/>
- <https://www.tgmice.com/2025/11/12/hawkes-bay-sets-grape-expectations-with-recent-conference-win/>
- <https://www.theshout.co.nz/kim-thorp-named-great-wine-capitals-ambassador-for-hawkes-bay/>
- <https://www.thedrinksbusiness.com/2025/03/hawkes-bay-rebounds-with-exceptional-vintage-after-cyclone-gabrielle/>
- <https://www.tourismticker.com/2025/10/22/global-wine-tourism-spotlight-to-fall-on-hawkes-bay-and-nz-in-2026/>
- <https://www.nzherald.co.nz/viva/fashion/the-best-places-to-eat-drink-in-hawkes-bay/premium/3DQH4HVXW5CB3AXKFHOMBSIQSU/>



Hawke's Bay Wine Auction

Great Wine Capitals was again represented at this year's Hawke's Bay Wine Auction, providing another opportunity to raise awareness of the international network and its members. The lot made up of wines from each of the GWC's of the world, some of which were donated by our partner regions, raised an incredible \$6,000 to add to the total of \$370,000 for *Cranford Hospice*, as well as providing excellent promotion of Great Wine Capitals via the extensive wine enthusiast database of Hawke's Bay Wine Auction, media articles and airport digital advertising. There were also two opportunities to do pre-auction wine tastings of the international wines.



Hawke's Bay Wine Experience

The Hawke's Bay Wine Experience is the only regional pop-up wine tasting opportunity offered to cruise ships at any port in New Zealand. Over the eleven events, 20 wineries from across Hawke's Bay presented their wines to more than 4,500 passengers, who went on to purchase more than 1,500 bottles of wine. Visitors to the Hawke's Bay Wine Experience are predominantly North American. The Hawke's Bay Wine Experience gives visitors insight into Hawke's Bay as a Great Wine Capital, with the status promoted via branded banners, glasses, flyers and hosts generating a lot of interest.

Hawke's Bay Marathon

As a partner for the Hawke's Bay Marathon, which drew over 8,000 runners plus their supporters to the region, Hawke's Bay Tourism again showcased Great Wine Capitals with signage and an expo booth at the registration day held at the Napier War Memorial Centre. The marathon finishes at *Elephant Hill Winery* in *Te Awanga*. This is another opportunity to reinforce the messaging that Hawke's Bay is one of the Great Wine Capitals of the world to a large national audience.

F.A.W.C! – Blended Havelock North Art and Wine event

A wine tasting was carried out at this day - long event, pairing three Hawke's Bay wines versus three wines from the Great Wine Capital regions of Mendoza, South Australia and Bordeaux. 1,000 people attended the event to ensure our communities are reminded of Hawke's Bay's position within the global Network.



F.A.W.C! – Mendoza Showcase

A showcase of the Great Wine Capital of Mendoza| Argentina at *Black Barn's Olive Shed* for 60 guests. With Argentinian chefs Corradino Anselmi and Florencia Menehem serving up dishes like gazpacho, beef carpaccio, empanadas, short rib and delicious dulce de leche, while Master of Wine Simon Nash spoke about three specially matched wines from Mendoza.

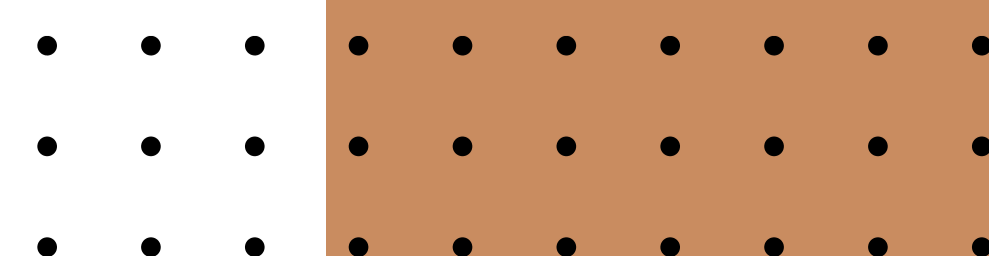
The purpose of the event was to bring awareness to Great Wine Capitals and the great company we keep as part of the network.



Horse of the Year

This annual event attracts an audience of 11,500 from around New Zealand and abroad. This year, Great Wine Capitals was promoted via a cellar door pop-up that was manned by a different winery for each of the 5 days of the event.

The pop-up was branded with a new Great Wine Capitals media wall and teardrop banners, and participating cellar doors promoted the virtues of the international network as well as their own wines.



