

2018 VIWF SPONSOR 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; fest week, Feb 26-Mar 4)
- 25,100 admissions (96% of tickets sold)*
- 177 wineries from 15 countries
- 51 events at 24 venues
 - 39 for the public and 12 for trade
- ~ 50 participating restaurants, hotels, caterers*
- ~1,500 wines projected for 2018:
 - ~760 at International Festival Tastings
 - ~165 additional wines at Trade Tastings
 - ~575 wines at special events (dinners, seminars, etc.)
- 42,000 bottles poured and/or purchased*
- 82,000 wine glasses used*
- 2018 featured countries: **Spain and Portugal**
- 2017 featured country: **Canada**; 76 wineries, ~370 Tasting Room wines
- Tasting Room size (at VCC), ~53,000 square feet

Beneficiary – Bard on the Beach Shakespeare Festival

Since inception, VIWF has raised nearly **\$9 million** for the performing arts. Our beneficiary since 2013 is **Bard on the Beach Shakespeare Festival**. VIWF has raised nearly **\$1 million for Bard** since, including **\$280,000 in 2017** at Bacchanalia Gala Dinner + Auction. The festival was created in 1979 as a fundraiser for the Vancouver Playhouse Theatre Company, continuing as such for 33 years until it 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 20+ 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 ~25,100 admissions and at 40 years of age, it is also among the oldest. Its slogan is "**The Wine World is Here**". For the past five years, VIWF has been voted the **#1 Food, Wine & Hospitality Event in Canada** by New York's **BizBash**.

The festival typically features over 50 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 3-day concurrent [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, and annual box office stats

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 or more years
- ~80% are from Metro Vancouver

Purpose

VIWF has three primary mandates: to provide 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** – 85,600 visits; 288,800 page views; 53,600 unique visitors
- **Promotional brochure** – 11,000 printed
- **Trade Days Conference brochure** – 3,000 printed
- **E-news** – 7,250 subscribers, including 1,000 trade subscribers; ~ 25 e-news annually – 45% open rate
- **Tasting Program** – 8,000 printed, 64 pages
- **Festival app** (iOS and Android), 1,800 installations
- **Social media – 8.1+ million potential reach; 1 million impressions: Twitter** ~12,200 followers; **Facebook** 4,145 likes; **Instagram** ~1,300 followers
- **\$500,000 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): ~84.6 million impressions** (editorial coverage in print, digital, TV and radio), per MRP.

** 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.*