

PRESENTATION

# WINE TRAVEL AWARDS

2023-  
2024



# WTA Concept

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

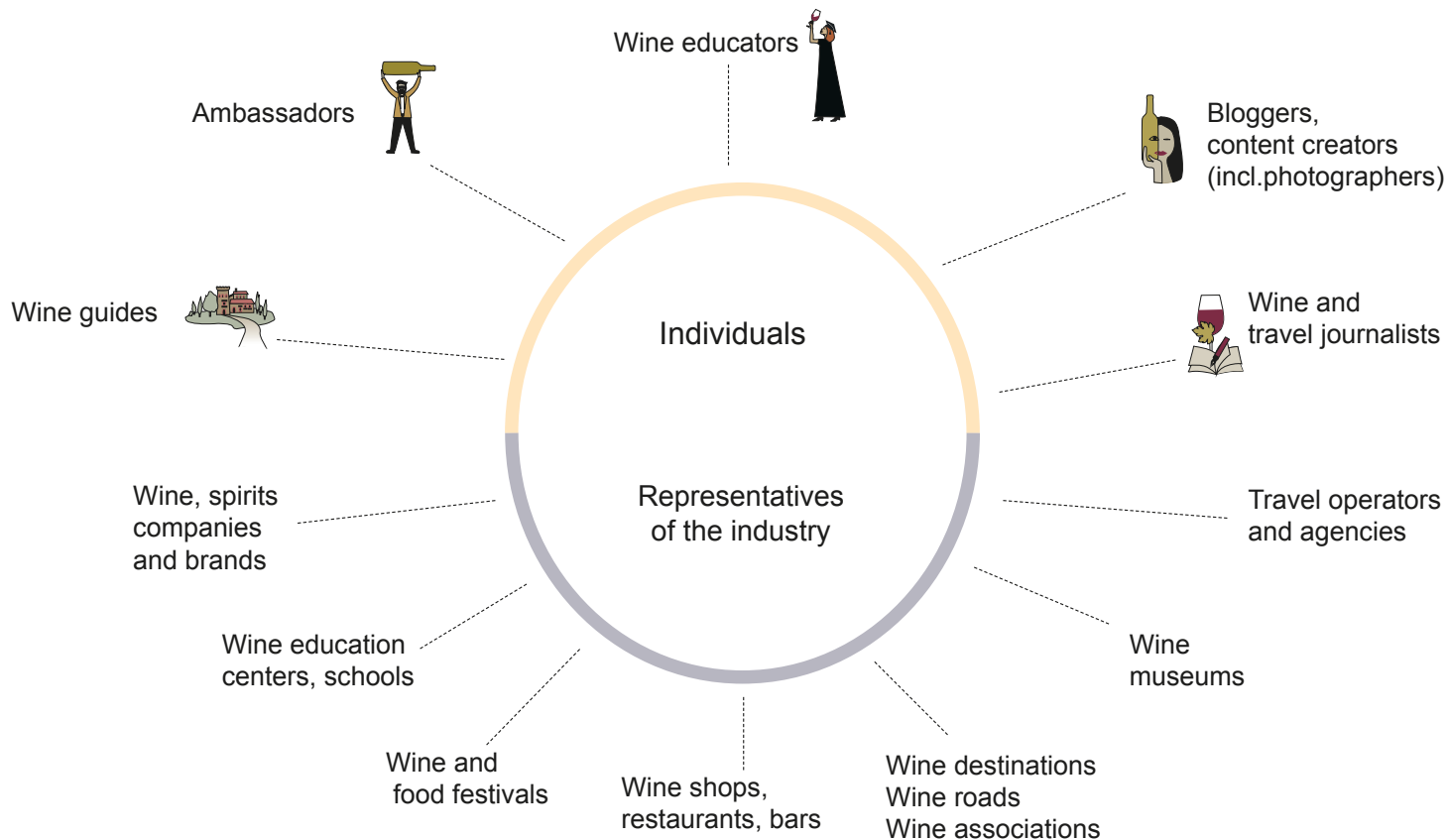
WTA give tools for promoting subjects of enogastronomic routes for inboard and outboard tourism.