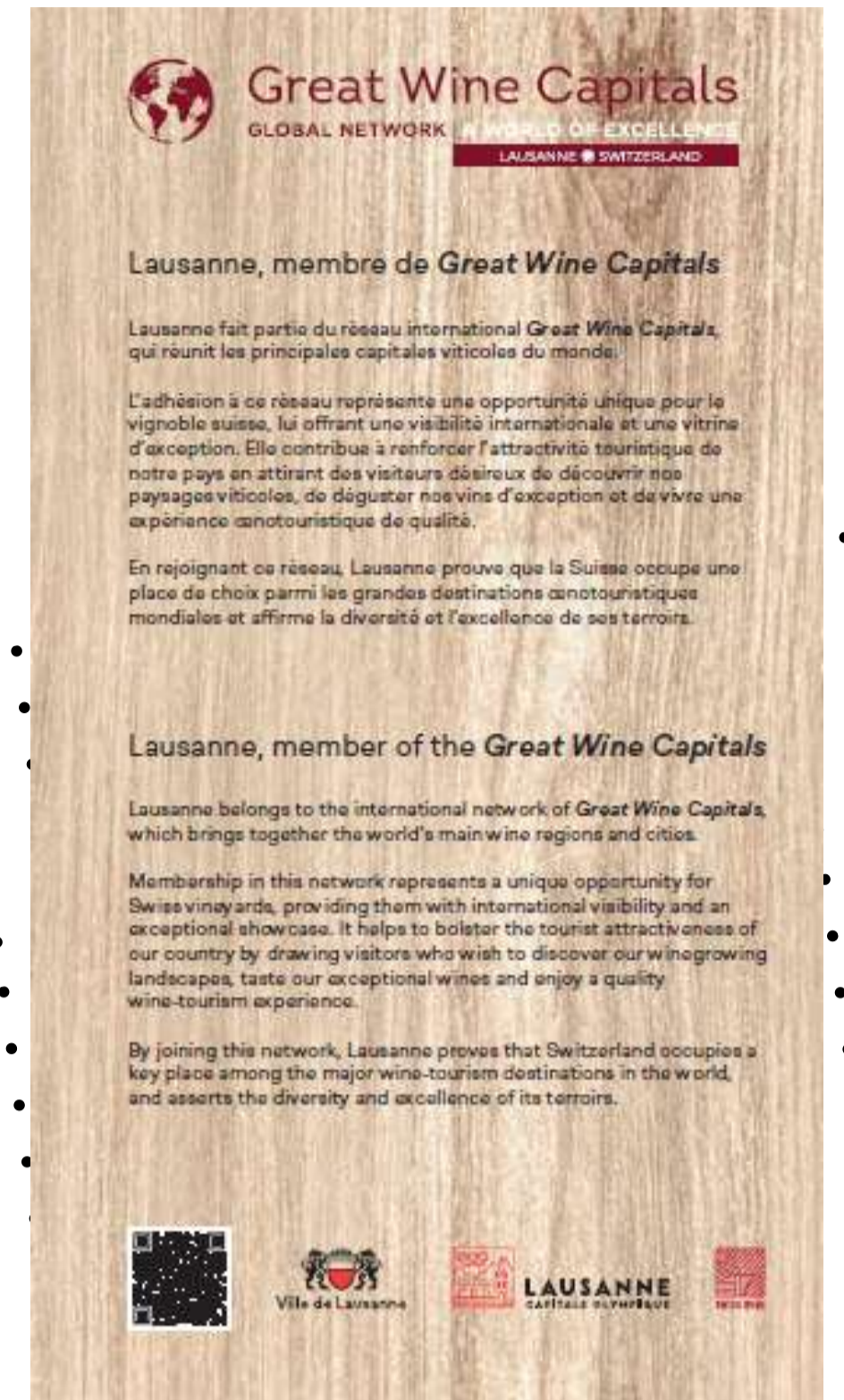
GWC LOCAL PROMOTIONS

Lausanne

Lausanne had the opportunity to present the added value of the Great Wine Capitals network to several institutions, including Vaud Œnotourisme, Weintourismustag, and business schools such as HES-SO Tourism and Changins.

Lausanne installed signpost constructions indicating the distances between the city and the other Great Wine Capitals network destinations, reinforcing the international visibility of the Network.

- HAWKE'S BAY**
Nouvelle-Zélande 18'740 km
- BORDEAUX**
France 590 km
- BILBAO-RIOJA**
Espagne 840 km
- VÉRONE**
Italie 360 km



Lausanne secured coverage in the local press through the publication of various articles highlighting GWC activities and initiatives.

Mainz | Rheinhessen

Mainz | Rheinhessen actively promotes the activities of the Great Wine Capitals Global Network through social media, newsletters, websites, and local tourism organisations, including the City of Mainz and the counties of Mainz-Bingen and Alzey-Worms.

Videos featuring the 2026 Best Of Wine Tourism winners were shared on Facebook, LinkedIn, and Instagram, alongside press releases promoting the competition, gala event, and jury results. The winners were also featured on the websites www.mainz.de and www.rheinhessen.de.

To strengthen B2C communication, Mainz|Rheinhessen produced a brochure presenting all Best Of Wine Tourism winners from the past 10 years, with a special focus on the 2026 winners. A total of 5,000 copies were printed.



