

PRESENTATION

WINE TRAVEL AWARDS

2022-
2023



WTA Concept

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

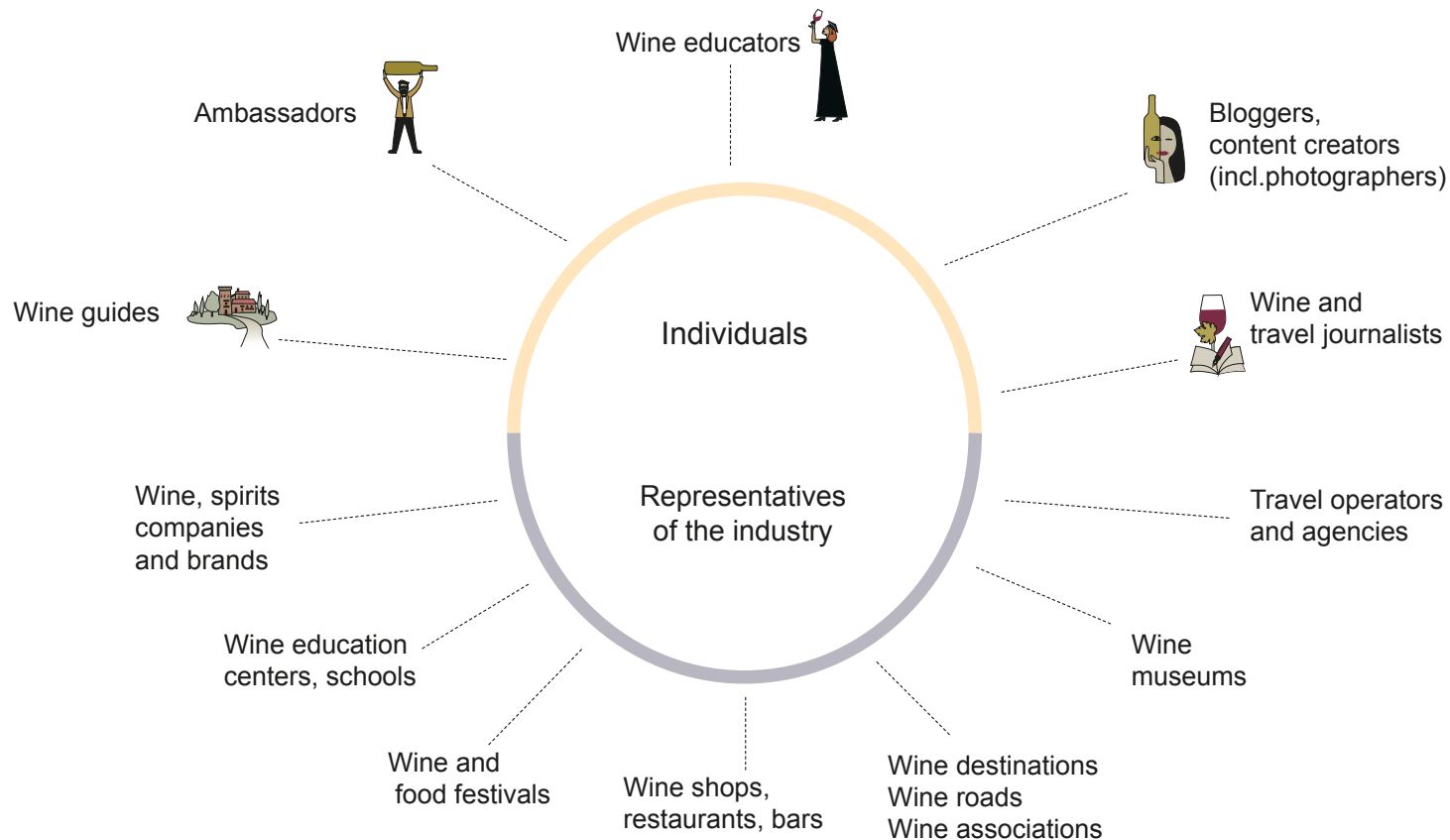
WTA give tools for promoting subjects of enogastronomic routes for inboard and outboard tourism.

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



WTA were launched in 2021 by Drinks+ Communication Media Group – one of the most established and oldest media groups in Eastern Europe (since 1993), specialized in all aspects of promotion of the wine industry.

Who can be a nominee of WTA?



