



PRESENTATION

2021-
2022

WINE TRAVEL AWARDS



WTA Concept

Wine Travel Awards (WTA) – an innovative global project in the field of wine tourism with a new and inclusive format.

WTA aren't a rating, but a unified advertising and information hybrid campaign (offline and online events and information resources) in different countries that will draw global attention to the nominees and partners operating in the field of Wine Tourism, who have been brought together in the WTA community.



Timeline & Geography

The first edition of the winners' ceremony will be held in May 2022.

The event will be preceded and followed by massive marketing and PR campaigns, projected for 8 wine tourism destinations in the first year:

- Spain,
- France,
- Italy,
- Germany,
- UK,
- Ukraine,
- Georgia,
- Moldova.



Nominees

Who can be a nominee of WTA:

representatives of the wine industry, such as wine & spirits companies, museums and destinations, restaurants, wine roads and associations, wine and food festivals, wine schools, ambassadors

and

individuals working in the field, such as: winemakers, sommeliers, journalists, brand ambassadors, wine guides, wine educators, bloggers, content creators (incl. photographers).



Nominations

WTA include 6 nomination opportunities with 3 to 6 categories in each:

1.The Visiting Card of the Country,

Outstanding place marked on the wine and gastronomic route, The visiting card of the country, Progressive approach, Discovery of the year, Authentic location, Objet d'Art.

2.Ambassador,

Ambassador of the year, Breakthrough of the year, Creative strategy.

3.Education in Enotourism,

Unique educational program, Cultural mission, The art of the performance.

4.Enogastronomic Events,

Event of the year, Magnet of the region, Effective event, Premiere of the future.

5.Wine & Food Influencer,

Author of the year, Research of the year, Expert opinion, The brightest journey.

6.Wine Guide,

Guide of the year, Unique route, Journey of the year, Educational tour of the year.



Audience and goals

Audience. On the spotlight of this initiative are *wine educators, influencers, bloggers, wine guides, ambassadors* of wines and wine regions – all of those who educate, write, shoot and broadcast information to the world about wonderful moments that give us all an experience of wine travel, as well as the actors of the wine routes themselves - *wine museums, wineries, restaurants, hotels and tasting rooms, distilleries and other establishments that form the wine routes.*

Goals. The goal of the Wine Travel Awards is to support overcoming the covid-19 crisis by engaging with new progressive representatives of the industry, uniting the community by creating information support and establish links within the community, giving more tools for business development, contributing to the digitalization of the wine tourism business.

Voting mechanics

Deadline of Application: February 28, 2022

Two-Round Voting System:

- A popular Vote (Feb-Mar., 2022),
- A wine & tourism profesional Vote (Mar-Apr., 2022).

Judges who will name the winners of the WTA 2021-2022: Felicity Carter; Fiona Morrison; Ricardo Nunez; Philippe Massol; Olga Bussinello; Einat Klein; Gergely Szolnoki; Per Karlsson; Saverio Savio; Stéphane Badet; Maximilian Tafel, Robert Joseph.



Why WTA?

Opportunity to be involved in a **Global Tailored-made Marketing and Public Awareness Campaign through the year:**

- To be integrated in all WTA activities and events globally and that would contribute to a brand equity, redirect a new wave of attention, collaborations and opportunities.
- Outreach of thousands of wine professionals, around 650 wine and food bloggers from Central, Northern and Eastern Europe, USA, Australia, South and North America, China, Singapore, India, etc.
- PR and advertising materials, with references to a Partner/Nominee will be published on the resources of Drinks+ Media Group and the WTA website, as well as Partner's Media.
- To be featured in a special edition of the Wine Travel Awards Guide, which will be distributed from March 2022 at the world's leading wine exhibitions.

Partners

Sponsors and partners:

Vinos de La Luz (Argentina, Spain, Italy), Franz Wilhelm Langguth Erben GmbH & Co. KG (Germany), La Cité du Vin (France), the Inbound Tourism Association of Moldova (ANTRIM) and the Invest Moldova Agency (Moldova), Prowein (Germany), Wine Paris & Vinexpo Paris (France), Vinitaly (Italy), Wine&Spirits Ukraine (Ukraine), IWINETC (Portugal), Wine Global Aspect/ Italian Taste Summit (Italy), Odessa Wine Week (Ukraine), OenoCo International (Romania), Reynolds & Reyner (Ukraine), etc.

All the materials would be shared on the official site of the awards:

winetravelawards.com



Join us!

The official website:
www.winetravelawards.com

Social media pages:
[@WineTravelAwards](https://www.instagram.com/WineTravelAwards)

Contacts:
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