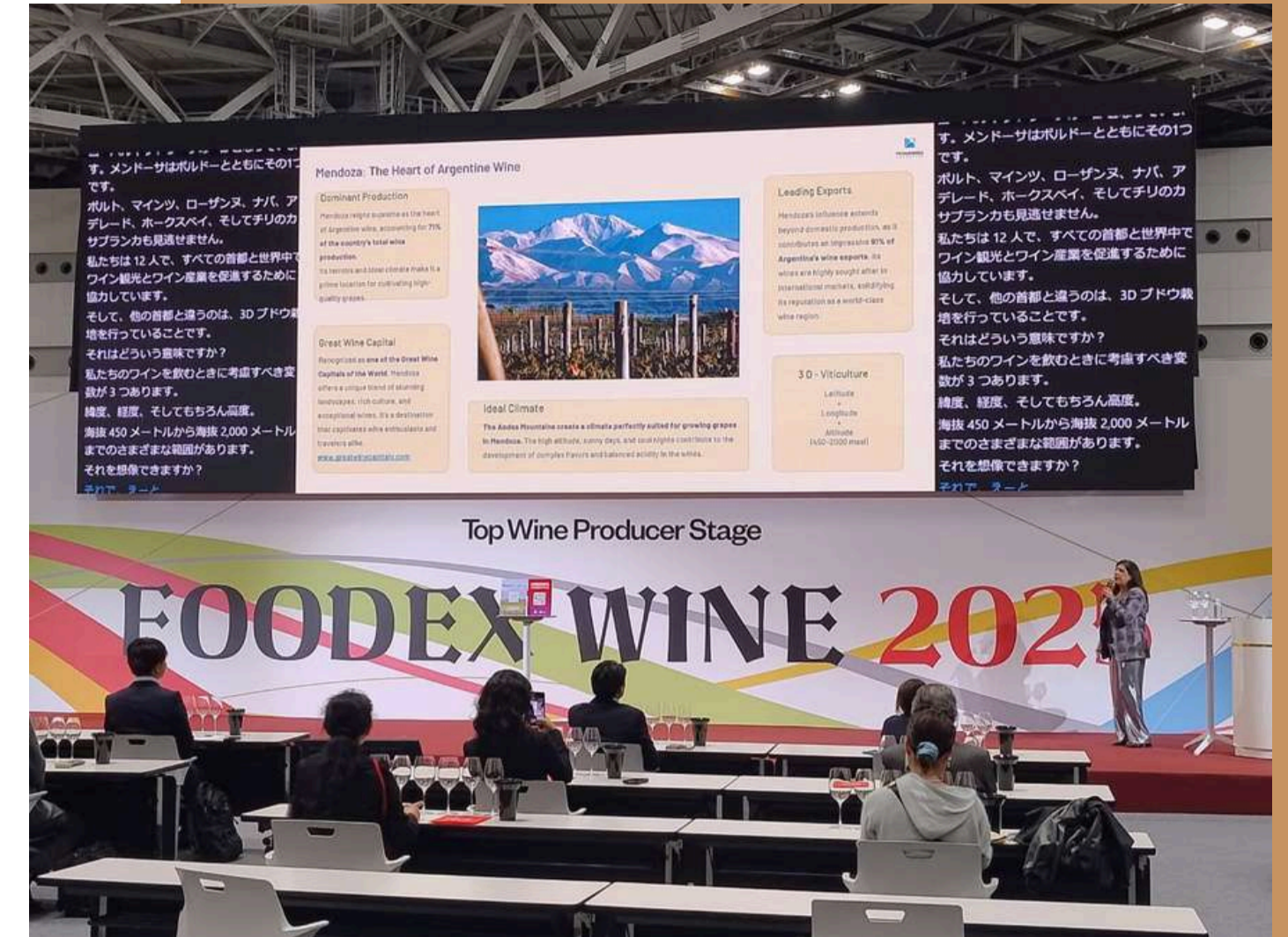
GWC LOCAL PROMOTIONS

Mendoza

Carolina Suárez Garcés represented Mendoza as a Great Wine Capital during *Foodex Tokyo 2025* while presenting Mendoza's high-altitude wines.

Gabriela Testa also promoted Mendoza's participation in the Great Wine Capitals Network during several international activities, including the *Summit of Sustainable Wine Tourism* held in Yantai, China, in July 2025.

In addition, Carolina Suárez Garcés participated in several visits organised during the GWC site inspection in Yantai while also attending the Summit of Sustainable Wine Tourism.

