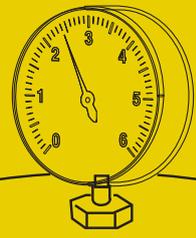


16.701.552



1.022

453.346

3.710.997

24.367

9.623

62

8.578

55

827.805

vienna coffee festival



Value Report 2018

facts & figures

Intro

The „World of Coffee“ on a visit to Vienna. The Viennese coffee house culture encounters new developments, precision and new coffee qualities from all around the world. Commitment to sustainable business with social responsibility. A huge unique stage of inspiration in the heart of Europe for the Central and Eastern European market. This is World's coolest coffee event – the Vienna Coffee Festival!

Exhibitors:

2017: 55

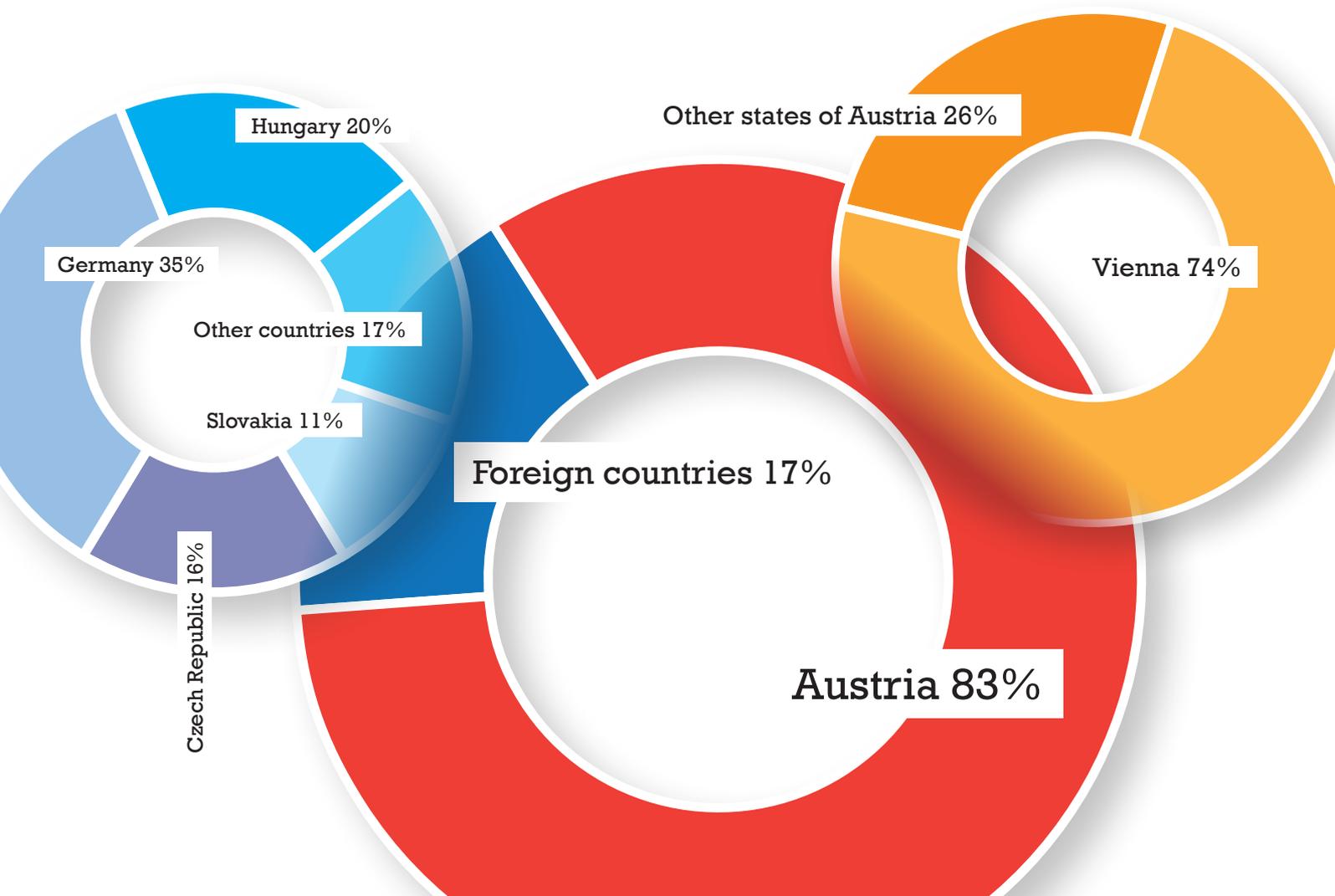
2018: 62 (booked up)

Visitors:

2017: 8.578 (4 days)

2018: 9.623 (3 days), 1.022 (b2b preview hours)

Distribution by country:



2

Value added report

After four years of successful development, the Vienna Coffee Festival 2018 is confirmed as an international event of the worldwide coffee market in the city of Vienna. The second week of January is all about coffee.

The mix of national roasters, producers, retailers and baristi of the qualified national coffee scene as well as

international representatives of the worldwide coffee business creates a unique atmosphere in the outstanding Ottakringer brewery.

Entertainment accompanied with tastings, workshops, presentations, best live music performances and the Austrian Barista Championships of the SCA Austria.

Social Media

(facebook, instagram)
total reach *:

827.805

People organic reach
(not to be confused with impressions)

24.367

People with
commitment/cancellation

2.860

Instagram Followers

Website performance

Nov. '17 – Feb. '18:

42.846

number of visits

35.592

different visitors

Media-Clipping

TV / Radio / Outdoor Poster / Flyer / Print
/ Online / Promotion

16.701.552

total reach of contacts *



3.710.997

total circulation Print-Clips Austria*

*Source: Fuchsfabrik

*Source: Observer GmbH Austria

3

Key numbers

Comparison of COFFEE FESTIVALS international
based on Facebook Events

www.viennacoffeefestival.cc

World's coolest coffee event – be part of it.

Vienna Coffee Festival



21.615 are interested



2.640 participated



5.166 Likes // 2.040 Followers (Instagram)



London Coffee Festival

9.418 are interested



2.347 participated



26.665 Likes // 61.100 Followers (Instagram)



Amsterdam Coffee Festival

671 are interested



428 participated



11.181 Likes // 11.100 Followers (Instagram)



New York Coffee Festival

293 are interested



79 participated



5.153 Likes // 64.800 Followers (Instagram)

