



VICTORIA INTERNATIONAL  
**WINE**  
*Festival*

Event Report 2025

# 2025 Overview

The 2025 Victoria International Wine Festival marked a record-breaking year for both reach and attendance, solidifying its position as one of Canada's leading wine events. In a time when festivals across the country have seen declining participation, our Festival not only maintained momentum but expanded its footprint, thanks to strong community support and key partnerships.

This year's growth underscores the strength of our strategic collaborations and the passion of our vendors, sponsors, and attendees. Together, we built an experience that resonated with both newcomers and seasoned wine enthusiasts alike. The event delivered exceptional engagement, increased vendor sales, and some of the most positive feedback we have ever received.

Hosting the Festival at the Victoria Conference Centre once again allowed us to scale operations efficiently, enhancing both guest experience and logistical flow. Despite ongoing economic headwinds and changing consumer behaviors, our focused marketing efforts and industry partnerships drove exceptional awareness and attendance.

We are proud of what we achieved in 2025. This milestone year has provided a solid foundation to propel the Festival to even greater heights, setting the stage for continued growth and innovation in the years ahead.

## Attendance

Overall Attendance: **1907 attendees** (including staff, vendors, & wine representatives)

Average Age: 48 years of age

Average Income: \$93,000 - \$107,000

Gender: **67% Female** / 33% Male

Trade in Attendance: 257

## Wine Statistics

### Wineries represented:

Total Countries Represented: 15

Total Vendors (including food): 71

Total Wines Showcased: 467

### POP-UP SHOP

The Festival's on-site wine shop enabled guests to purchase wines they tasted during the event. Hundreds of bottles were sold, and many vendors reported enthusiastic crowds at their booths, with several wines generating steady on-site purchases.

**\$8256.00 of wine sold.**

## Locational Data

The Festival demonstrated strong regional and out-of-town attendance, with approximately 40% of visitors traveling from outside the Greater Victoria area. The majority of these guests came from across British Columbia, including the Lower Mainland and other Vancouver Island communities, while others joined us from Alberta and the United States.

60% Greater Victoria  
**40% out of town**



# Marketing Statistics

(based on a 90 day campaign)

The Victoria International Wine Festival's 2025 marketing campaign built upon the learnings of previous years while navigating a continually evolving digital environment. With Meta's ongoing news blocking policies and iOS privacy updates continuing to shape online advertising, the Festival refined its approach once again, this time with an increased investment in retargeting and audience re-engagement.

The expanded digital budget allowed the team to more effectively reach past attendees and interested audiences through tailored campaigns across Meta and Google platforms. This focus on precision targeting led to a notable 69 percent return rate from previous ticket holders, a strong indicator of growing brand loyalty and long term event resonance.

Organic engagement remained a core pillar of the campaign, with Instagram and Facebook serving as primary touchpoints for storytelling, video content, and community building. Meanwhile, email marketing and first party data strategies continued to evolve, ensuring the Festival could maintain direct, transparent communication with its audience amid tightening privacy regulations.

By balancing creative content with advanced retargeting and consumer trust, the 2025 campaign not only expanded its reach but also deepened its connection with loyal attendees, solidifying the Victoria International Wine Festival's reputation as one of Canada's most adaptive wine events.

## Online

### META COMBINED

Views 1,979,956

### f FACEBOOK (Direct Stats)

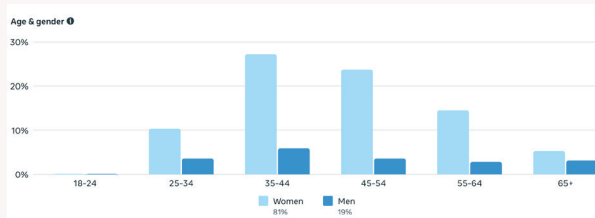
Likes: 8,929

Views: 1,393,056

Reach: 324,400

Link Clicks: 12,304

### Demographics:



### o INSTAGRAM (Direct Stats)

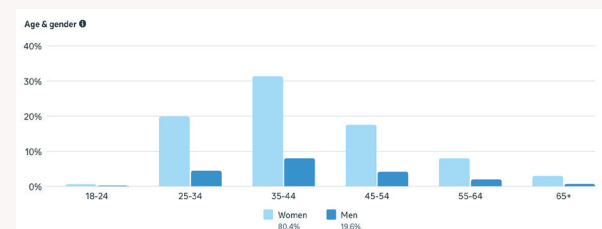
Followers: 5,682 (up 1800 from last year)

Views: 586,900

Reach: 179,399

Link Clicks: 4,367

### Demographics:

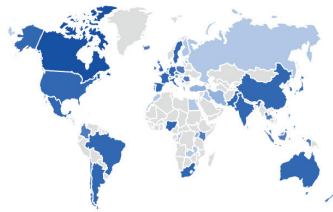


## Website

Key Online Actions (Website Events Completed): 33,037  
Average Time on Website: 39 seconds  
Engagement Rate 77.8%

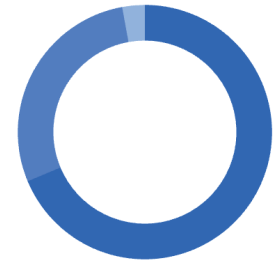
### Active Users by City    Active Users by Country

Victoria	4,992 (19.34%)
Vancouver	4,672 (18.1%)
Oak Bay	1,238 (4.8%)
Langford	1,149 (4.45%)
(not set)	1,051 (4.07%)
Nanaimo	821 (3.18%)
View Royal	642 (2.49%)
Colwood	591 (2.29%)
Calgary	513 (1.99%)
Surrey	489 (1.89%)



COUNTRY	ACTIVE USERS
Canada	23K
United States	2.2K
China	118
Ireland	111
United Kingdom	85
Australia	81
Germany	61

### Device Category



● MOBILE 68.7%    ● DESKTOP 28.4%    ● TABLET 2.9%

## Newsletter

### AUDIENCE

Contacts: 8,498  
Subscribers: 7,767

### PERFORMANCE

Emails Sent: 13  
**Open Rates: 52.7%**  
Click Rate: 3.0%  
Unsubscribe Rate: 0.68%

## Traditional

**Poster Distribution:** 473 Vancouver Island  
Estimated Reach: 210,000+

### Ad Placements

Yam Magazine  
Times Colonist x5  
Edible Vancouver  
Estimated Reach: 400,000+

## Economic Impacts

Total Staff Hired for the Festival: 37  
Indirect staff (additional vendor and partner personnel): 153

With around 763 attendees visiting from other parts of BC, Alberta, and the US (about 40% of our 1,907 guests), the festival generated significant business for local hotels, restaurants, and shops



# Thank You

FOR TAKING PART IN  
THE VICTORIA INTERNATIONAL WINE FESTIVAL

QUESTIONS OR COMMENTS? PLEASE EMAIL US AT [INFO@VICWF.COM](mailto:info@vicwf.com)