



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE



2027
Best Of Wine Tourism
by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE
AWARDS

Presented in partnership with DrinkWise

Adelaide, South Australia's membership in
Great Wine Capitals is a partnership between:



SOUTH AUSTRALIAN
WINE INDUSTRY
ASSOCIATION



Government
of South Australia

A Global Wine Network

The Great Wine Capitals Global Network is an international network of wine regions. It was established in 1999 to support and recognise the economic, academic and cultural development of each of the capitals and their world-class wine producing regions.

The members of this prestigious network are:

- Adelaide, South Australia (Australia)
- Bilbao / Rioja (Spain)
- Bordeaux (France)
- Hawke's Bay (New Zealand)
- Lausanne (Switzerland)
- Mainz / Rheinhessen (Germany)
- Mendoza (Argentina)
- Porto (Portugal)
- San Francisco / Napa Valley (USA)
- Valparaíso / Casablanca Valley (Chile)
- Verona (Italy).

Adelaide, South Australia – Australia's Great Wine Capital – has been a member since 2016 after a unanimous vote by the international Executive Committee.

Adelaide's membership in Great Wine Capitals is a partnership between the Government of South Australia (through the Department of Primary Industries and Regions and the South Australian Tourism Commission), the South Australian Wine Industry Association (SAWIA), and Adelaide University. Each is represented on the Adelaide, South Australia Great Wine Capital Steering Committee.

Network membership presents an opportunity to position Adelaide and South Australia alongside 10 of the world's most prestigious and well-known wine regions and their cities.

The members do not view each other as competitors, but work together to learn from each other and continue to grow – and protect – the industry on a global scale. This encompasses sharing best practice and innovation in wine production, biosecurity, academic exchange and wine tourism.



Celebrating Excellence and Innovation

The Great Wine Capitals Global Network's Best Of Wine Tourism Awards is an esteemed recognition program that celebrates excellence and innovation in the wine tourism industry in the top wine regions around the world.

The Best Of Wine Tourism Awards serve as a global platform to showcase the exceptional experiences and services offered by wineries, vineyards, and other wine-related businesses in Adelaide and across South Australia's 18 world-class wine regions.

Every year, each of the 11 Great Wine Capitals runs the Award program locally to highlight the dedication and creativity of its wine tourism industry, honouring outstanding initiatives across a number of categories:

- Accommodation
- Architecture and Landscape
- Art and Culture
- Culinary Experiences
- Innovative Wine Tourism Experiences
- Wine Tourism Services

All shortlisted entries will be considered for the Sustainable Wine Tourism Practices Award.

Category winners then go in front of an international jury that selects global winners. Category winners are also included in the global People's Choice Awards which is decided by consumer vote.

This prestigious recognition promotes the winning establishments while also strengthening the global reputation and allure of the Great Wine Capitals as must-visit destinations for wine enthusiasts and tourists seeking outstanding wine experiences.

The 2027 Awards

The 2027 Best Of Wine Tourism Awards will open for entries in May 2026 and close on 10 July 2026.

The 2027 Awards in South Australia are presented in partnership with [DrinkWise](#), an independent, not-for-profit organisation that works with government, industry and community organisations to promote responsible alcohol consumption. As part of the Awards, entrants will have the opportunity to showcase how they provide visitors to their cellar door with a positive experience.

[DrinkWise's resource pack for industry](#) is a good starting point for cellar doors and wine tourism operators wanting guidance on practical, guest-friendly ways to enhance the tasting experience for visitors.

It is also a milestone year for the Awards, which have been running in South Australia for 10 years. Close to 50 outstanding wineries and wine tourism operators have been recognised for their creative offerings to wine tourists that reflect South Australia's status as a world-class wine and wine tourism destination.

Eligibility

Entries are open to wineries and wine tourism businesses in South Australia. Wineries/wine tourism businesses can enter only one category per year, so put your best foot forward.

