

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
- 164 wineries; 43 from featured country France
- 57 events (18 French events) at ~25 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 25 venues all around the city, including many of Vancouver's top restaurants and hotels.

TICKET INFORMATION AND KEY ON-SALE INFO

VanWineFest.ca

604-873-3311 or toll free 1-877-321-3121

Nov 6 – discounted advance tickets on sale
Jan 8 – all consumer events on sale
Jan 22 – all Trade Days events on sale

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**.

The festival typically features over 50-55 events; in 2019 there were 42 for public and 12 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.

FEATURED COUNTRIES OR THEMES

2020 featured region/theme



France (43 wineries)
Global Spotlight on rosé

Past themes/featured countries

2019 – Dream Big: California Style
2018 – Viva Iberia: Portugal and Spain
2017 – The Wine World Celebrates Canada
2016 – Italia!
2015 – Savour Australia
2014 – France Bon Appétit
2013 – California Wines
2012 – Wines of Chile
2011 – Wines from Spain
2010 – Wines of Argentina & New Zealand Wines
2009 – Celebrate British Columbia
2008 – Vino Italiano: Innovation by Tradition
2007 – Australian Wine: A World of Difference
2006 – Wine Regions of France
2005 – Taste the new South Africa
2004 – Discover the Wine Regions of California
2003 – Showcasing Wines of Chile
2002 – Germany & Portugal
2001 – Spain
2000 – Italy
1999 – Australia
1998 – California
1997 – Canada
1996 – Bordeaux

WHAT’S THE BIG DEAL?

Vine stars – the rock stars of the wine world come to Vancouver for VIWF. As a condition of participation, every winery must have a winery principal (winemaker, owner, senior executive) present in the Tasting Room and at their special events. The keynote speaker is wine writer Andrew Jefford. Stove stars – 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.

SOCIAL: #VIWF @VANWINEFEST

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FOR MORE INFORMATION
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