

Winners in #KLINK Wine Tourism awards

Wine Tourism South Africa has announced the winners of the first #KLINK Awards. The nominees were shortlisted by a panel of industry-related professionals across a variety of categories and opened for public to vote via Facebook, Twitter and email.

Winners

- The 'Crowd Pleaser' Award for Best Wine Route Event: Durbanville Wine Valley's Seasons of Sauvignon
- The 'Happy Times' Award for Most Memorable Wine Route: Franschhoek Wine Valley
- The 'Wild Card' Award for Most Unusual Attraction on a Wine Route: Cape Heritage Museum at Solms-Delta
- The 'Family Day Out' Award for Best Child-Friendly Venue on a Wine Farm: Blaauwklippen Vineyards
- The 'Connoisseur' Award for Best Cellar Tasting Experience: Fairview
- The 'Warm Family Welcome' Award for Best Cellar Door Experience: Delheim
- The 'Tread Gently' Award for Most Green Wine Farm: Villiera
- The 'Delicious Deli' Award for Best Deli on a Wine Farm: Fairview Deli
- The 'Comfort Zone' Award for Best Bistro or Café on a Wine Farm: Harvest at Laborie
- The 'Beyond Expectations' Award for Great Food and Excellent Value: Haute Cabrière
- The 'Gourmand' Award for Best Gourmet Restaurant at the Cellar Door: Pierneef á La Motte
- The 'The 'Yin and Yang' Award for Best Food and Wine Pairing on a Wine Farm: Creation canapé platter pairing
- The 'Percale' Award for Best Accommodation on a Wine Route: Majeka House
- The 'Country Comfort' Award for Boutique Accommodation on a Wine Estate: Doolhof Grand Dédale

Inspired by the marketing and consumer engagement efforts of the nominees, an additional award was specifically created for the #KLINK nominee with the most votes overall. The 'Supernova' Award was presented to Blaauwklippen.

Wine Tourism South Africa and #KLINK Awards Founder, Monika Elias, says, "The inaugural awards achieved our aims of using social media as a core marketing driver and important means of building relationships and engaging with potential and existing clients. Through the viral nature of these platforms, we have been able to reach a broad base of consumers. Congratulations to the winners. We hope that this encourages even more people to visit our winelands and give feedback on their experiences."

In celebration of South African wine tourism, visitors to the Wine Tourism South Africa website, www.winetourismsouthafrica.co.za, will be able to download digital chapters of the Wine Tourism Handbook, free of charge during the month of November. While they are there, they can also see how the nominees fared in comparison to the consumer-voted champions.

For more, visit: <https://www.bizcommunity.com>