Category winners from 2026 will not be considered for that category in the 2027 Awards. You are welcome to enter in a different category.

All entries must be submitted online at www.adelaidegreatwinecapital.com.au

To assist in the preparation of your entry, **please read the online entry form guide available on the website before you start the online entry form.**

Where multiple wineries/wine tourism businesses cannot be separated by the judges as the sole category winner, the organisers reserve the right to share an Award between the winning businesses.

For questions about the Awards, please contact:
info@adelaidegreatwinecapital.com.au

Timeline

May 2026

Entries open at www.adelaidegreatwinecapital.com.au

10 July 2026

Entries close

July-August 2026

Judging process takes place

September 2026

Awards presentation in Adelaide

October 2026

Global Awards presentation in Hawke's Bay, New Zealand

Late 2026

People's Choice Award open for public vote



Why enter the Awards?

These Awards can help you shine a spotlight on what you want to be known for, and tell your unique story to attract and engage your ideal consumer.

- **Build local and international visibility:** Position your winery on the global stage and attract local and international press coverage, customers and visitors, and industry attention
- **Enhance your reputation and credibility:** The Award serves as a mark of excellence in wine tourism globally
- **Showcase your unique selling point:** Highlight your unique approaches and innovations in wine tourism, helping consumers discover the experiences you offer and creating storytelling opportunities
- **Network with industry leaders:** Connect with key players in the wine tourism industry from the top wine regions around the world
- **Join the alumni:** be associated with the 50 wine tourism properties and operators across the state that have been recognised through the Awards over the past decade

In addition to being recognised as a Best Of Wine Tourism Award winner, category winners will receive:

- Automatic entry into the global Award competition, and the People's Choice Award.

The global awards ceremony will be held in Hawke's Bay, New Zealand in October 2026 and is attended by key wine tourism representatives from 11 Great Wine Capital member cities

- **Trophy** presented at the SA Wine Industry Dinner in front of your industry colleagues
- **Significant state-wide and international media and industry recognition** and exposure through PR and the global Great Wine Capitals website, newsletters and socials
- **Opportunities to be showcased** as an award winner at SA premium wine and food events. This might involve masterclasses, wine tasting, or other activities at events like Cheese Fest and major international conferences
- **Marketing toolkit and support**, including a special award logo to use on your website and in your email signature, to help you fully leverage your win and promote your business
- **Networking** opportunities with local and international leaders in wine tourism.



Award categories

Accommodation

This category celebrates extraordinary accommodation offerings nestled within the picturesque wineries and vineyards across South Australia's 18 wine regions.

If your guests wake up with breathtaking vineyard vistas, or within a stone's throw of a winery or cellar door, this category is for you.

The category is open to hotels, motels, cabins, villas, eco-huts, lodges and bed and breakfasts that enhance regional wine tourism, allowing guests to stay and play longer in the region.

Think: Mount Lofty House and Estate's charming historic house and luxurious Sequoia Lodge accommodation offering that helped them win the 2026 award.

Other past winners include Beresford Estate – McLaren Vale and Alkina Wine Estate - Barossa.



Architecture and Landscape

Celebrate the perfect blend of wine, architecture, and natural beauty in this remarkable category.

This category is open to wineries and vineyards that have embraced their environment to captivate wine tourists.

This award recognises venues with notable and distinctive landscapes, cellar doors, and winery buildings.

Whether historic or contemporary, these structures showcase outstanding architectural design elements that leave visitors in awe.

Think: Vinteloper's redevelopment of its cellar door from the ashes of the Cudlee Creek fire that helped them win the 2026 award.

Other past winners include Dandelion Vineyard - McLaren Vale and Yangarra Estate – McLaren Vale.



Award categories

Art and Culture

Embark on a vibrant cultural adventure where wine and art collide. This category honours wineries, vineyards and other wine tourism businesses and organisations that delight tourists with on-site museums, galleries, and engaging food and wine events and festivals.

