Great Wine Capitals Announces 2027 Best of Wine Tourism Regional Winners

NAPA, Calif., September 29, 2026 —The San Francisco/Napa Valley regional delegation for the Great Wine Capitals, which includes the County of Napa, Napa Valley Vintners, and Visit Napa Valley, has announced the winners of the 2027 Best of Wine Tourism Regional Awards.

The annual Great Wine Capitals Best of Wine Tourism Awards celebrate innovation and excellence in wine tourism across the world's leading wine regions. Napa Valley is among 11 global regions, and the only one in North America, recognized internationally by the Great Wine Capitals Network for delivering exceptional wine tourism experiences.

Tourism and hospitality businesses in Napa Valley were invited to self-nominate in one of seven categories this August. Submissions were reviewed and winners selected by a judging panel that included representatives from the County of Napa, Napa Valley Vintners, and Visit Napa Valley.

The Great Wine Capitals 2027 Best of Wine Tourism Regional Award winners, by category, are:

- Accommodation – Okaeri Calistoga
- Architecture & Landscapes – Beaulieu Vineyard
- Art & Culture – Lewis Cellars
- Innovative Wine Tourism Experiences – Bouchaine Vineyards
- Sustainable Wine Tourism Practices – Robert Mondavi Winery
- Culinary Experiences – Charlie's Napa Valley
- Wine Tourism Services – Napa Valley Car Club

Last year's (2026) Napa Valley Regional Award winners included: The George (Accommodation), Cuvaison Winery (Architecture & Landscapes), Boisset Collection (Art & Culture), Sterling Vineyards (Innovative Wine Tourism Experiences), CHANDON (Sustainable Wine Tourism Practices), Clif Family Winery (Culinary Experiences), Festival Napa Valley (Wine Tourism Services). Sterling Vineyards went on to receive global recognition as the 2026 Global Winner in the Innovative Wine Tourism Experiences category.

In addition to being recognized in front of an audience of industry peers, the 2027 regional award winners are now in consideration for the Global Best of Wine Tourism Awards. Global winners will be announced at the Great Wine Capitals Annual General Meeting held in Hawke's Bay, New Zealand in October 2026.

For more information about the Napa Valley regional winners, visit https://www.visitnapavalley.com/blog/post/2027-best-of-wine-tourism-award-winners/

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ABOUT VISIT NAPA VALLEY

Visit Napa Valley is the official destination marketing and management organization for Napa County. The organization promotes the region as an attractive travel destination and works to continually enhance its public image as a dynamic place to visit, live, and work. The vision and mission of Visit Napa Valley are to elevate Napa Valley as the world's premier wine country experience and to promote, protect, and enhance the Napa Valley destination. Primary funding for our activities and programs comes from a Tourism Improvement District (TID) special assessment on lodging guests. Napa Valley, conveniently located within an hour's drive from the San Francisco Bay Area and the Greater Sacramento Area, comprises five distinct towns, including, from north to south, Calistoga, St. Helena, Yountville, the City of Napa, and American Canyon. In addition to these five towns, the areas of Rutherford, Oakville, and Angwin, along with the outdoor recreation area of Lake Berryessa, are also part of Napa County and add to its diverse and rich history. The fully staffed Napa Valley Welcome Center in the City of Napa is a high-tech facility, complemented by personalized and complimentary concierge service from highly qualified brand ambassadors offering recommendations throughout Napa Valley. For additional information about Napa Valley, or to plan your Napa Valley experience, please explore VisitNapaValley.com and follow social feeds @VisitNapaValley.

ABOUT NAPA VALLEY VINTNERS

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its nearly 550 members to consistently produce wines of the highest quality, provide environmental leadership and care for the extraordinary place they call home. NVV has invested more than $245 million in community healthcare, youth development and the environment in Napa County. Learn more at napavintners.com.

ABOUT GREAT WINE CAPITALS GLOBAL NETWORK

Founded in 1999, the Great Wine Capitals Global Network is an alliance of 11 internationally renowned wine regions – Adelaide, South 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; Valparaiso-Casablanca Valley, Chile; and Verona, Italy. The international Best

of Wine Tourism awards serve as an industry benchmark for excellence and recognizes leading wineries and wine-tourism related businesses in each Great Wine Capital that have distinguished themselves in areas such as innovation, service, and sustainable practices. For more information visit www.greatwinecapitals.com.