

**39<sup>th</sup> Vancouver International Wine Festival – February 11-19, 2017**

<p><b>2017 Quick Facts</b></p> <ul style="list-style-type: none"> <li>▪ 39<sup>th</sup> annual (founded 1979)</li> <li>▪ 8 days (Bacchanalia Gala, Feb 11; festival, Feb 13-19)</li> <li>▪ ~ 25,000 admissions (24,783 in 2016; 99% of tickets sold)</li> <li>▪ 16 countries, 180 wineries</li> <li>▪ 54 events at ~25 venues</li> <li>▪ ~ 50 participating restaurants, hotels, caterers</li> <li>▪ 1,650+ wines projected, including             <ul style="list-style-type: none"> <li>○ ~ 780 at International Festival Tastings</li> <li>○ ~ 170 additional wines at Trade Tastings</li> <li>○ ~ 700 wines at special events (dinners, seminars, etc)</li> </ul> </li> <li>▪ 42,000 bottles poured and/or purchased*</li> <li>▪ 82,000 wine glasses used*</li> <li>▪ 2017 theme: The Wine World Celebrates Canada with 76 wineries, ~300 wines from BC, ON, NS (Italia! in 2016, 60 wineries and 240 wines)</li> <li>▪ Beneficiary: Our partner since 2012 is <b>Bard on the Beach Shakespeare Festival</b>; <b>net \$235,000 was raised in 2016</b>. Since inception as a fundraiser for the Playhouse Theatre Co, <b>\$8.7 million has been raised for the performing arts</b></li> </ul>	<p><b>Demographics*</b></p> <p><b>Ages (Average age 38)</b></p> <ul style="list-style-type: none"> <li>▪ 19 to 24 – 3.5%</li> <li>▪ 25 to 34 – 23%</li> <li>▪ 35 to 44 – 23%</li> <li>▪ 45 to 54 – 24.3%</li> <li>▪ 55 to 64 – 18.6%</li> <li>▪ 65+ – 7.5%</li> </ul> <p><b>Gender</b></p> <ul style="list-style-type: none"> <li>▪ Men, 46%</li> <li>▪ Women, 54%</li> </ul> <p><b>Household income</b></p> <ul style="list-style-type: none"> <li>▪ \$200,000+ – 12.7%</li> <li>▪ \$151,000 to \$200,000 – 15.3%</li> <li>▪ \$100,000 to \$150,000 – 31.2%</li> <li>▪ \$76,000 to \$100,000 – 18.9%</li> <li>▪ \$51,000 to \$75,000 – 13.8%</li> <li>▪ \$50,000 and under – 8.1%</li> </ul> <p><b>Education</b></p> <ul style="list-style-type: none"> <li>▪ University degree – 57%; some university 11%</li> <li>▪ College degree – 12%; some college 13%</li> <li>▪ High school and other – 7%</li> </ul> <p><small>*Data from 1,900+ respondents via 2014 onsite and 2015 online surveys</small></p>
<p><b>Ticket on-sale dates for 2017</b></p> <ul style="list-style-type: none"> <li>▪ Advance prices on tickets, passes, to Dec 15. Regular \$ thereafter</li> <li>▪ Advance trade passes on sale Thurs, Dec 1 at 9:30 a.m.</li> <li>▪ All public events on sale Tues, Jan 10 at 9:30 a.m.</li> <li>▪ All trade events on sale Tues, Jan 17 at 9:30 a.m.</li> <li>▪ <a href="http://www.vanwinefest.ca">www.vanwinefest.ca</a></li> <li>▪ Box office 604-873-3311 - Toll free at 1-877-321-3121</li> </ul>	<p><b>Festivalgoer profile</b></p> <ul style="list-style-type: none"> <li>▪ The typical festivalgoer is a sociable, affluent, wine-and-food savvy professional with high disposable income; spends av. \$3,984/yr dining out incl. wine plus spends av. \$2,291/yr on wine at home</li> <li>▪ 65% have attended two+ years</li> <li>▪ ~80% are from Metro Vancouver</li> </ul>
<p><b>Snapshot –</b> Vancouver International Wine Festival is Canada’s premier wine show and widely considered to be the best wine event in North America. With ~25,000 admissions and at 39 years of age, it is one of the biggest and oldest wine events in the world. Its slogan is “<b>The Wine World is Here</b>”.</p> <p>The festival, including the 14-event Trade Days Conference, has been voted the “<b>#1 Food, Wine &amp; Hospitality Event in Canada</b>” the last four years in a row by New York’s BizBash.</p> <p>Vancouver has a highly developed, educated wine market that is considered by many to be several years ahead of North American wine trends. Wine writer <b>Anthony Gismondi</b> says, “The interaction [at VanWineFest] between the consumers and the producers is responsible for the strong wine culture [here].”</p> <p>The heart of the festival is the <b>Tasting Room</b>, where the public can choose from ~800 wines at four International Festival Tastings, and industry professionals can sample those plus an additional ~150 wines at two Trade Tastings. There are ~50 special events that orbit the tasting room (seminars, vintage tastings, winery dinners, lunches, brunches, wine minglers and more) at which 600+ other wines are served.</p> <p>This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year; the featured theme region has its own section in the tasting room and offers thematic seminars and food and wine pairings throughout the week. For 2017, <b>Canada</b> is the theme, in celebration of our country’s 150th birthday.</p>	<p><b>Festival publications &amp; communication assets</b></p> <ul style="list-style-type: none"> <li>▪ <b>Website</b> – 160,000 unique visitors annually</li> <li>▪ <b>Promotional brochure</b> – 12,000 printed</li> <li>▪ <b>Trade brochure</b> – 3,000 printed</li> <li>▪ <b>E-news</b> – 8,000 subscribers, which includes 2,000 trade subscribers; ~ 25+ e-news annually</li> <li>▪ <b>Tasting Program</b> – 10,000 printed, 64 pages</li> <li>▪ <b>Festival app</b> (iOS and Android) 2,440 installations</li> <li>▪ <b>Social media: Twitter</b> 11,800+ followers, 291K impressions; <b>Facebook</b> 3,650+ likes, 275K reach; <b>Instagram</b> ~750 followers; new &amp; growing</li> <li>▪ <b>\$400,000 marketing</b> – ad campaign includes the <i>Vancouver Sun</i>; <i>Decanter</i> magazine; <i>Vancouver</i>; <i>Western Living</i> and <i>BCBusiness</i> magazines; <i>News 1130</i> radio; <i>WineAlign.com</i>.</li> <li>▪ <b>Earned media: 71 million impressions</b> (editorial coverage in print, digital, TV and radio), per MRP</li> </ul> <p><small>* Ads, logos and editorial content in festival communication assets are available exclusively to sponsors, with the exception of the Tasting Program, which accepts ads for products non-competitive with major sponsors.</small></p>
<p><b>Where is it?</b></p> <p>The festival is headquartered at the <b>Vancouver Convention Centre</b> downtown; the tasting room, most seminars and trade events take place at VCC. Other special events (dinners, lunches, brunches, wine minglers and the Bacchanalia Gala) take place at some 30 venues all around the city, including many of the city’s top restaurants and hotels.</p>	<p><b>What’s the big deal?</b></p> <p><b>Vine stars</b> – the rock stars of the wine world come to Vancouver for VanWineFest. As a condition of participation, every winery must have a winery principal (winemaker, owner, senior executive) present in the tasting room and at special events.</p> <p><b>Stove stars</b> – the rock stars of BC’s vibrant culinary scene are here too. More than 50 of the province’s most celebrated restaurants and chefs, hotels, caterers and food suppliers participate.</p>