

2018 VIWF QUICK FACTS

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

2018 Quick Facts (*indicates 2017 data)

- 40th annual (founded 1979)
- 8 days (Bacchanalia Gala, Feb 24; festival, Feb 26-Mar 4)
- 25,000+ admissions (96% of tickets sold)
- 180 wineries* from 16 countries*
- 54 events at 26 venues*
 - 40 for consumers* and 14 for trade*
- ~ 50 participating restaurants, hotels, caterers*
- 1,694 wines*, including
 - 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
- 2018 featured countries: **Spain** and **Portugal**
- 2017 featured country: **Canada**; 76 wineries, ~370 Tasting Room wines

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.

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.

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**.

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.

The concomitant [Trade Days Conference](#) (February 28-March 2) 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**.

This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year (Spain and Portugal for 2018); the featured regions have their own section(s) in the Tasting Room and offer thematic seminars and food and wine pairings throughout the week.

Demographics

Ages (Average age 38)

- 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%

Gender

- Men, 46%
- Women, 54%

Household income

- \$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%

Education

- University degree – 57%; some university 11%
- College degree – 12%; some college 13%
- High school and other – 7%

Data from 1,900+ respondents via 2014 onsite and 2015 online surveys

Festivalgoer profile

- 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

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.

Festival publications & communication assets

- **Website** – 160,000 unique visitors annually
- **Promotional brochure** – 11,000 printed
- **Trade brochure** – 2,000 printed
- **E-news** – 8,500 subscribers, which includes 2,000 trade subscribers; ~ 25 e-news annually
- **Tasting Program** – 8,000 printed, 64 pages
- **Festival app** (iOS and Android), 1800 installations
- **Social media – 1 million impressions: Twitter** ~12,100 followers; **Facebook** 4,100 likes; **Instagram** ~1,240 followers – new & growing
- **\$400,000 marketing** – 2017 ad campaign included the *Vancouver Sun*, *The Province*; *Decanter* magazine; *Vancouver magazine*; *Western Living* and *BCBusiness* magazines; *WineAlign.com* and more
- **Earned media (2017): ~75 million impressions** (editorial coverage in print, digital, TV and radio), per MRP. Note 2017 impressions are estimated.

** 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.*