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

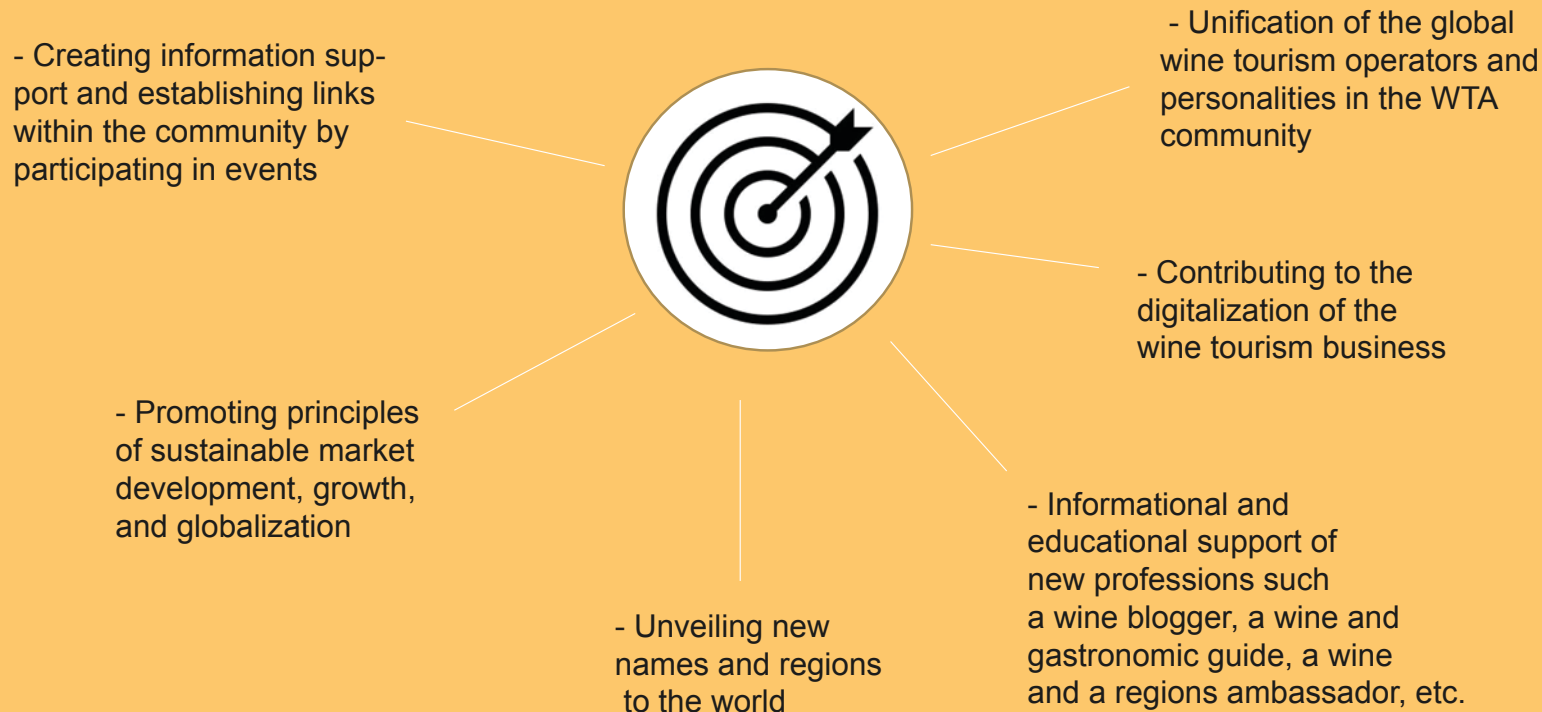


## 6. Wine Guide

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



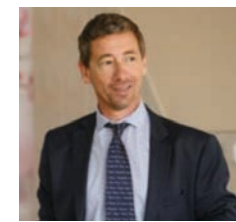
**Erik Wolf**  
Founder and  
Executive Director  
of the World Food  
Travel Association



**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



# On two first WTA editions.

## Facts and numbers



– Two first WTA editions attracted the leading experts in the field of wine and wine tourism from 30 different countries;

– 35 Award Winners were selected by the WTA Judges Committee from 170 Public Voting Winners;

– In 2022, WTA got accepted into the Bernard Magrez Start-Up Win incubator, overcoming huge competition and to be selected as one of the most promising wine and wine tourism innovative projects in 2023;

