



# TOP WEBSITES FOR FOODIE TRAVELERS 2023

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OPEN CALL FOR WEBSITES PROVIDING CULTURAL AND GASTRONOMICAL EXPERIENCES

Organised by **IGCAT**

Deadline to submit registrations:

**16 January 2023**

The Top Websites for Foodie Travelers Award is a recognition given by IGCAT for the best websites providing unique creative, cultural and gastronomical experiences across the globe. 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, 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 local 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;

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 2023 competition will be evaluated by an international jury of experts from IGCAT according to the following macro-area (3) and their subcategories (10):

## 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

## C. BOOKING EXPERIENCE – OPERATIVE ASPECT

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

Websites will be scored from 1 to 5 in each of the above listed categories, where:

5 = Strongly Agree

4 = Agree

3 = Neither Agree nor disagree

2 = Disagree

1 = Strongly Disagree

Each of the 10 subcategories will be evaluated by each jury member with the Evaluation Form reported below.

The jury will then discuss the results and select **10 overall winners** (TEN BEST WEBSITES OF FOOD AND CULTURE EXPERIENCES IN THE WORLD). In case of a tiebreak situation, the Chair of the jury will have the final say.

|  |  | 5<br>(Strongly Agree) | 4<br>(Agree) | 3<br>(Neither Agree nor Disagree) | 2<br>(Disagree) | 1<br>(Strongly Disagree) |
|--|--|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| Website for Foodie Travelers                           |  |                       |              |                                   |                 |                          |
| Usability of the portal<br>( <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<br>( <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  |                       |              |                                   |                 |                          |
| Booking Experience<br>( <u>Operative Aspects</u> )     | 8. It contains enough information, images, and photos to describe the various experiences available  |                       |              |                                   |                 |                          |
|  | 9. It has a booking process intuitive, fast, and understandable  |                       |              |                                   |                 |                          |
|  | 10. Provides adequate services to make the experiences accessible to all (means of transport, services, and assistance for people with disabilities) |                       |              |                                   |                 |                          |

## PRIZE

Websites for Foodie Travelers that meet IGCAT's criteria will be promoted on IGCAT's website and social media. They may also be highlighted in other knowledge-sharing and promotional channels as good practices.

The winning websites will also receive an official certificate.

## 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 2023 will be announced on 2<sup>nd</sup> February 2022.
2. Websites that were presented in the past edition can be re-submitted.
3. Websites shall be submitted through the [Registration Form](#) provided by IGCAT by **Monday 16 January 2023**.
4. Submissions will be evaluated by a jury/panel formed from IGCAT Experts.
5. In case of a tiebreak situation, the Chair of the jury will have the final say.
6. All rules and regulations are subject to interpretation by the organising body (IGCAT) whose decision shall be final.

## 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 International Food Film Menu.

[www.igcat.org](http://www.igcat.org)

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