

2024 VIWF QUICK FACTS

45TH VANCOUVER INTERNATIONAL WINE FESTIVAL
FEBRUARY 24-MARCH 3, 2024



2024 QUICK FACTS

- 45th annual (founded 1979)
- 8 days, February 24-March 3 (Bacchanalia Gala, February 24)
- ~18,000 admissions
- 12 countries
- 149 wineries
 - » 71 wineries from Italy
- 42 events at 23 venues
 - » 33 public events; 9 trade-only events
- ~25 participating restaurants, hotels, caterers
- ~1,150 wines, including:
 - » ~800 wines in the Tasting Room
 - » ~350 wines at special events (dinners, seminars, etc)
- ~20,000 bottles poured and/or purchased
- Tasting Room size (at VCC West): 55,000 sq. ft.

BENEFICIARY

*Bard on the Beach
Shakespeare Festival*



Since 1979, VIWF has raised more than **\$10 million** for the performing arts. Our current beneficiary is **Bard on the Beach Shakespeare Festival**. VIWF has raised more than **\$2 million for Bard** since 2013, including \$160,000 in 2023. 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
INFO@VANWINEFEST.CA

SNAPSHOT

Vancouver International Wine Festival has been described as "the largest wine festival in the Americas" with 18,000+ admissions. It is Canada's premier wine show and widely considered to be one of the best wine events in the world. At age 45, it is also among the oldest. Its slogan is "**The Wine World is Here**". For eight 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 35-40 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 ~350 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 **Terry Threlfall Scholarship**; they are announced at the Celebrating Excellence: Annual Awards Lunch (March 1 in 2024).

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 2024, the theme country will be Italy, with 50-60 wineries anticipated to participate.

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 Statcan'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** – 118,300 sessions; 310,500 page views; 83,600 unique visitors
- **Promotional brochure** – online only
- **E-news** – ~10,000 subscribers, including 1,300 trade subscribers; ~20 e-news annually – 55% open rate
- **Tasting Program** – 5,000 printed
- **Festival app** (iOS and Android), 4,100 installations
- **Social media – 12 million potential reach; over 1.5 million impressions:**
 - » **Twitter** ~12,000 followers;
 - » **Facebook** ~6,600 likes/~7,300 followers;
 - » **Instagram** ~7,000 followers
- **Advertising** – 2023 print and digital campaign included the Vancouver Sun; TASTE, Vancouver magazine and BCBusiness magazines; various US and BC wine sites; social media and more
- **Earned media (2023): ~75 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 2024. 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*