

THE DRINKS TOURISM CHALLENGE 2019



Returning for the eighth year, the Drinks International Tourism Challenge is open to all involved in wine attractions, distillery tours, major wine & spirit producers, individual vineyards and distilleries.

The challenge aims to recognise innovation and excellence among wine producers, winemakers and distilleries. The categories reflect the strategy,

proposition, investment and creativity required to turn a vineyard or distillery into an attractive long-term tourist attraction.

Our expert panel of judges will assess each of the submissions, based on set criteria to determine the winner in each of the categories outlined below.

CATEGORIES

WINE TOURISM CATEGORIES

VISITOR CENTRE

Visitor centres are the starting point for most wineries. They offer tourists an educational experience of the complex world of winemaking, its history and the process of making wine. This may include wine trails, museums, educational sessions, interactive wine making options, seminars and tastings, gift shops, onsite restaurant and facilities.

MOST INNOVATIVE TOURISM EXPERIENCE

Tastings and educational sessions are standard attractions in most wine estates, but there are many other interesting visitor options on offer, such as participation in grape growing and wine making processes, interactive blending sessions and unique tour options. We are in search for the most innovative and unique visitor experience.

FOOD & WINE MATCHING EXPERIENCE

This category is open to wineries that offer wine and food matching classes or, for example, matching unusual wines to dishes in their restaurant. A quality dining experience serves an important role in attracting visitors making a vineyard a destination for foodies. This award celebrates the best visitor dining option or master class that provides a superb food and wine experience.

RETAIL EXPERIENCE

The cellar door shop creates a key opportunity to maximise retail sales of all wines produced onsite. We are in search for the vineyard that has created the best retail experience for its visitors.

WINE EVENT

This category celebrates the success of creative wine events, festivals and fairs that attract visitors to the region, whether onsite or as a result of wineries partnering with other companies to develop a wine programme or event.

ACCOMMODATION

This category recognises wineries that offer unique or interesting accommodation options to visitors. The accommodation can range from cabins to lodges, guest houses, spas and boutique hotels within any given wine region.

DIGITAL & SOCIAL MEDIA INITIATIVE

This category will recognise wineries that have demonstrated the most effective use of digital media as part of its marketing strategy. Websites, social media and phone applications are often the starting point for many tourists' planning a holiday. We are in search for the winery that has implemented the most successful digital campaign that has had a positive impact on its tourism trade.

PROMOTIONAL BODY

Awarded to the promotional body for its commitment and excellence in promoting a specific region or country. Particular attention will be paid to consumer-facing initiatives to entice visitors to the region. International marketing examples, brochures, websites, wine trails, online campaigns and statistics are welcome to support the entries. Generic wine bodies, regional associations and travel companies are all eligible to enter.

DISTILLERY & SPIRITS TOURISM CATEGORIES

VISITOR CENTRE

This category recognises a visitor centre that has implemented the best introduction to its operation in the production of alcoholic spirits.

DISTILLERY TOUR

This award recognises the most innovative distillery tour that offers tourists an educational and memorable experience into spirits making.

EDUCATIONAL EXPERIENCE

This category recognises the distillery that showcases the best explanation of the process of distilling. The winner will have demonstrated the science in an effective and easy way for consumers to understand. Entrants must provide evidence of their educational visitor presentation, as well as interesting methods of how they tell this story.

RETAIL EXPERIENCE

We are in search of the distillery that has created the best retail experience for its visitors and has proven results in its retail sales of its spirits brands.

DISTILLERY EVENT

This award celebrates the success of creative events produced by a distillery. These can include festivals, concerts, spirit and food matching events, hosted dinners and unique tourism experiences.

ENTRY DEADLINE:
Thursday 11th October 2018

THE DRINKS TOURISM CHALLENGE

ENTRY DEADLINE: 11TH OCTOBER 2018

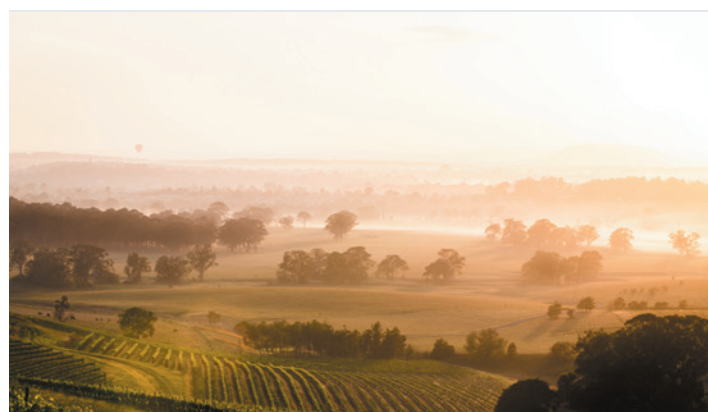


WINE TOURISM CATEGORIES

- Visitor Centre
- Innovative Tourism Experience
- Food & Wine Matching Experience
- Retail Experience
- Wine Event
- Accommodation
- Digital & Social Media Initiative
- Promotional Body

ENTRY RULES AND CRITERIA

- Please supply a written submission of no more than 1500 words outlining your entry.
- Please ensure you address the entry criteria outlined per category overleaf
- Judges will score each submission based on its criteria, so please ensure you address each element to increase your chances of winning.
- Providing evidence of positive results and return on investment that illustrate how effective your tourism strategy has been, will improve your chances of winning. All information provided will be held in the strictest confidence.
- Entries can be accompanied alongside any of the following supplementary materials; web links, press cuttings, photographs, campaign images, illustrations and marketing information. Please note that all supplementary material will not be returned.
- Any supporting images should be supplied in colour with both high resolution and low resolution jpg files. Please send up to 15 photographic images to support your entry. Any videos should be no longer than 3 minutes and be sent using a link. Please do not send bound documents.



