



VICTORIA INTERNATIONAL
WINE
Festival

EVENT REPORT 2024

OVERVIEW

The 2024 Victoria International Wine Festival was a notable achievement, particularly in a market that has experienced a decline of over 30%. Despite these broader challenges, the festival yielded strong outcomes, making this year a considerable accomplishment. We experienced continued growth, and the event garnered some of the most favorable feedback we have received to date.

By hosting the festival at the Victoria Conference Centre, we optimized logistical operations and expanded our capacity to welcome more vendors and attendees. The festival's dedication to introducing wine to a new generation, while providing a diverse selection for experienced connoisseurs, was reflected in the thoughtfully curated wines on offer.

Vendors were commended for their exceptional customer engagement, which translated into increased sales and a heightened focus on international wines. Even with the pressures of rising interest rates and economic uncertainty, our strategic marketing efforts ensured consistent attendance and strong engagement throughout the event.

The 2024 Festival reinforced its standing as a premier event in the regional wine industry by successfully navigating the complexities of a challenging economic environment while fostering growth and delivering an exceptional experience.

ATTENDANCE

Overall Attendance: **1604 attendees** (including staff, vendors, & wine representatives)

Average Age: 47.57 years of age (3 year increase from 2023)

Average Income: \$91,000 - \$103,000

Gender: 68.6% Female / 31.4% Male

Location: 51.34% Victoria | **48.76% out of town (2% increase from 2023)**

Trade in Attendance: 312

WINE STATISTICS

Wineries represented:

Total Countries Represented: 18

Total Vendors (including food): 65

Total Wines Showcased: 389

■ POP-UP SHOP (Refer to the stats below for agency sales stats)

The shop allowed consumers to buy wines they tasted at the Festival. The Festival's wine shop total sales were as follows: **882 bottles of wine sold.**

ECONOMIC IMPACTS

Total Staff Hired for the Festival: 17

Total Indirect Staff for the Festival: 92

FESTIVAL IN PICTURES 2024



MARKETING STATISTICS (based on a 90 day campaign)

The Victoria International Wine Festival's 2024 marketing campaign tackled significant challenges arising from ongoing shifts in the digital landscape. With the continued impact of Meta's news-blocking policies and iOS platform updates around data privacy, the Festival faced an evolving marketing environment that required adaptive strategies.

In response to the Meta news block, the Festival refined its approach to social media. Instagram and Facebook remained crucial platforms for engagement, but the campaign was recalibrated to work effectively within these new constraints. This involved adjusting content formats, focusing on organic engagement, and staying attuned to shifting algorithms.

Additionally, iOS's tighter regulations on cookies required a fresh look at the Festival's direct marketing methods. To mitigate the effects of reduced tracking, the Festival leaned into innovative, permission-based strategies, prioritizing transparency and consumer consent. By emphasizing both organic and targeted outreach, the campaign maintained its reach and connection with key audiences, despite the changing digital privacy landscape.

Through these strategic shifts, the Victoria International Wine Festival's 2024 campaign strengthened consumer engagement, demonstrating resilience and an ability to thrive in a rapidly evolving marketing environment.

ONLINE

META PAID

Impressions: 1,125,730

Total Paid Reach: 330,403

Reach Cost: \$0.017 per reach

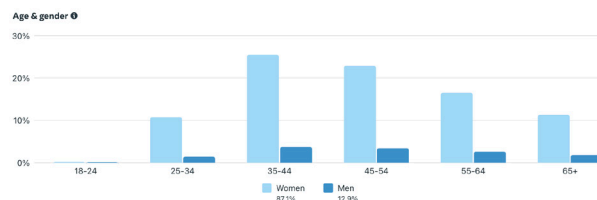
FACEBOOK (Direct Stats)

Likes: 8,960

Total Reach: 268,150

Interactive Age: 35-54 Years of Age

Facebook Demographics

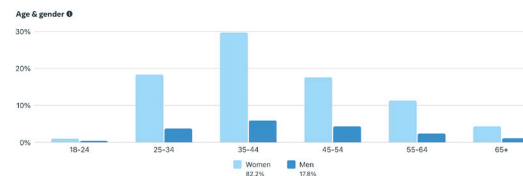


INSTAGRAM (Direct Stats)

Followers: 4,274 (1374 increase)