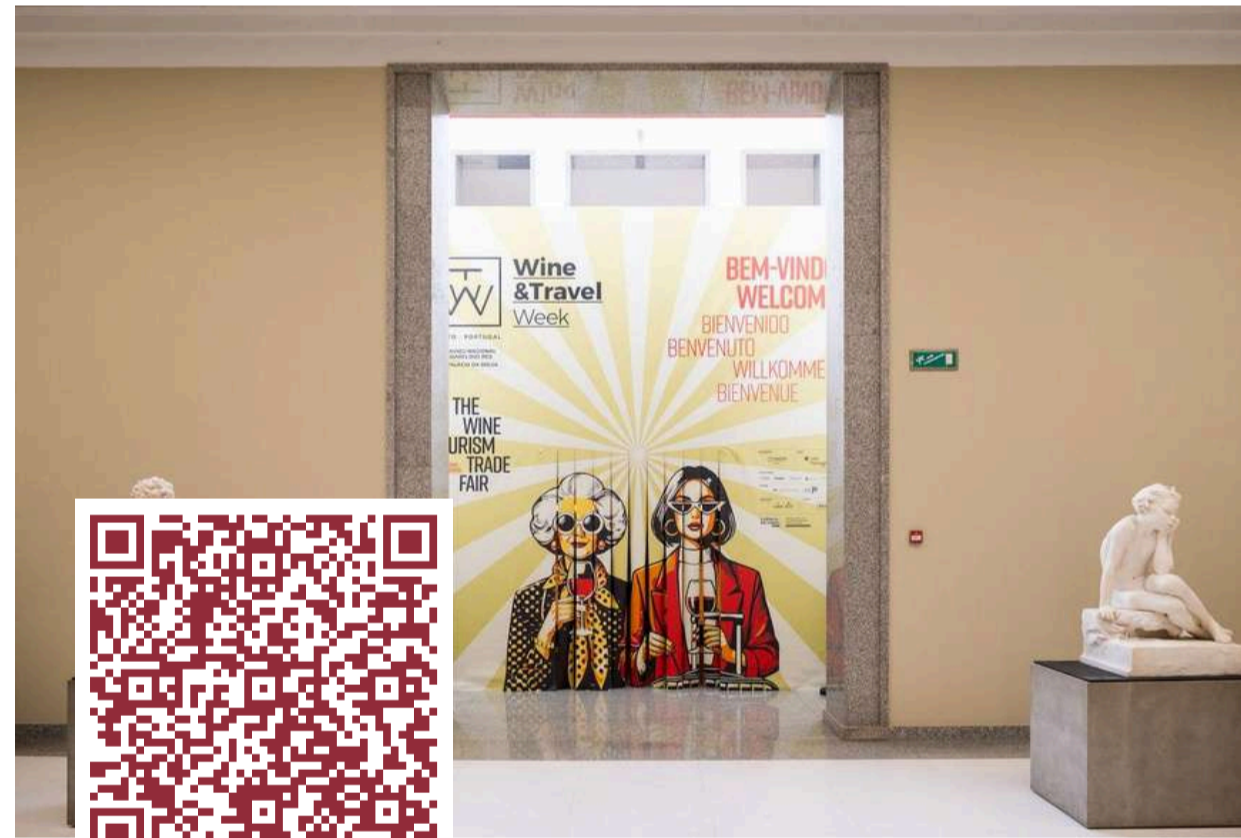


Porto

Porto Primavera Sound



Porto Wine & Travel Week



As the Host City of the event, Porto has promoted both GWC and BOWTA at the venue and also towards the national media.

Exchange with Recife Municipality

Inspirar os visitantes e oferecer experiências inovadoras é a base do turismo de qualidade

6 de fevereiro de 2025 · Porto · Notícia



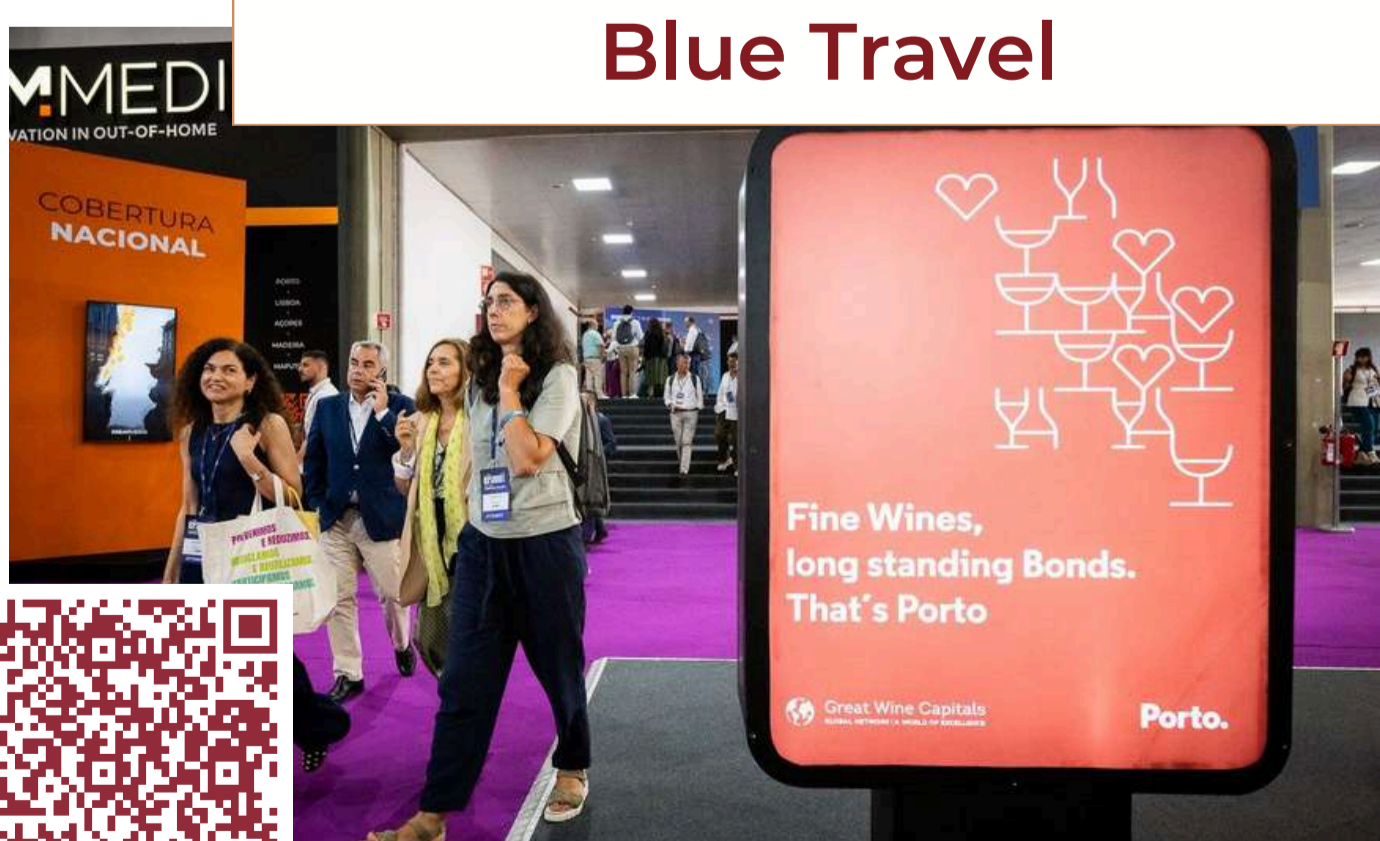
QSP Summit



7th edition of Douro TGV – Tourism, Gastronomy and Wine



Blue Travel



Recife apresenta projetos de turismo e cultura a comitiva do Porto

Visita fortalece cooperação entre cidades-irmãs e abre caminho para intercâmbio artístico, gastronômico e urbano



