



Great Wine Capitals – Media Release

For Immediate Release

Public Votes Are In: Bilbao | Rioja Dominates 2025 People's Choice Awards in Wine Tourism

Bordeaux, France – 20 November 2024, The Great Wine Capitals Global Network is proud to announce the winners of the 2025 People's Choice Awards in Wine Tourism. After the announcement of the Best Of Wine Tourism Awards 2025, which celebrated 83 exceptional winners across 12 Great Wine Capitals, the public was invited to vote for their favourites in seven distinct categories. Close to 5,000 votes were cast, highlighting the enthusiasm and support for outstanding contributions to wine tourism.

2025 People's Choice Award Winners:

- **Sustainable Wine Tourism:** *Finca La Emperatriz*, Bilbao | Rioja (Spain)
- **Architecture & Landscape:** *Bodegas Bilbaínas*, Bilbao | Rioja (Spain)
- **Wine Tourism Services:** *Riojatrek*, Bilbao | Rioja (Spain)
- **Accommodation:** *Palacio Arriluce Hotel*, Bilbao | Rioja (Spain)
- **Culinary Experiences:** *Boroa Jatetxea Restaurant*, Bilbao | Rioja (Spain)
- **Innovative Wine Tourism Experiences:** *Pipa Douro*, Porto (Portugal)
- **Art & Culture:** *Maison Rémy Martin*, Bordeaux (France)

A special mention goes to Bilbao | Rioja, Great Wine Capitals Spanish region, which garnered significant recognition, winning in five out of the seven categories. This remarkable achievement underscores the region's excellence in providing a wide range of unique and high-quality wine tourism experiences. Acknowledgement must also be given to the regions of Bordeaux and Porto, whose properties are annually amongst the People's Choice winners.

Catherine Leparmentier, Managing Director of the Great Wine Capitals Global Network, commented on the significance of these awards: "The People's Choice Awards are a vital element in recognising not just the expertise of our winners, but also their meaningful connection with wine enthusiasts. Public acknowledgment reaffirms the importance of integrating community engagement with the industry's pursuit of excellence."

Juan María Saenz de Buruaga, Bilbao | Rioja's Official Representative, expressed his gratitude for this achievement: "We are honoured by the public's overwhelming support and recognition. Winning in five categories is a testament to the passion, dedication, and innovation that characterises our region's approach to wine tourism. This acknowledgment reinforces our commitment to welcoming visitors with unparalleled experiences."

The Great Wine Capitals extends its congratulations to all the winners and thanks the voters who participated in selecting these exemplary destinations. Their voices have shone a spotlight on the exceptional efforts of the global wine tourism community.

ENDS

About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Cape Town-Cape Winelands, South Africa, Hawke's Bay, New Zealand, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

Media Inquiries:

Catherine LEPARMENTIER DAYOT
Managing Director, Great Wine Capitals Global Network
Tel: +33(0)5 56 79 51 64 | +33 (0)6 10 54 62 56
Email: cleparmentier@bordeauxgironde.cci.fr