Reach: 110,446

Instagram Demographics

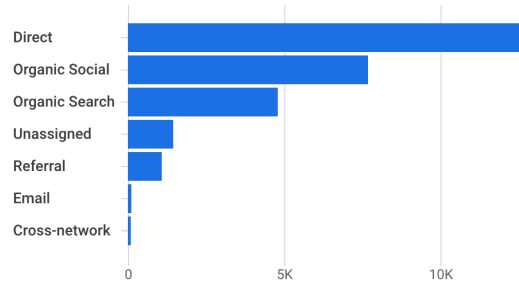


WEBSITE

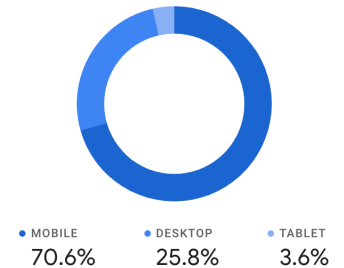
User Count: 28,132
Average Time on Website: 34 seconds
Event Count: 169,810

Active Users by City How users found us

CITY	ACTIVE USERS
Vancouver	5.8K
Victoria	5.4K
Oak Bay	1.3K
Colwood	1.2K
Langford	861
View Royal	756
Nanaimo	728



Device Category



NEWSLETTER

AUDIENCE

Contacts: 8,084
Subscribers: 7,723

PERFORMANCE

Emails Sent: 107,697
Open Rates: 49%
Click Rate: 2.9%
Unsubscribe Rate: 0.62%

PUBLIC RELATIONS

The Festival focused on building relationships with local publications to create a larger reach and knowledge base among consumers. The following are articles devoted to the Festival (*please click on any underlined text for direct link*):

- [Let's Go to the Victoria International Wine Festival - CFX 1070](#)
- [Victoria Wine Fest 2024 - Daily Hive](#)
- [5 Things to Do In and Around Victoria This Friday - Victoria Buzz](#)
- [Photos: Southern Island Grapes Shine at Victoria Wine Festival - Vic News](#)
- [Exploring Sherry - The Province](#)
- [Victoria International Wine Festival Unveils Over 360 Wines for This Year's Event - Victoria Buzz](#)
- [Victoria International Wine Festival Returns This Year - iHeart Radio](#)
- [The Victoria International Wine Festival is Happening This Weekend - Victoria Buzz](#)
- [Explore the World of Wine at the Victoria International Wine Festival - My VanCity](#)
- [Victoria International Wine Festival Unveils Over 360 Wines for This Year - Victoria Buzz](#)

TRADITIONAL (Secondary)

Poster Distribution: 532 Vancouver Island
Reach: 192,001

REGIONAL PARTNER Cont'd

REGIONAL PARTNER TRADE SEMINAR

Guest Count: 52 - SOLD OUT
Friday, October 4th at 12:00pm

Overview: Treve Ring hosted a Trade seminar focused on Rioja wines, drawing a large audience of key buyers and trade influencers. Their strong interest was evident through active participation, culminating in a vibrant Q&A session that showcased the attendees' deep engagement with the region's wines.

REGIONAL PARTNER CONSUMER SEMINAR

Guest Count: 50 - SOLD OUT
Friday, October 4th at 5:30pm



RIOJA WINE DINNER

Guest Count: 42 - SOLD OUT
Sunday, September 29th
Host: The Courtney Room
Speaker: Dr. John Volpe

The Rioja Dinner at The Courtney Room, held on September 29th, 2024, was an exquisite culinary experience designed to showcase the finest Rioja wines alongside a carefully curated five-course meal. Hosted by wine expert Dr. John Volpe, the dinner offered guests insight into the rich traditions and sustainability practices of Rioja wine production. Each course was paired with a selection of rare and premium Rioja wines, such as the Muga Blanco, Marques de Riscal XR Reserva, and Faustino Gran Reserva. The event aimed to highlight the versatility of Rioja wines and their perfect pairing with bold, Mediterranean-inspired dishes.

The evening also featured live Flamenco music by Imanah Kani, adding to the vibrant ambiance. Colin Davidson, the wine director at The Courtney Room, played a key role in curating the wine selection, ensuring each pairing complemented the unique flavors of the dishes. The event was part of the Victoria International Wine Festival, drawing both trade professionals and wine enthusiasts for an unforgettable evening of food, wine, and culture.





Thank You

FOR TAKING PART IN

THE VICTORIA INTERNATIONAL WINE FESTIVAL

QUESTIONS OR COMMENTS? PLEASE EMAIL US AT INFO@VICWF.COM