

## Demographics & Quick Facts

[www.playhousewinefest.com](http://www.playhousewinefest.com) – contact [sponsors@playhousewinefest.com](mailto:sponsors@playhousewinefest.com)

| <b>34<sup>th</sup> Vancouver Playhouse International Wine Festival – February 27-March 4, 2012</b>   |   |
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| <p><b>2012 Quick Facts</b></p> <ul style="list-style-type: none"> <li>▪ 34<sup>th</sup> annual (founded 1979)</li> <li>▪ 15 countries</li> <li>▪ 181 wineries</li> <li>▪ 64 events</li> <li>▪ 7 days (Feb 27-Mar 4, 2012)</li> <li>▪ 39 venues</li> <li>▪ 60+ restaurants and hotels participate</li> <li>▪ 1,703 wines               <ul style="list-style-type: none"> <li>○ 791 at International Festival Tastings</li> <li>○ 171 additional wines at IFT trade tastings</li> <li>○ 741 wines at special events</li> </ul> </li> <li>▪ 25,000 admissions expected</li> <li>▪ 30,000 bottles poured</li> <li>▪ Theme region (Chile): 35 wineries serving 468 wines</li> <li>▪ Global focus (Cabernets): ~220</li> <li>▪ All proceeds go to the Vancouver Playhouse Theatre Company (\$7.3 million donated since 1979)</li> <li>▪ <b>2013 festival is February 25 – March 3</b></li> </ul>  | <p><b>Demographics</b><br/><i>Statistics from surveys conducted onsite annually</i></p> <p><b>Ages</b></p> <ul style="list-style-type: none"> <li>▪ 19 to 24 – 2.3 percent</li> <li>▪ 25 to 34 – 31.4 percent</li> <li>▪ 35 to 44 – 26.9 percent</li> <li>▪ 45 to 54 – 26.1 percent</li> <li>▪ 55 to 64 – 10.4 percent</li> <li>▪ 65+ – 2.9 percent</li> </ul> <p><b>Gender</b></p> <ul style="list-style-type: none"> <li>▪ Men, 42.2 percent</li> <li>▪ Women, 57.8 percent</li> </ul> <p><b>Household income</b></p> <ul style="list-style-type: none"> <li>▪ \$200,000+ - 11.6 percent</li> <li>▪ \$151,000 to \$200,000 – 14.3 percent</li> <li>▪ \$101,000 to \$150,000 – 29.5 percent</li> <li>▪ \$76,000 to \$100,000 – 21.4 percent</li> <li>▪ \$51,000 to \$75,000 – 11.6 percent</li> <li>▪ \$50,000 and under – 10.3 percent</li> </ul>                                     |
| <p><b>Ticket on-sale dates</b></p> <ul style="list-style-type: none"> <li>▪ Nov 22 – Jan 9 (or until sold out) – early bird rates offered on limited tickets for several events</li> <li>▪ January 10 – (public) special events</li> <li>▪ January 17 – Trade Days Conference events</li> <li>▪ <a href="http://www.playhousewinefest.com">www.playhousewinefest.com</a></li> <li>▪ Box office 604-873-3311</li> <li>▪ Toll free at 1-877-321-3121</li> </ul>  | <p><b>Education</b></p> <ul style="list-style-type: none"> <li>▪ University degree – 65.6 percent</li> <li>▪ Some university – 7.4 percent</li> <li>▪ College degree – 12 percent</li> <li>▪ Some college – 10.2 percent</li> <li>▪ High school diploma – 4.8 percent</li> </ul>  |
| <p><b>Snapshot</b> – the Playhouse Winefest is Canada’s premier wine show and widely considered to be the best consumer wine event in North America. With 25,000 admissions and at 34 years of age, it also is one of the biggest and oldest in the world. The wine world is here.</p> <p>Vancouver has a highly developed, educated wine market that is considered to be three to five years ahead of North American wine trends.</p> <p>Typically, wines from ~15 countries are served at this international festival. There is a different theme region or country every year (Chile for 2012) and that region has more wineries and wines than any other. And there is an annual varietal or global focus (Cabernets in 2012).</p> <p>The heart of the festival is the International Festival Tasting room, where the public can choose from 791 wines (and industry professionals can choose from those plus an additional 171 wines that are offered at the trade tastings). There are 59 special events that orbit the tasting room (winery dinners, lunches, brunches, tutored tastings, vintage tastings, wine minglers, 12 trade events, and more) at which 741 more wines are served.</p> | <p><b>Festivalgoer profile</b></p> <ul style="list-style-type: none"> <li>▪ The typical festivalgoer is a young, affluent, wine and food savvy (and tech-savvy) professional</li> <li>▪ Committed – 72.4 percent have attended two or more years; 31.2 percent have attended five or more years</li> <li>▪ 91.8 percent are from the Lower Mainland</li> <li>▪ Average age is 39</li> <li>▪ Wine expenditures: average \$152 per month</li> <li>▪ Dining (restos with wine lists): 7.3 times per month; average spend \$232 monthly</li> <li>▪ Entertainment: average spend \$194 per month</li> <li>▪ The primary reasons they attend are “To discover new wines” and “Wine education”</li> <li>▪ 88 percent own a vehicle</li> <li>▪ Average festivalgoer takes six airline trips annually</li> <li>▪ And has multiple credit cards</li> <li>▪ 62.7 percent are homeowners</li> </ul> |
| <p><b>Venues</b> – the festival is headquartered at the Vancouver Convention Centre; the tasting room, trade events, wine seminars and more take place at VCC. Special events (dinners, lunches, brunches, gala auction, vintage tastings, symposium and so on) take place at venues all over the city, which include many of the city’s best restaurants and hotels.</p>  | <p><b>What’s the big deal?</b> – The rock stars of the wine world come to Vancouver for the fest. As a condition of participating, every winery must have a winery principal (winemaker, owner, senior executive) present in the tasting room and at special events to pour and discuss his or her wine with festivalgoers.</p> <p>The rock stars of BC’s vibrant culinary scene are here too. Over 60 of the province’s most celebrated restaurants and hotels participate in the fest, either by staging winery dinners or lunches, or hosting food stations at food-and-wine-pairing grazing events.</p>   |