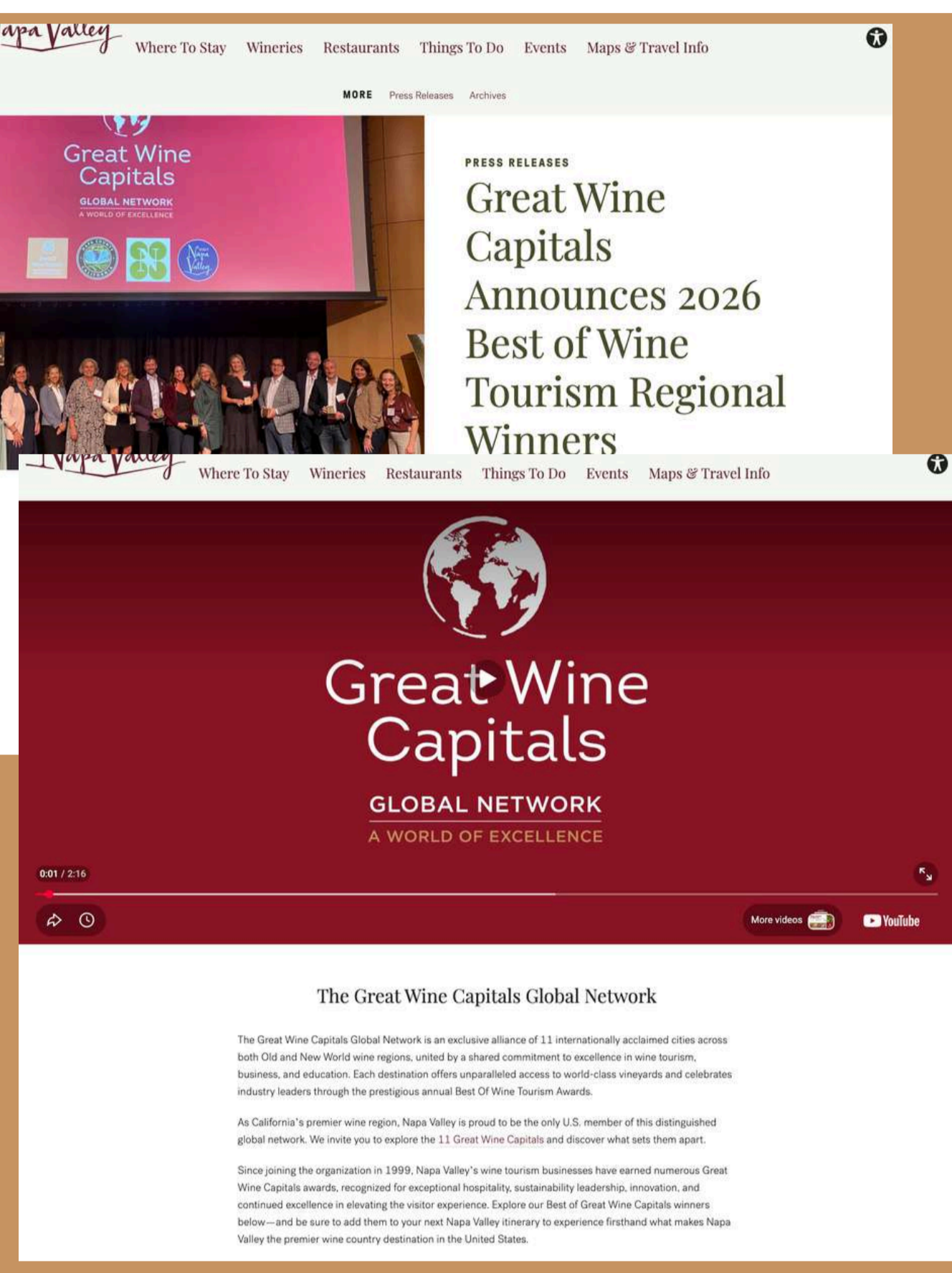
Comitiva da Área de Turismo da Câmara Municipal do Porto, em Portugal, veio à capital pernambucana trocar experiências, conhecer os projetos do município e estabelecer parcerias para implantá-las na cidade portuguesa. Crédito: André Albuquerque/PCB

Uma comitiva da Câmara Municipal do Porto, em Portugal, esteve no Recife para uma agenda de cooperação e troca de



GWC LOCAL PROMOTIONS

San Francisco | Napa Valley



Napa Valley promoted Great Wine Capitals activities locally through the Visit Napa Valley Destination Symposium held in September 2025. Additional communication efforts included a press release published in October 2025 and a partner email campaign distributed in July 2025.

Napa Valley launched a dedicated Great Wine Capitals landing page on the Visit Napa Valley website.

The page explains the role and importance of the GWC Network for the region while showcasing both historical and current Best Of Wine Tourism regional award winners. It also provides direct links to the Great Wine Capitals website and to the individual websites of the winners.



Verona

National and Digital News:

Additional coverage was secured through agencies such as Askanews and specialised platforms including Agenfood.it, Igrandivini.com, and Italianwinesandspirits.com.

Television & Video:

the event gained broadcast visibility through Telenuovo (TG Verona), highlighting the winners as ambassadors for Verona and Italy.

Local Press:

prominent features appeared in major local newspapers, including L'Arena and Cronaca di Verona.

Regional Distribution:

the news reached a vast audience across Italy via the Askanews network, appearing on regional sites such as Venezia24.it, Milano.com, and Lacittadiroma.it.

The Best Of Wine Tourism Awards 2026 and its seven winners received broad national and local media coverage between 24 and 27 October through television, digital media, and local press coordinated by the City of Verona.



The Verona Wine and Olive Oil Tourism Guide was distributed at several European trade fairs in 2025, including **Vakantiebeurs Utrecht**, **Ferienmesse Wien**, **CMT Stuttgart**, **Reisen Hamburg**, **Free München**, and **Freizeit Nürnberg**.