DISTILLERY & SPIRITS TOURISM CATEGORIES

- Visitor Centre
- Distillery Tour
- Educational Experience
- Retail Experience
- Distillery Event

HOW TO ENTER

COMPLETE THE FIELDS OUTLINED ON THE ENTRY FORM

- Please write clearly using the appropriate accents where applicable.
- All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
- There is no limit to how many categories you can enter.
- Multiple entry discounts apply to individual challenges only.

COMPLETE THE FIELDS OUTLINED ON THE PAYMENT FORM

- Please write clearly using the appropriate accents where applicable.
- If entering on behalf of another company, please clearly indicate both the name of the brand owner and the name of the company submitting the entry.
- Ensure you have read and understood the Important Notes and the form is signed and dated.

SUPPLY A WRITTEN SUBMISSION OF NO MORE THAN 1500 WORDS OUTLINING EACH ENTRY

- Please ensure you address the entry criteria outlined per category overleaf

SUBMIT YOUR ENTRY AND PAYMENT FORMS AND WRITTEN SUBMISSIONS BY EITHER:

Email: challengeseries@drinksint.com

Post: Drinks International Challenge Series, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK.

ENTRY DEADLINE:

THURSDAY 11TH OCTOBER

THE DRINKS TOURISM CHALLENGE

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WINE TOURISM ENTRY CRITERIA

VISITOR CENTRE

- Describe the visitor centre – features, museum, tastings, what do you offer to visitors?
- Provide details of visitor numbers in the past twelve months as well as year on year
- Provide examples of marketing and promotion of the visitor centre
- Outline the tourism that your visitor centre has generated for your region
- Provide any feedback from visitors

INNOVATIVE TOURISM EXPERIENCE

- Describe the tourism experience, why is it different or interesting for visitors?
- What is the objective for the tourism experience?
- Provide statistics of the number of visitors booking this experience in the past twelve months
- Provide examples of marketing and promotion of the tourism experience
- Please provide any feedback from visitors

FOOD & WINE MATCHING EXPERIENCE

- Describe your food and wine matching experience
- Provide examples of your food and wine pairing menus
- Provide examples of marketing and promotion of any food and wine matching experiences
- Describe the training you give to waiting staff when serving the food and wine matching
- Do you offer any tutored tasting with your pairings?
- Outline the impact the tourism experience has had on wine sales at cellar door as well as bookings at your restaurant.
- Provide feedback from visitors



RETAIL EXPERIENCE

- Describe your retail experience
- Provide details of visitor numbers in the past twelve months as well as year on year
- What is the key link between your attraction and retail experience?
- What is your budget spend per head for this year? How does it compare to last year?
- Does your product offering in your onsite shop meet customer demand?
- Provide examples of product knowledge and customer service

WINE EVENT

- Describe your event. What were the objective of the event?
- Provide examples of marketing and promotion of the event
- Provide examples of branding at the event
- Provide statistics of onsite sales taken during the event
- Outline of visitor numbers attending the event
- Provide outline of growth to visitor numbers year on year
- Evidence of positive results through crowd participation, PR and content sharing through social networks
- Provide feedback from visitors

ACCOMMODATION

- What is the concept of your accommodation?
- Describe your accommodation
- Provide examples of marketing and promotion of the accommodation
- Provide details of guest numbers in the past twelve months
- Provide outline of growth to guest numbers year on year
- Provide feedback from visitors

BEST DIGITAL & SOCIAL MEDIA INITIATIVE

- Describe your digital and social media initiative
- Describe your overall brand strategy and brand values
- Outline the objective, execution and impact of the initiative
- Outline any problems you faced setting up/delivering the initiative and how you overcame them
- Provide examples of the initiative / campaign
- Provide statistics illustrating the impact the initiative has had on social media followers, sales etc

BEST PROMOTIONAL BODY

- Describe your promotional body
- Describe your overall brand strategy and brand values
- Explain how you promote your wine region
- Provide examples of campaigns and events you have run to promote your services/region
- Provide examples of any website and social media activity that is used to promote your wine region.