Nominations



1. The Visiting Card of the Country

Must Visit

Brand – the visiting card of the country

Progressive approach

Art & History Object

Region of the year



2. Ambassador

Ambassador of the year

Creative strategy



3. Education in Enotourism

Unique educational program

Cultural mission



4. Enogastronomic Events

Event of the year

Magnet of the region



5. Wine & Food Influencer

Author of the year

Expert opinion

The brightest journey



6. Wine Guide

Top Guide

Travel Operator of the year

Goals



WTA reach and KPIs

WTA are focused on such promotion channels as specialised media in the field of wine, tourism and wine expo hubs: their audiences match 100% with the WTA Community's Target Audience and are the most active from a wine tourism perspective.

33

wine produc-
ing countries

42

countries of
origin for trav-
elers and wine
lovers

750

wine and food
bloggers from
Central,
Northern and
Eastern Europe,
USA, Australia,
South and North
America,
China,
Singapore, In-
dia, etc.

625 thousand

professionals
in the wine and
tourism indus-
tries

2,5 mil

wine lovers
of 5
continents

Why WTA?



- Precise targeting
- Representation at the international and national levels
- Prolonged and large-scale advertising campaign
- Reliability thanks to a hybrid - online and offline - format
- Economical efficiency
- Win-win participation

Judging panel



Robert Joseph
British wine expert,
consultant, producer,
an editorial consultant
for Meininger's Wine
Business International



Dr. Ricardo Nunez
Head of the international group of companies
Vinos de La Luz



Felicity Carter
Executive Editor,
Pix+ Special Projects



Nina Basset
FIH Hotelier, Mentor,
Co-Founding Trustee
and Chair of the Gerard
Basset Foundation,
Co-Founder and Vice
President of the UK
Sommelier Academy



Per Karlsson
Co-founder and wine
writer of BKWine
Magazine



Sarah Abbott
MW, Founder of Swirl
Wine Group, marketing
strategist, communications
specialist, wine
judge and writer



**Maria
Athanasopoulou**
Founder of Respond On
Demand, chairwoman
of the Board of Directors
of the World Food
Travel Association,
Master Culinary Travel
Professional



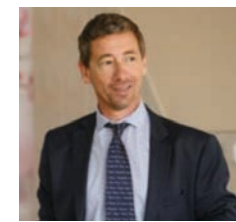
Erik Wolf
Founder and
Executive Director
of the World Food
Travel Association



**Prof. Dr. Prof.
h.c. Gergely Szolnoki**
Professor of Market
Research at
Geisenheim University



Irina Bystritskaya
International consultant,
Deputy Director
of the National Vine
and Wine Office of
Moldova 2017-2021



Stéphane Badet
Lecturer at ISVV –
Institute of Vine
and Wine Science
at the University
of Bordeaux



Ester Garcia Adrados
Director of School of
Wine Tourism of Catalonia
and Vocational
Training Institute of
Wine Tourism of Catalonia,
Director of the Wine
Business School

WTA first edition.

Facts and numbers



– The 2021-2022 WTA edition attracted the leading experts in the field of wine and wine tourism from 30 different countries;

– 19 Award Winners were selected by the WTA Judges Committee from 90 Public Voting Winners;

– The First Wine Travel Awards Ceremony was held in London on June 8th, 2022 as a private event for 80 guests;

– A number of offline events took place in Ukraine, Italy, Spain, Germany, France, Greece and Great Britain where WTA nominees, sponsors and partners were presented;

– The WTA Guide was issued in print and digital formats and distributed at such large-scale exhibitions and events as ProWein, London Wine Fair, Bordeaux Wine Week, Balkans International Wine Competition and Festival, etc.;

– Awareness of the project and WTA community members reaches more than 500 000 operators in the wine and tourism industry all across the world.

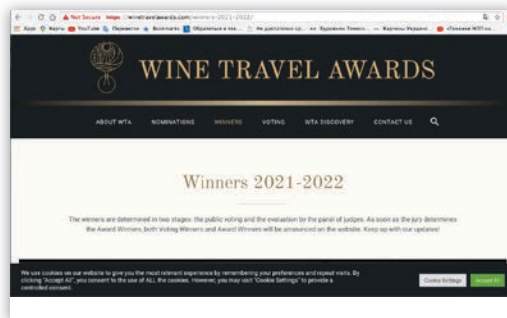
WTA timeline



Media Portfolio



WTA Guide



wine-travel-awards.com



DRINKS+ magazine



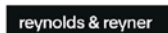
drinks.ua

MENU



Must visit
in Ukraine

Partners



Join us!

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