Chapter III

Other GWC Initiatives



LOCAL ACTIVITIES

Adelaide, South Australia

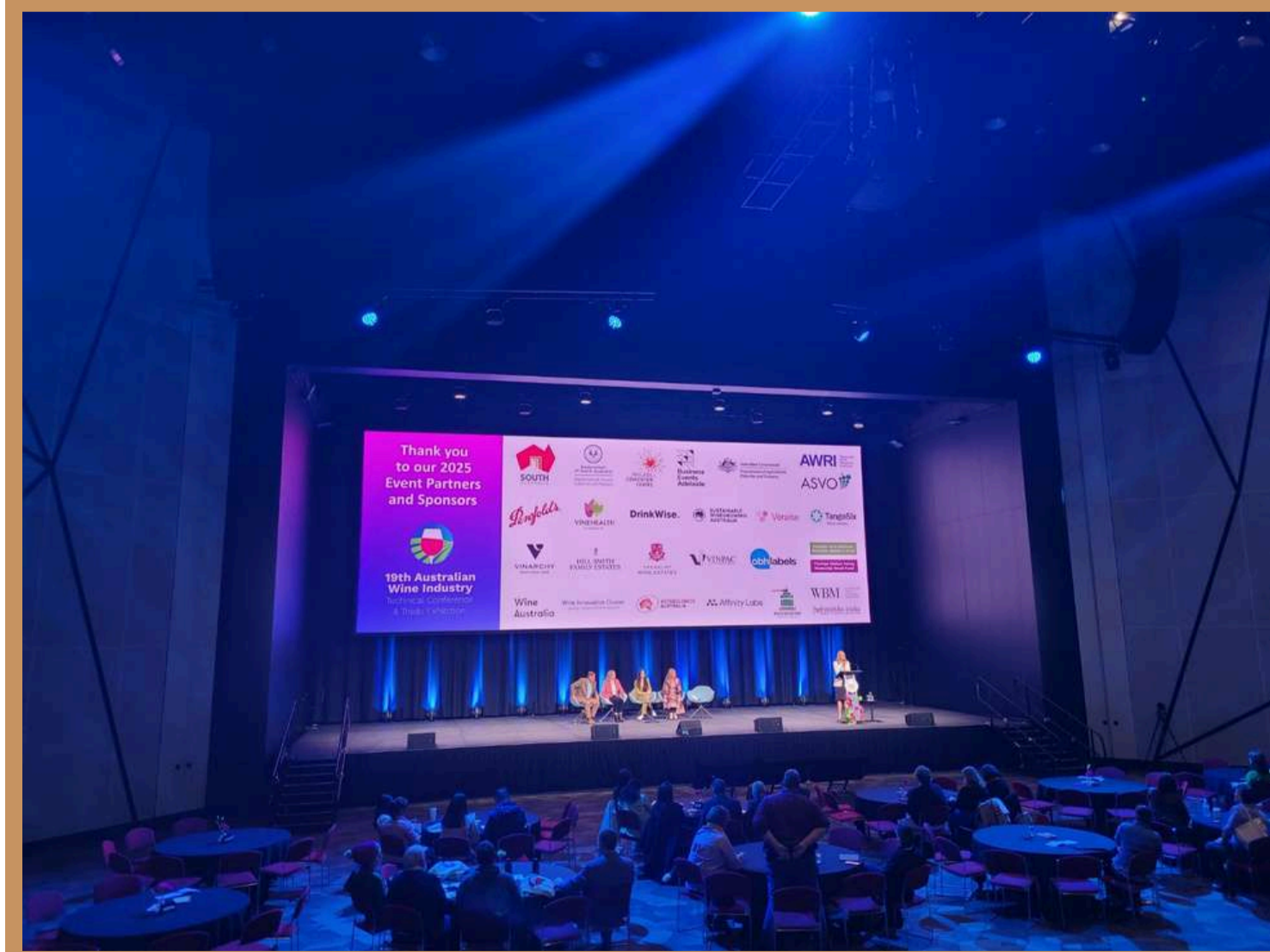
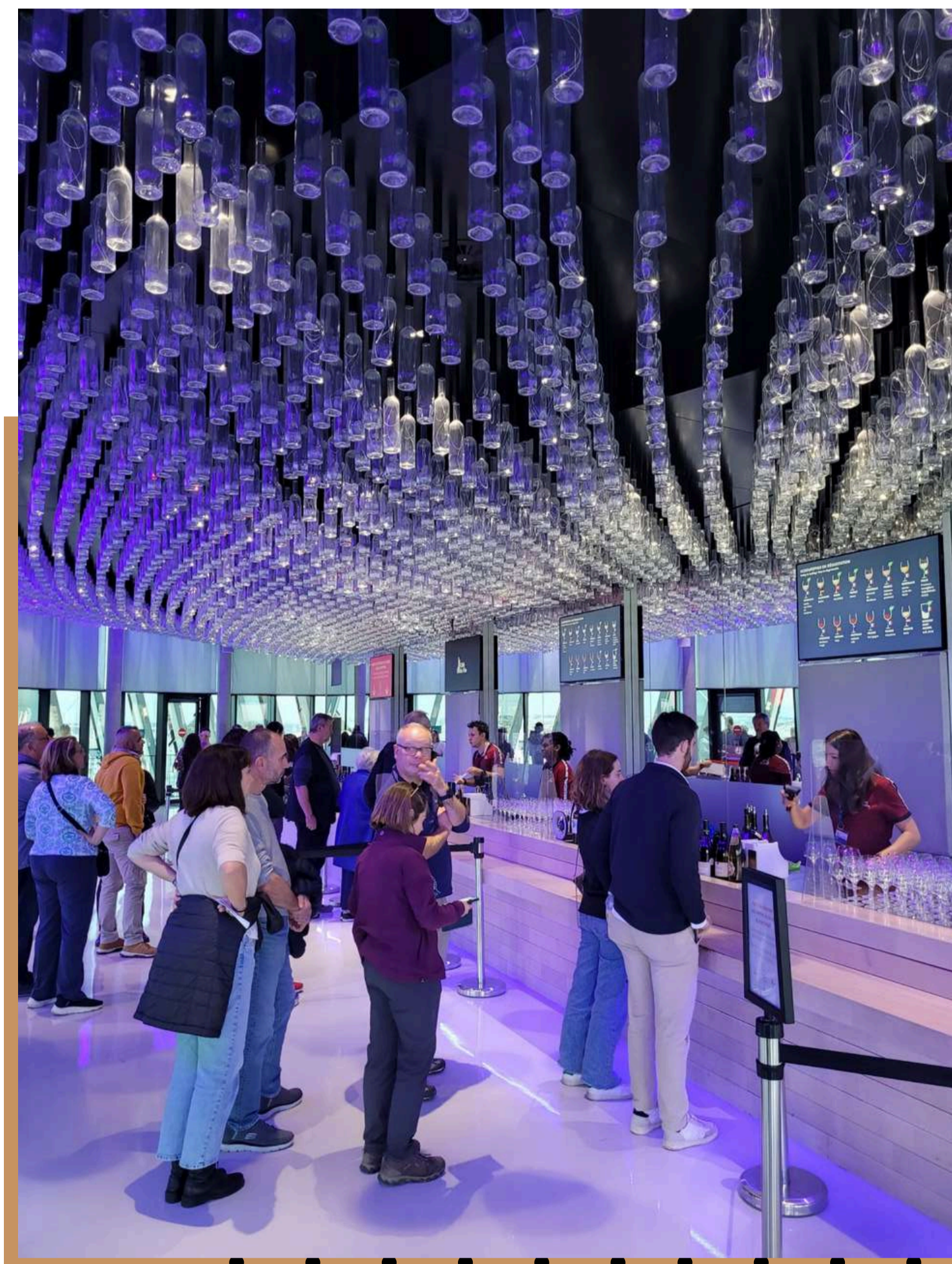
New educational scholarship offering success: Twelve South Australian wine industry professionals received scholarships to participate in the inaugural executive business programme designed to strengthen the state’s wine tourism sector. Delivered by Adelaide University in partnership with the Great Wine Capitals Adelaide chapter, the six-day programme was positively received by both participants and industry stakeholders. Participants reported increased knowledge and confidence, with 97% rating the experience positively. The programme will continue in 2026 with Adelaide University.

