

2018 VIWF QUICK FACTS

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40th Vancouver International Wine Festival – February 24-March 4, 2018

<p>2018 Quick Facts (*indicates 2017 data)</p> <ul style="list-style-type: none"> ▪ 40th annual (founded 1979) ▪ 8 days (Bacchanalia Gala, Feb 24; festival, Feb 26-Mar 4) ▪ ~ 25,000 admissions (2017 actual TBA; 96% of tickets sold) ▪ 180 wineries* ▪ 16 countries* ▪ 54 events at 26 venues* <ul style="list-style-type: none"> ○ 40 for consumers* ○ 14 for trade* ▪ ~ 50 participating restaurants, hotels, caterers* ▪ 1,694 wines*, including <ul style="list-style-type: none"> ○ 778 at International Festival Tastings* ○ 167 additional wines at Trade Tastings* ○ 749 wines at special events (dinners, seminars, etc.)* ▪ 42,000 bottles poured and/or purchased* ▪ 82,000 wine glasses used* ▪ Tasting Room size (at VCC), ~53,000 square feet 	<p>Demographics</p> <p>Ages (Average age 38)</p> <ul style="list-style-type: none"> ▪ 19 to 24 – 3.5% ▪ 25 to 34 – 23% ▪ 35 to 44 – 23% ▪ 45 to 54 – 24.3% ▪ 55 to 64 – 18.6% ▪ 65+ – 7.5% <p>Gender</p> <ul style="list-style-type: none"> ▪ Men, 46% ▪ Women, 54% <p>Household income</p> <ul style="list-style-type: none"> ▪ \$200,000+ – 12.7% ▪ \$151,000 to \$200,000 – 15.3% ▪ \$100,000 to \$150,000 – 31.2% ▪ \$76,000 to \$100,000 – 18.9% ▪ \$51,000 to \$75,000 – 13.8% ▪ \$50,000 and under – 8.1% <p>Education</p> <ul style="list-style-type: none"> ▪ University degree – 57%; some university 11% ▪ College degree – 12%; some college 13% ▪ High school and other – 7% <p><i>Data from 1,900+ respondents via 2014 onsite and 2015 online surveys</i></p>
<p>Beneficiary Since inception, VIWF has raised nearly \$9 million for the performing arts. Our beneficiary since 2013 is Bard on the Beach Shakespeare Festival. The 2017 Bacchanalia Gala Dinner + Auction raised \$280,000 for Bard. The festival was created in 1979 as a fundraiser for the Vancouver Playhouse Theatre Company, continuing as such for 33 years until the theatre company closed in 2012.</p>	<p>Festivalgoer profile</p> <ul style="list-style-type: none"> ▪ The typical festivalgoer is a sociable, affluent, wine-and-food savvy professional with high disposable income; spends average \$3,984/year dining out including wine, plus spends average \$2,291/year on wine at home ▪ 65% have attended two+ years ▪ ~80% are from Metro Vancouver
<p>Where is it? The festival is headquartered at the Vancouver Convention Centre (VCC) 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 25 venues all around the city, including many of the city's top restaurants and hotels.</p>	<p>Purpose VIWF has three primary mandates: to provides an informative, educational and entertaining wine experience for consumers and trade; serve as a premier marketing opportunity for the wine industry; and raise money for the performing arts in Vancouver.</p>
<p>Snapshot Vancouver International Wine Festival is Canada's premier wine show and widely considered to be one of the best wine events in the world. With ~25,000 admissions and at 40 years of age, it is also among the biggest and oldest. Its slogan is "The Wine World is Here". For the past four years, VIWF has been voted the #1 Food, Wine & Hospitality Event in Canada by New York's BizBash.</p> <p>The festival typically features ~55 events; about 40 are public events and the rest are for trade only. The heart of the festival is the Tasting Room, where the public can choose from ~780 wines at four International Festival Tastings (IFT), and industry professionals can sample those plus an additional ~170 wines at two Trade Tastings. The special events that orbit the tasting room (seminars, vintage tastings, winery dinners, lunches, brunches, wine minglers, etc.) serve another ~750 wines.</p> <p>The concomitant Trade Days Conference offers the trade opportunities to grow their wine knowledge at seminars, tastings and lunches. VIWF's Celebrating Excellence trade awards include Spirited Industry Professional (SIP Award), Sommelier of the Year, Wine Program Excellence and Vintners Brunch Pairing Competition.</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 country has its own section in the Tasting Room and offers thematic seminars and food and wine pairings throughout the week. For 2018, wines from Iberian Peninsula neighbours Portugal and Spain are featured.</p>	<p>Festival publications & communication assets</p> <ul style="list-style-type: none"> ▪ Website – 160,000 unique visitors annually ▪ Promotional brochure – 11,000 printed ▪ Trade brochure – 2,000 printed ▪ E-news – 8,000 subscribers, which includes 2,000 trade subscribers; ~ 25+ e-news annually ▪ Tasting Program – 8,000 printed, 64 pages ▪ Festival app (iOS and Android) 1781 installations ▪ Social media: Twitter ~12,000 followers, 228K impressions; Facebook ~5000 likes, 775K reach; Instagram ~1,200 followers; new & growing ▪ \$400,000 advertising – ad campaign includes the <i>Vancouver Sun</i>, <i>The Province</i>; <i>Decanter</i> magazine; <i>Vancouver</i>, <i>Western Living</i> and <i>BCBusiness</i> magazines; <i>WineAlign.com</i> and more ▪ Earned media (2016): 71 million impressions (editorial coverage in print, digital, TV and radio), per MRP. Note 2017 impressions are TBA. <p><i>* 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.</i></p>