

Demographics • www.playhousewinefest.com • media@playhousewinefest.com

Young, affluent urban professionals discover new wines at Playhouse Winefest

The 21,500 wine lovers and trade who flock to the Playhouse Winefest, widely regarded as “the best wine show on the continent,” are young, affluent professionals who spend an average of \$152 per month on wine. Their primary reason for attending the festival is to “discover new wines.” The average age is 39 while 29.3 percent are 30 or younger. Vancouver has a highly developed, educated wine market that is considered to be three to five years ahead of North American wine trends.

Snapshot – 29th Vancouver Playhouse International Wine Festival

- March 26 to April 1, 2007
- Regional theme: **Australian Wine: A World of Difference** • Global focus: **Riesling**
- Considered Canada’s premier wine event, it offers a wealth of public events and a comprehensive trade program
- Events include the big International Festival Tastings (the hub of the festival), gala wine auction, winery dinners, lunches, brunches, wine seminars, wine and food grazings, and eight trade-only seminars and tastings.
- Venues – Vancouver Convention & Exhibition Centre (headquarters) and top city restaurants and hotels. More than 70 of Vancouver’s most celebrated restaurants, caterers and specialty food suppliers participate in the festival.
- **2007 projections: 1,550 wines • 180 wineries • 17 countries • 58 events • 21,500 attendees**

Demographics

Ages

- Average age is 39
- 13.5 percent are aged 19-25
- 15.8 percent are 26-30
- 29.2 percent are 31-40
- 22.1 percent are 41-50
- 15.1 percent are 51-60
- 4.3 percent are over 60

Gender

- Females – 58 percent
- Males – 42 percent

Household income

- **Average household income: \$107,000**
- 12.1 percent - \$200,000 and up
- 10.5 percent - \$150,000 to \$199,000
- 19.4 percent - \$100,000 to \$149,000
- 14.6 percent - \$75,000 to \$99,999
- 21.9 percent - \$50,000-\$74,999
- 21.5 percent, under \$50,000

Education and employment

- Highly educated; 80.5% post-secondary degree
- 41.8 percent professional
- 27.7 percent executive/senior management

Marital status

- 59.5 percent are married
- 40.5 percent are single

Home

- 62.7 percent own their home
- 44.1 percent live in a detached residence

Trade Days attendees

The festival attracts trade professionals and wine buyers from across Canada to the Trade Days program (there are eight trade-only events in 2007). Trade event attendance was 5,845 in 2006 or about 28 percent of total festival attendees.

- **52 percent of Trade Days attendees are owners/managers – including managers, executive chefs, sommeliers, wine buyers.**

Spending habits

- Average monthly expenditure on wine \$152
- 31.3 percent spend between \$51-\$100
- Dines out seven times per month, spending an average of \$426
- Spends \$194 per month on entertainment, including films, sports, theatre, opera, art galleries and other activities

Most popular wine regions

(multiple choice; does not total 100 percent)

- 53.8 percent BC
- 48.6 percent Australia
- 25.9 percent Chile
- 23.1 percent France
- 22.6 percent California
- 21.2 percent Italy
- 17 percent South Africa
- 15.6 percent Spain
- 12.3 percent Germany
- 11.3 percent New Zealand

Onsite wine sales

- 23% attendees buy wine on site, spending **\$177** each
- Average price **\$31.61** per bottle
- Average sold per winery **\$2,192**
- Total sales onsite **\$405,531**

Theme region and global focus

- 89.7% identified France as theme region
- 31.9% identified Pinot Noir varietal as the global focus

Primary reasons for attending (Multiple choice; does not total 100)

- 40.1 percent “to discover new wines”
- 21.4 percent “wine education”
- 11.8 percent “for the fun of it”
- 8 percent “learn more about food & wine pairing”

“Where do you get your information about wine?”

(Multiple choice; does not total 100 percent)

- Newspapers – 37.4 percent
- Wine websites – 32.8 percent
- Canadian wine & food magazines – 32.8
- International wine & food magazines – 32.8
- Other – 39.4 percent (books, wine courses, friends)

Simply the best

“It’s considered by many in the industry to be the best wine event in North America ... and the festival’s reputation is well-deserved.”

Peter Rockwell, The Halifax Daily News

“There isn’t a better-organized, more in-depth wine festival in Canada than the weeklong fundraiser for the Playhouse Theatre Company.”

Michael Vaughan, The National Post (Toronto)

“Everyone agrees it is the best consumer wine show on the continent ... for nearly three decades, the festival has energized our region’s food and wine culture.” **Anthony Gismondi, The Vancouver Sun**