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DISTILLERY & SPIRITS TOURISM ENTRY CRITERIA

VISITOR CENTRE

- Describe the visitor centre – features, museum, tastings, what do you offer to visitors?
- Provide details of visitor numbers in the past twelve months as well as year on year
- Provide examples of marketing and promotion of the visitor centre
- Outline the tourism that your visitor centre has generated for your region
- Provide any feedback from visitors

BEST DISTILLERY TOUR

- Describe the distillery tour – features, what you offer to visitors, why is it different or interesting
- Describe the ways in which you explain the process of distilling to you visitors?
- Provide details of visitor numbers in the past twelve months as well as year on year
- Provide examples of marketing and promotion of the distillery tour
- Outline the tourism that your visitor centre has generated for your region
- Provide feedback from visitors

EDUCATIONAL EXPERIENCE

- What is the objective for the educational programme?
- Describe the ways in which you explain the process of

winemaking / distilling to your visitors?

- How has the educational experience helped grow your sales at your retail outlet?
- Please provide any feedback from visitors

RETAIL EXPERIENCE

- Describe your retail experience
- Provide details of visitor numbers in the past twelve months as well as year on year
- What is the key link between your attraction and retail experience?
- What is your budget spend per head for this year? How does it compare to last year?
- Does your product offering in your onsite shop meet customer demand?
- Provide examples of product knowledge and customer service

DISTILLERY EVENT

- Describe your event. What were the objective of the event?
- Provide examples of marketing and promotion of the event
- Provide examples of branding at the event
- Provide statistics of onsite sales taken during the event
- Outline of visitor numbers attending the event
- Provide outline of growth to visitor numbers year on year
- Evidence of positive results through crowd participation, PR and content sharing through social networks
- Provide feedback from visitors



DRINKS TOURISM CHALLENGE

ENTRY FORM

DEADLINE: THURSDAY 11TH OCTOBER 2018



IMPORTANT NOTES

- The Drinks International Challenge Series is organised by Agile Media Ltd, publisher of Drinks International. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK. Registered number 6646125. VAT number: 938 4452 95.
- Please ensure you have the brand owners consent before entering any challenge.
- Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
- Invoice terms are strictly 15 days (or prior to judging if sooner). Please note that if payment (or proof of payment) is not received prior to judging day then submitted entries will be removed from the competition.
- Entries may be cancelled up to 14 days after the original booking date by contacting challengeseries@drinksint.com. After this date, entry fees are non refundable. Alternatively you may replace the product with another product at no additional cost.
- Each challenge will be judged by an expert and independent panel selected by the organiser. The judges may decline to award a medal for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
- A list of winners will appear in the Drinks International Magazine and on our website, www.drinksint.com throughout the year. Please refer to the important dates section online and in the entry brochure. Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
- Winner, special recognition, highly commended and commended medals and certificates will be awarded for our submission based challenges which are; Drinks Tourism and Drinks Marketing Challenges.
- Trophy, supreme, gold, silver and bronze medals and certificates will be awarded in our Wine Design Challenges.
- Winners may publicise their medal win provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Drinks International Challenge Series logo in connection with its own award for a period of 3 years from the date of issue.

ENTRY FORM

WHICH CHALLENGE DO YOU WISH TO ENTER?
WINE TOURISM DISTILLERY & SPIRITS TOURISM

ENTRY OF
CATEGORY:

NAME OF DISTILLERY/WINERY:

COMPANY NAME/BRAND NAME:

ENTRY OF
CATEGORY:

NAME OF DISTILLERY/WINERY:

COMPANY NAME/BRAND NAME:

ENTRY OF
CATEGORY:

NAME OF DISTILLERY/WINERY:

COMPANY NAME/BRAND NAME:



THE DRINKS TOURISM CHALLENGE

PAYMENT FORM

DEADLINE: THURSDAY 11TH OCTOBER 2018



COMPLETE THIS SECTION ONCE

ENTRY COSTS

1 ENTRY £225 + VAT
2-3 ENTRIES £200 + VAT EACH
4 OR MORE ENTRIES £175 + VAT EACH

Discounted entries only apply to each individual challenge. There is no limit to how many categories you can enter.

CONTACT DETAILS

Please enter fields that are applicable to you.

Name of company entering (Brand owner):

Name of agency entering on behalf of a company:

Address:

Country:

Contact name:

Job title:

Phone number:

Email:

PAYMENT DETAILS

1. Please note that an admin fee of £20 will be applied to invoices with a net value less than £500.

2. VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

VAT number:

3. We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in this entry form.

Number of entries:

Total price:

(please include VAT amount, if applicable)

PAYMENT OPTIONS

1. PAYMENT BY CREDIT CARD

VISA Mastercard AMEX

Card number:

Expiry date: Security code:

Name on card:

Cardholders address:

Signature:

2. PLEASE SEND AN INVOICE TO THE ADDRESS PROVIDED BELOW:

Invoice contact: (if different to entry contact name)

Invoice address: (if different to entry contact address)

Purchase Order no: (if applicable)

Email address for invoice contact:

Signature:

Print name:

Date:

DATA PROTECTION:

We will use this data for the purposes of administering your order and to contact you with any queries. We may also use it to inform you about our other products and services of relevance to your business. You may opt-out of these communications at any time by clicking Unsubscribe on emails, or by contacting the Data.Manager@AgileMedia.co.uk