

2023 VIWF QUICK FACTS

44TH VANCOUVER INTERNATIONAL WINE FESTIVAL
APRIL 22-30, 2023



2023 QUICK FACTS

- 44th annual (founded 1979)
- 8 days, April 22-30 (Bacchanalia Gala, April 22)
- ~18,000 admissions (25,000 in 2020; 12,000 in 2022)
- 17 countries
- 147 wineries
 - » 44 wineries from South America
- 36 events at 19 venues
 - » 26 public events; 10 trade-only events
- ~25 participating restaurants, hotels, caterers
- ~1135 wines, including:
 - » ~800 wines in the Tasting Room
 - » ~335 wines at special events (dinners, seminars, etc)
- ~15,000 bottles poured and/or purchased
- Tasting Room size (at VCC East): 39,000 sq. ft.

BENEFICIARY

[Bard on the Beach Shakespeare Festival](#)



Since 1979, VIWF has raised nearly **\$9.9 million** for the performing arts. Our current beneficiary is **Bard on the Beach Shakespeare Festival**. VIWF has raised nearly **\$1.9 million for Bard** since 2013, including \$120,000 in 2022. 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 venues all around the city, including many of Vancouver's top restaurants and hotels.

FOR MORE INFORMATION
EMAIL US AT
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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 44, it is also among the oldest. Its slogan is "**The Wine World is Here**". For seven years running, VIWF was voted the **#1 Food, Wine & Hospitality Event in Canada** by New York's **BizBash** and has been recognized in international media as the **Best International Wine Festival – North America**.

The festival typically features 35-50 events. The heart of the festival is the **Tasting Room**, where all participating wineries pour 4-5 of their select wines for the public at four **International Festival Tastings (IFT)**, and for industry professionals at two **Trade Tastings**. Special events orbiting the Tasting Room (seminars, vintage tastings, dinners, lunches, brunches, wine minglers, etc.) serve another ~400 wines.

The **Trade Days Conference** 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 (April 28 in 2023).

This international festival typically serves wines from ~15 countries. In most years, there is a focus on a different region or country with a featured section in the Tasting Room and thematic seminars and food and wine events throughout the week. In 2023, the theme region is South America, with 44 wineries participating from the continent.

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** – 97,500 sessions; 265,000 page views; 65,000 unique visitors
- **Promotional brochure** – online only
- **E-news** – ~10,000 subscribers, including 1,300 trade subscribers; ~25 e-news annually – 45% open rate
- **Tasting Program** – 5,000 printed
- **Festival app** (iOS and Android), 2,500 installations
- **Social media – 12 million potential reach; over 1.5 million impressions:**
 - » **Twitter** ~12,000 followers;
 - » **Facebook** ~6,500 likes/~7,200 followers;
 - » **Instagram** ~6,000 followers
- **\$420,000 marketing** – 2020 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 (2022): ~52 million impressions** (editorial coverage in print, online, social, TV and radio), per MRP
- **Social** – #VIWF @VanWineFest

** Printed copies are based on projections and may be a mixture of print and online resources in 2023. 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*