

# 2020 VIWF QUICK FACTS

42ND VANCOUVER INTERNATIONAL WINE FESTIVAL  
FEBRUARY 22-MARCH 1, 2020



## 2020 QUICK FACTS

- 42nd annual (founded 1979)
- 8 days, Feb 22-Mar 1 (Bacchanalia Gala, Feb 22)
- ~25,300 admissions (96% of tickets sold in 2019)
- 16 countries featuring France in 2020
- 163 wineries including 42 French wineries
- 57 events at 30 venues
  - » 44 public events; 13 trade-only events
- ~45 participating restaurants, hotels, caterers
- 1,450 wines, including:
  - » ~725 wines at International Festival Tastings
  - » ~150 additional wines at Trade Tastings
  - » ~575 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased (2019 stats)
- 82,000 wine glasses used (2019 stats)
- Tasting Room size (at VCC): 53,000 square feet

## BENEFICIARY

[Bard on the Beach Shakespeare Festival](#)



Since 1979, VIWF has raised **\$9.5 million** for the performing arts. Our current beneficiary is **Bard on the Beach Shakespeare Festival**. VIWF has raised **\$1.5 million for Bard** since 2013, including \$240,000 in 2019, most of which was raised at the 2019 Bacchanalia Gala Dinner + Auction. The festival was created as a fundraiser for the Vancouver Playhouse Theatre Company, raising money for the Playhouse until it closed in 2012.

## WHERE IS IT?

The festival is headquartered at the [Vancouver Convention Centre \(VCC\)](#) downtown. The Tasting Room (the heart of the festival), most seminars and Trade Days events take place at VCC. Other special events (dinners, lunches, wine minglers and the Bacchanalia Gala) take place at some 30 venues all around the city, including many of Vancouver's top restaurants and hotels.

**FOR MORE INFORMATION  
EMAIL US AT  
[SPONSORS@VANWINEFEST.CA](mailto:SPONSORS@VANWINEFEST.CA)**

## SNAPSHOT

Vancouver International Wine Festival has been described as “the largest wine festival in the Americas” with 25,000+ admissions. It is Canada’s premier wine show and widely considered to be one of the best wine events in the world. At age 41, it is also among the oldest. Its slogan is “**The Wine World is Here**”. For the past seven years, VIWF has been voted the **#1 Food, Wine & Hospitality Event in Canada** by New York’s **BizBash** and was recently named the **Best International Wine Festival – North America** by **LUX Life Magazine**.

The festival typically features over 50-55 events; for 2020 there are 44 for public and 13 trade-only events. The heart of the festival is the **Tasting Room**, where the public can choose from ~725 wines at four **International Festival Tastings (IFT)**, and industry professionals can sample those plus an additional ~150 wines at two **Trade Tastings**. Special events orbiting the Tasting Room (seminars, vintage tastings, dinners, lunches, brunches, wine minglers, etc.) serve another ~575 wines.

The **3-day Trade Days Conference** (February 26-28) offers the trade opportunities to grow their wine knowledge at seminars, tastings and networking lunches. VIWF presents coveted [Celebrating Excellence](#) trade awards which include **Sommelier of the Year** (chosen by CAPS), **Spirited Industry Professional (SIP) Award**, **Wine Program Excellence** and **Vintners Brunch Pairing Competition**; they are announced at the Celebrating Excellence: Annual Awards Lunch (Feb 28 in 2020).

This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year (**France in 2020**); the featured region has its own section in the Tasting Room and offers thematic seminars and food and wine events throughout the week.

## PURPOSE

VIWF has three primary mandates:

1. provide an informative, educational and entertaining wine experience for consumers and trade;
2. serve as a premier marketing opportunity for the wine industry; and
3. raise money for the performing arts in Vancouver.

## FESTIVALGOER PROFILE

- The typical festivalgoer is a sociable, affluent, wine-and-food savvy professional with high disposable income. Festivalgoers spend nearly \$5,000 annually on wine: an average of \$3,000/year at retail (10x Statscan’s BC average), plus \$1,800/year on wine while dining out
- 75% have attended two or more years.

## DEMOGRAPHICS

### Ages

- 19 to 24 – 3%
- 25 to 34 – 21%
- 35 to 44 – 21.5%
- 45 to 54 – 24.5%
- 55 to 64 – 21%
- 65+ – 9%

### Gender

- Men, 48%
- Women, 52%

### Household income

- \$200,000+ – 18.5%
- \$151,000 to \$200,000 – 16.9%
- \$100,000 to \$150,000 – 30.1%
- \$76,000 to \$100,000 – 16%
- \$51,000 to \$75,000 – 14.5%
- \$50,000 and under – 4.7%

### Education

- University degree, some university – 60.8%
- Post-secondary degree – 24.5%; 10.6% some
- High school or equivalent – 4%

### Geographics

- 82% are from Metro Vancouver; 10% other BC; 6% other Canada; 2% international (mostly USA)

*Sources: 2019 online survey; past & current onsite surveys; 2019 box office statistics*

## FESTIVAL PUBLICATIONS & COMMUNICATION ASSETS\*

- **Website** – 110,000 sessions; 350,000 page views; 80,000 unique visitors
- **Promotional brochure** – 12,000 printed
- **Trade Days Conference brochure** – 3,500 printed
- **E-news** – 10,000 subscribers, including 1,300 trade subscribers; ~25 e-news annually – 45% open rate
- **Tasting Program** – 8,000 printed, 64 pages
- **Festival app** (iOS and Android), 1,900 installations
- **Social media – 12 million potential reach; over 1.5 million impressions:**
  - » **Twitter** ~12,500 followers;
  - » **Facebook** ~5,400 likes;
  - » **Instagram** ~2,800 followers
- **\$420,000 marketing** – 2019 ad campaign included the Vancouver Sun; Vancouver magazine; Western Living and BCBusiness magazines; various US and BC wine sites; social media and more
- **Earned media (2019): a record 141,706,927 million impressions** (editorial coverage in print, online, social, TV and radio), per MRP
- **Social** – #VIWF@VanWineFest

*\* 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*