



About the Qualmark New Zealand Wine Tourism Awards

Qualmark is introducing a new tourism award, to be presented at the New Zealand Winegrowers (NZW) industry celebration dinner on 29 August 2024 at Te Papa in Wellington. The Qualmark New Zealand Wine Tourism Award will recognise the significant role that wine tourism plays in New Zealand's visitor economy. This award will celebrate excellence in visitor experiences at vineyards, from cellar doors to hosting quality. Special attention will be given to vineyards that offer sustainable tourism experiences, considering their impact on the environment, people, culture, and community.

Who is eligible for this award?

- Any winery offering a visitor experience.
- Open to all NZW members without needing to be Qualmark accredited.

About the competition

Judging will be conducted entirely online.

The participants will complete a questionnaire focused on two main pillars:

- Visitor Experience
- Sustainable Practices

There is no cost to enter this award.

Timeline

- **Entries Close:** August 5
- **Winner Announced:** August 29 at the [New Zealand Wine Altogether Unique 2024, Celebration Dinner](#) in Wellington

About the judges

- The judging panel will consist of three judges, all external to Qualmark.
 - David Ernem - Director, Destination Capacity
 - David Perks - Chair, Regional Tourism New Zealand
 - Steph Holmes - Travel Editor, New Zealand Herald

The Qualmark New Zealand Wine Tourism Award Winner will receive

- **Certificate of Achievement:** A prestigious certificate recognising their achievement, along with the right to use the Winner's Award logo for 12 months
- **Free Qualmark Membership:** Complimentary Qualmark membership valid for one year, providing valuable benefits and support
- **Tourism New Zealand Press Media Kit:** A press media kit featuring the winner's profile, to be shared with all Tourism New Zealand offshore markets, enhancing international exposure
- **Social Media Promotion:** A dedicated post on Tourism New Zealand's social media channels, highlighting the winner's offerings, with a special focus on their food and wine experiences
- **Enhanced Online Visibility:** The ability to display the 2024 Qualmark New Zealand Wine Tourism Winner logo on their product listings on newzealand.com. This will ensure their listings appear at the top of relevant search tabs, increasing visibility and potential customer engagement

Frequently Asked Questions

Why this award?

- This award is the result of a collaboration between Qualmark and New Zealand Winegrowers. Qualmark aims to support wine tourism, which highlights the prestige and beauty of specific regions, helping to make New Zealand a must-visit destination through unique wine experiences. Ultimately, this award recognises the contribution of wine tourism and its transformative impact

How do I apply?

- Click [here](#) to apply

Do I need to be a Qualmark accredited operator to participate in this award?

- No

Do I need to pay a fee to enter this award?

- No

How to Prepare my entry?

- Visit [NZW website](#) to review the Key Dates that support the Qualmark New Zealand Wine Tourism Award 2024 entry process
- We strongly recommend that you draft and refine your Award entry, covering the answers to each section within the word count stipulated, using the template available on the [submission form](#) prior to submitting your entry. The template will act as your reference point to copy from, and into the entry portal and make the submission process smoother
- Strict word counts apply and are laid out in the template. Any content provided past this word count will not be considered
- Collect your supporting material to supplement any/all of the written criteria for the award. Links to electronically held information are also welcome, as are imagery and video evidence
- Supporting information is to provide evidence that verifies your answer to a section. Supporting information should be in the form before and after metrics. E.g. as a graph to visualise results, an infographic to demonstrate improvement
- Supporting material in the form of attachments that are more than the maximum file size allowance of 2MB are unable to be uploaded through the portal. To check the size of a saved file before uploading it to support your award entry, you can right click on the document, select *Properties* and then *Details*. You can review the size of the file under *Size* making sure it is less than 2000MB or 2GB

Should I attend the [Altogether Unique 2024 Celebration Dinner](#)?

- Absolutely! The winner for this award will be announced at this event, as an applicant for this award we strongly suggest that you and your team [purchase tickets](#) to attend.

For questions about the award, please contact [Diane Clayton](#) from Qualmark.

For any technical support completing your submission, please contact [Maddison Wyllie-Papali'i](#) from New Zealand Winegrowers.