“It was truly a great and incredibly enriching experience for me. I was particularly impressed by the program’s structure and have taken away a wealth of valuable insights and practical tools.” – Participant Michelle Li, Knappstein Wines

South Australian shiraz on show in Bordeaux: As part of the State Government’s partnership with Bordeaux’s La Cité du Vin, 10 South Australian wineries were featured in the museum’s Belvedere Room tasting experience, offering visitors the opportunity to discover South Australian wines at the end of the permanent exhibition.

Through this partnership, Adelaide also co-hosted a special tasting evening with fellow Great Wine Capital Hawke’s Bay. The event welcomed 140 guests and introduced them to wines from *Knappstein Wines*, *Wirra Wirra Vineyards*, and *Penfolds*.

19th Australian Wine Industry Technical Conference and Trade Exhibition: Investing in technology and innovation is central to strengthening the global competitiveness and long-term resilience of South Australia’s wine sector in the context of climate change. Great Wine Capitals local chapter member PIRSA proudly supported these efforts as principal event partner, while welcoming interstate and international visitors to Adelaide, the Great Wine Capital of Australia.



LOCAL ACTIVITIES

Bilbao | Rioja

BARCELONA WINE WEEK

Bilbao-Rioja participated in a conference held from 4–6 February 2025, aimed at companies from the wine tourism sector, institutions, and the press. Juan Sáenz de Buruaga, President of GWC Bilbao-Rioja, took part as a speaker.



PARTICIPATION IN LAUSANNE'S BOWT AWARDS



PARTICIPATION IN 9TH UN TOURISM GLOBAL CONFERENCE ON WINE TOURISM

“Panel Debate: Wine Tourism Excellence in Action”, where Juan Valdelana, from *Bodegas Valdelana* (Álava), participated.

Bordeaux

FLIGGY

The official signing of a strategic partnership between the Bordeaux Gironde Chamber of Commerce and *Fliggy* (Alibaba Group) took place during the local Best Of Wine Tourism Awards ceremony.



The agreement aims to position Bordeaux as a pilot destination for Chinese wine tourism. Starting in 2026, the project will build on the Best Of Wine Tourism label through the development of themed itineraries, tailored wine tourism experiences for Chinese travellers, and joint communication initiatives to strengthen the international visibility of certified wineries.

MAINZ WINE MARKET



Bordeaux was the guest city at the Mainz Market held from 28 August to 7 September 2025.

Château La Croizille, winner of the 2025 Regional Best Of Wine Tourism Award, travelled to Mainz for two weeks to promote Bordeaux wines and the destination during the fair.

On this occasion, the Bordeaux Best Of Club also organised a contest giving participants the chance to win a two-day trip to Bordeaux.



LOCAL ACTIVITIES

Hawke's Bay

Internal Collaborations with Adelaide | South Australia

Wine writer Katie Spain, Serena (*Sidewood Estate*) and Alexandra (*Dandelion Vineyard*) took 50 special guests on a global wine tasting journey at Tasting Australia's Drinks Academy in Victoria Square – from Adelaide to Bordeaux and Hawke's Bay.