If you offer diverse art collections, engaging cultural activities, exciting displays and exhibitions, live music or shows, or artist residencies, then consider nominating for this category.

This award recognises operators who enhance the cultural tapestry of their region and create the perfect blend of wine, art and culture.

Think: Wonderground Barossa's genuine commitment to pairing art and wine that helped them win the 2026 award.

Other past winners include Grapes of Mirth - multi-regional - and d'Arenberg – McLaren Vale.



Culinary Experiences

Celebrate the ultimate fusion of wine and gastronomy across South Australia's 18 wine regions.

This category recognises exceptional restaurants that operate within a winery/vineyard, or within any of South Australia's wine regions that deliver a sublime wine and food experience. It also recognises cellar doors that offer wine and food pairings, and/or incorporate food in a clever or appealing way.

Does your restaurant or cellar door immerse guests in a culinary journey that highlights the finest local and regional produce, expertly paired with exquisite house made or regional wines? This category is for you.

Think: Maxwell Wines' outstanding food and wine offering that makes 3-hatted dining accessible in a cellar door setting that helped them win the 2026 award.

Other past winners include Sidewood Estate - Adelaide Hills and Mount Lofty Ranges Vineyard – Adelaide Hills.



Award categories

Innovative Wine Tourism Experiences

Do you create unforgettable moments at your winery? This category celebrates wineries that use innovation to create exceptional, educational, and leisure experiences for their guests.

From interactive cellar door activities to captivating tours on the winery property, these visionary destinations push boundaries that charm guests.

This category recognises those crafting extraordinary moments that leave a lasting impression on wine enthusiasts.

Think: Bottle Shock's evolution of their impressive digital presence into an inviting physical space that helped them win the 2026 award.

Other past winners include McLaren Vale Distillery - McLaren Vale and Sidewood Estate - Adelaide Hills.



Wine Tourism Services

This category is for wineries or vineyards that excel in crafting and delivering an exceptional wine tourism offering. The wine tourism experience must stand out as memorable and the venue must offer a stand-out experience that sets it apart from its competitors. It is also for tour operators who have curated an exceptional wine tourism itinerary, tourism operators who deliver immersive and insightful tasting experiences, and businesses dedicated to group or business tours that are a cut above the rest.

This category is all about standing out in the crowd, and going above and beyond to deliver experiences that wine tourists rave about.

Think: SA eBikes' practical and accessible service that connects and lifts the McLaren Vale wine region that helped them win the 2026 award.

Other past winners include Kimbolton Wines - Langhorne Creek - and Pindarie Wines - Barossa.



Award categories

Sustainable Wine Tourism Practices

This category acknowledges the innovative integration of sustainability practices into tourism offerings and is awarded to a winery/wine tourism business from the shortlisted entrants from the other six categories.

The winner will be chosen based on their notable initiatives in achieving environmental, economic, and social sustainability within their wine business.

These impactful practices may encompass vineyards, wineries, and property, playing a significant role in enhancing the wine tourism experience.

The winner's commitment to sustainability will set them apart as a leader in the industry.

Past winners include Bottle Shock - Adelaide Hills and Sidewood Estate - Adelaide Hills.



All photos supplied by wineries



Global Award

Each of the seven category winners from Adelaide, South Australia will have their entry presented to an international jury made up of representatives from each of the 11 Great Wine Capitals where Global Award Winners are selected.

The Global Awards are presented at the Great Wine Capitals Annual Meeting and Conference which will be held in October 2026 in Hawke's Bay, New Zealand.

All category winners are also automatically included in the Global People's Choice Award, a consumer voting competition which runs in late 2026. Both awards will bring global recognition to your wine tourism offering.

Past Global Award winners include Maxwell Wines - McLaren Vale, Dandelion Vineyards - McLaren Vale and Alkina Wine Estate - Barossa. Past People's Choice Award winners include Oliver's Taranga.