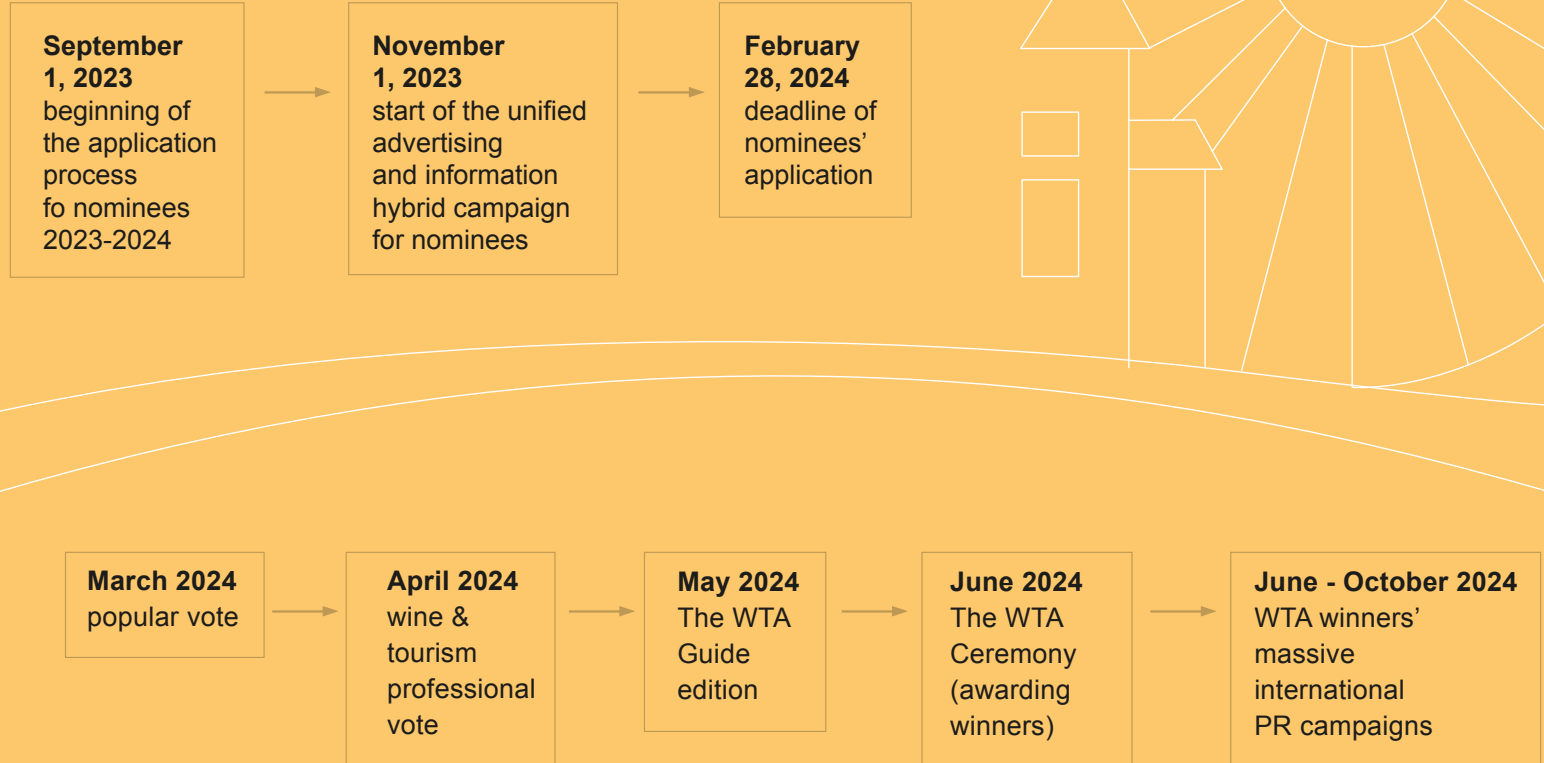
– The WTA 2022-2023 winner of the Ambassador of the Year category was awarded with the Gérard Basset Prize “Ambassador of the Year”.

– 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, Vinitaly, WinExpo Georgia, 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.

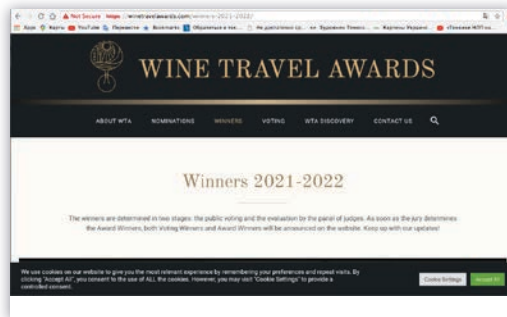
# WTA timeline



# Media Portfolio



WTA Guide



wine-travel-awards.com



DRINKS+ magazine



drinks.ua

MENU



Must visit  
in Ukraine

# Partners



# Join us!

## **Sponsorship and advertising**

Iryna Diachenkova  
dimdi@ukr.net  
+38 067 4474578  
(WhatsApp, Telegram, Viber)

## **Events and nominations**

Lyudmyla Bobyk  
wtapartnership@gmail.com  
+33 619 207974 (WhatsApp)

## **Editorial**

Olga Pinevich-Todoriuk  
o.pinevich@gmail.com  
+38 097 9148428  
(WhatsApp, Telegram, Viber)

## **General issues**

[contact@winetravelawards.com](mailto:contact@winetravelawards.com)

## **Partnerships**

[partnership@winetravelawards.com](mailto:partnership@winetravelawards.com)

## **Nominees**

[winetravelawards@gmail.com](mailto:winetravelawards@gmail.com)

## **The official website**

[www.winetravelawards.com](http://www.winetravelawards.com)

## **Social media pages**

    @WineTravelAwards