New Zealand Wine Promotion at International Trade Shows

New Zealand Wine regularly participates in international trade shows such as Vinexpo and Wine Paris. As part of these events, a New Zealand wine map displayed on the media wall features the Great Wine Capitals logo linked to Hawke's Bay, helping promote both the region and the GWC network in a B2B environment.

La Cité du Vin

In July 2024, 288 bottles of Hawke's Bay wine were sent to La Cité du Vin for tastings in the Belvédère tasting room, workshops, and afterwork events. In 2024, La Cité du Vin welcomed 415,300 visitors from around the world, primarily from France, Spain, the United Kingdom, and the United States.

Hawke's Bay wines were featured in 15 tasting workshops, four Afterwork sessions, and a two-week presence in the Belvédère tasting room, which forms part of the museum exhibition at La Cité du Vin. *Craggy Range Aroha* was also selected to be served at the museum's annual gala dinner. In addition, following the GWC AGM in Bordeaux, Hawke's Bay and South Australia co-hosted a wine tasting evening at La Cité du Vin for 140 engaged wine enthusiasts. The event showcased the wine stories of both regions, including the tasting of three representative Hawke's Bay wines.



LOCAL ACTIVITIES

Lausanne

Lausanne promoted the Great Wine Capitals network and regional wine tourism through participation in several key wine and tourism events throughout 2025. These included Swiss Wine Days in Sierre (14 May), Happy Wine Flon in Lausanne (16-17 May), the “Opened Wine Cellars” event in the Lausanne region (7-8 June), and Weintourismstag in Osterfingen (18 June). The region also participated in the national “In the Heart of Harvest” operation organised by Swiss Wine Promotion in September 2025.

Mendoza

Mendoza continued strengthening relationships with other Great Wine Capitals through several collaborative initiatives during the year. At the request of Hawke’s Bay, Mendoza supported Chelsea Abramoff in organising her visit to the region.

The Municipality of Godoy Cruz (Mendoza) also proposed the signature of a cooperation agreement with *La Cité du Vin* in Bordeaux. In addition, Mendoza and Bordeaux exchanged video greetings for their respective Best Of Wine Tourism gala ceremonies through Gabriela Testa (Minister for Tourism, Government of Mendoza) and Catherine Leparmentier (GWC Managing Director).



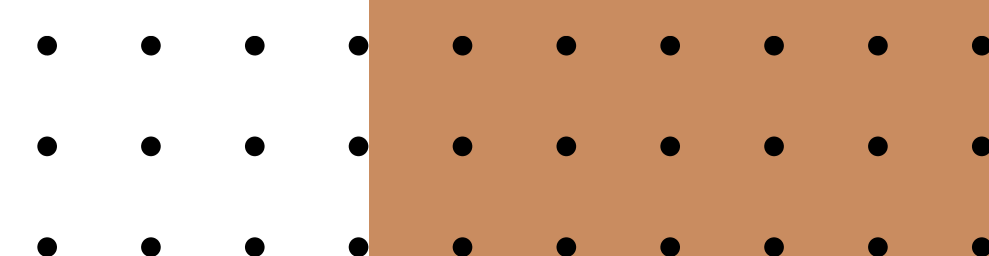
Verona

Northern Italian Lakes International Workshop - BILNI 2025

During the 4th edition of the Northern Italian Lakes International Workshop (BILNI 2025), organised by the Verona Chamber of Commerce from 19 to 23 March 2025, participants of the Best Of Wine Tourism Awards benefited from a special discount to join the event as sellers within the incoming buyer programme. The initiative promoted tourism across the Northern Italian Lakes through B2B meetings and familiarisation trips in the participating territories.



This financial incentive transformed the Best Of Wine Tourism Awards into a catalyst for supporting broader tourism and wine tourism initiatives in Verona. It also reinforced the strategic value of the contest as a tool to enhance the visibility of local wineries and tourism operators.



LOCAL ACTIVITIES

Valparaíso | Casablanca Valley

At the local level, both Valparaíso and Casablanca develop a wide range of activities throughout the year aimed at promoting wine tourism, cultural heritage, and the identity of the territory. These initiatives—including festivals, cultural programs, and tourism-driven events—play a key role in strengthening the connection between both cities, positioning them as complementary destinations within a shared wine tourism ecosystem. Within this context, the *Casablanca Valley Winegrowers Association* actively participates in municipal initiatives, supporting and enhancing these efforts through industry collaboration. Its involvement not only reinforces the visibility of the wine sector at the local level, but also fosters stronger ties between public and private stakeholders.

This ongoing collaboration contributes to a more integrated and cohesive destination, where wine, heritage, and community are closely linked. By aligning municipal activities with industry participation, Valparaíso|Casablanca Valley continues to strengthen its identity and promote a unified vision that benefits both cities and the broader region.



Giovanni Escárte and the Mayor of Valparaíso at a Major Tourism Conference in Valparaíso (2025)

Last year, the *Casablanca Valley Winegrowers Association* was recognized as a key institution shaping the development of wine tourism across the Valparaíso region. This recognition reflects its active role as a year-round collaborator in initiatives that bring together public and private stakeholders to promote the territory. Through its participation in cultural events, industry activities, and promotional campaigns, the Association has contributed to strengthening the visibility and positioning of the region, while reinforcing its identity as part of the Great Wine Capitals Global Network. This distinction highlights the Association's ongoing commitment to collaboration, excellence, and the continued recognition of Valparaíso | Casablanca Valley as a leading Great Wine Capital.





Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

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