



TOP WEBSITES FOR FOODIE TRAVELERS 2022

FROM WORLD AND EUROPEAN REGIONS OF GASTRONOMY



OPEN CALL FOR WEBSITES PROVIDING CULTURAL AND GASTRONOMICAL EXPERIENCES
FROM THE WORLD/EUROPEAN REGIONS OF GASTRONOMY

Organised by IGCAT

Hosted by **Menorca, European Region of Gastronomy awarded 2022** on 7 April 2022

Deadline to submit registrations:

14 March 2022

The Top Websites for Foodie Travelers Award is a recognition given by IGCAT for the best websites providing unique creative, cultural and gastronomical experiences in the World/European Regions of Gastronomy. By means of this project, IGCAT hopes to encourage creative, artistic and sensory experimentation to build new and unique food experiences.

By publishing an annual list of Top Websites for Foodie Travelers from the candidate and awarded World/European Regions of Gastronomy, IGCAT aims to:

- Increase international visitors access to quality food and cultural experiences
- Give international visibility to niche food and culture experiences
- Reward portals and apps that support micro-businesses and contribute to sustainable territorial development

In doing so, IGCAT hopes to encourage:

- The development of new and unique food experiences initiatives or start-ups
- Provide inspiration to build innovative, creative and positive food experiences
- Improve the quality of services provided to ensure suitability for international visitors to enjoy

WEBSITE DESCRIPTION

The nominated Websites for Foodie Travelers can belong to either public and private entities and must:

1. Be legally constituted and encapsulate an inclusive governance structure;
2. Advertise experiences available for bookings throughout the year;
3. Be appropriate for both domestic and international visitor markets;
4. Support local businesses, craftspeople and local producers;
5. Provide cross-sectorial and participatory experiences;
6. Contribute to sustainable territorial development;
7. Promote at least one of the awarded or candidate World/European Regions of Gastronomy.

The Websites may provide a variety of experiences including (but not exclusive to):

- Food/wine tastings
- Farm/factory visits
- Cookery classes
- Craft-related experience
- Food/wine route
- Food/wine markets or fairs
- Museum/heritage sites related to food

Websites for Foodie Travelers that encourage cross-sectorial collaboration to create exceptional experiences will be favoured along with those that include unusual or emblematic venues, a theme or story, revalorization of heritage and educational tools; participatory or sensory experiences and/or provide enchanting experiences.

SELECTION PROCESS & CRITERIA

Websites submitted to the Top Websites for Foodie Travelers 2022 competition will be evaluated by an international jury of experts from IGCAT according to the following macro-area (3) and their subcategories (11):

A. USABILITY OF THE PORTAL – TECHNICAL ASPECT

1. Interface structure
2. International accessibility

B. PORTAL OFFER – CONTENT ASPECT

3. Sustainability principles
4. Cross-sectoral approach
5. Education tools
6. Territorial connection
7. Creativity, uniqueness and appeal
8. World/European Region of Gastronomy promotion and visibility on the site

C. BOOKING EXPERIENCE – OPERATIVE ASPECT

9. Description of experiences
10. Booking process
11. Transport and other services offered

Each of the 11 subcategories will be evaluated by each jury member with the following Evaluation Form:

	Website for Foodie Travelers	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Usability of the portal (<u>Technical aspect</u>)	1. It has a well-structured, clear, understandable, and captivating interface					
	2. It is available in multiple languages, offers international guides and is accessible to tourists from all over the world					
Portal offer (<u>Content aspect</u>)	3. It offers socially, environmentally, and economically sustainable experiences throughout the year					
	4. It offers cross-sectoral experiences and that involve different stakeholders in the region					
	5. It offers educational, inclusive, and family-friendly experiences					
	6. It offers experiences closely linked to the regional territory, promoting local producers and products					
	7. It offers creative, unique and appealing experiences					
	8. It consistently promotes the region as a World/European region of gastronomy, in line with the principles related to the award					
Booking Experience (<u>Operative Aspects</u>)	9. It contains enough information, images, and photos to describe the various experiences available					
	10. It has a booking process intuitive, fast, and understandable					
	11. Provides adequate services to make the experiences accessible to all (means of transport, services, and assistance for people with disabilities)					

The qualitative evaluation given by the members of the jury will be translated into a quantitative vote to decide the final ranking according to the following criteria:

Strongly Agree = 5 Points;

Agree = 4 Points;

Neither Agree nor disagree = 3 Points;

Disagree = 2 Points;

Strongly Disagree = 1 Point.

The jury will then discuss the results and select:

- **10 overall winners** (BEST TEN WEBSITES TO FOOD AND CULTURE EXPERIENCES IN THE WORLD)
- **Promote the best websites from each awarded World/European Region of Gastronomy**

In case of a tiebreak situation, the Chair of the jury will have the final say.

PRIZE

Websites for Foodie Travelers that meet IGCAT's criteria will be promoted on IGCAT's website, through a social media campaign and on the World/European Regions of Gastronomy websites. They may also be highlighted in other knowledge-sharing and promotional channels as good practices.

The winning websites will also receive a certificate at an Award Ceremony to be held in Europe. This may be collected by the website promoters themselves or by the region's representative. The 1st Top Websites for Foodie Travelers AWARDS will be announced in Menorca, European Region of Gastronomy 2022 on 7 April 2022 during the occasion of the Arrels Food Festival.

BRANDING

IGCAT will provide the Top Websites for Foodie Travelers with a logo (button) to use as a link between the winning websites and IGCAT's websites.

RULES

1. The Top Websites for Foodie Travelers 2022 will be announced in Menorca, European Region of Gastronomy awarded 2022, on 7 April 2022.
2. Each Region can present up to 3 portals (a transparent regional selection process is recommended).
3. Regions must complete and send the [Registration Form](#) provided by IGCAT by **Monday 14 March 2022**, one for each portal they intend to submit.
4. An experience advertised on the websites submitted may receive a ghost visit by an IGCAT expert to be assessed for customer service and accessibility.
5. A jury/panel formed from IGCAT Experts will evaluate submissions from Digital Portals proposed by awarded World/European Regions of Gastronomy.
6. In case of a tiebreak situation, the Chair of the jury will have the final say.
7. All rules and regulations are subject to interpretation by the organising body (IGCAT) whose decision shall be final.

COMMUNICATION

IGCAT shall be mentioned and its logo displayed in all communication materials and at relevant events related to regional selection processes and the international Top Websites for Foodie Travelers competition. The organising body in the region should take care of presenting IGCAT and the World/European Regions of Gastronomy programme, its concept and philosophy.

ORGANISERS

The Top Websites for Foodie Travelers is organised and coordinated by the **International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)**. IGCAT aims to **empower local communities** by raising awareness of the importance to safeguard and promote distinct food, culture, arts and sustainable tourism assets. This is essential to balance against globalised food trends that are impacting on our planet, health and local economies.

IGCAT is a non-profit institute established in 2012, working with regional stakeholder consortiums in the fields of gastronomy, culture, arts and tourism. It counts on the expertise of a worldwide network of experts and works in partnership with specialised intergovernmental organisations.

IGCAT provides the European /World Region of Gastronomy Award and is the official secretariat for the World and European Regions of Gastronomy Platforms. Furthermore, the Institute has developed the European Young Chef Award, the World Food Gift Challenge and the Food Film Menu.

www.igcat.org

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