

# PALM DESERT FOOD & WINE

PRESENTED BY  
AGUA CALIENTE CASINO RESORT SPA



**EVENT  
SUMMARY**

**APRIL 8-10, 2016**

# EVENT STATISTICS

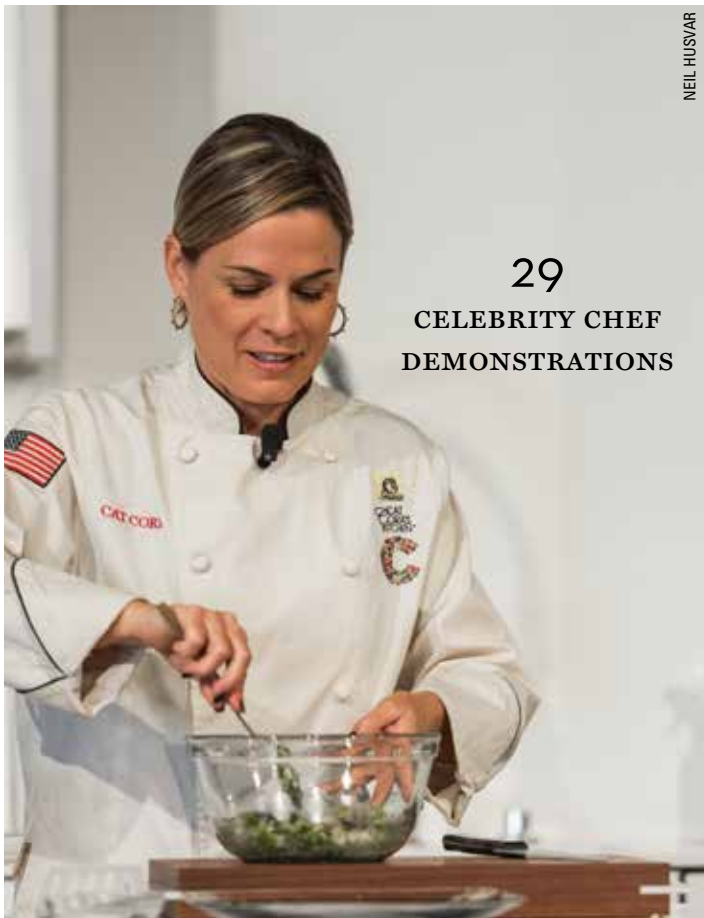
6th  
ANNUAL EVENT

3  
DAYS OF FOOD & WINE  
EVENTS

166+  
FOOD, WINE, AND  
SPIRIT EXPERIENCES



ADRIANNE BONAFEDE



NEIL HUSVAR

29  
CELEBRITY CHEF  
DEMONSTRATIONS



4  
ADDITIONAL TASTING  
EXPERIENCES

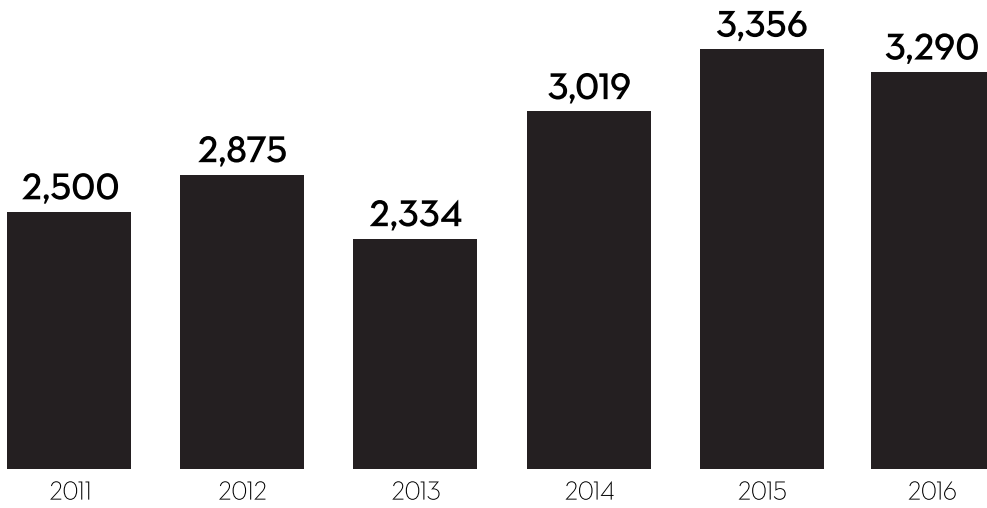
TOM FOWLER



1  
JAMES BEARD  
LUNCHEON

DIRE MAYLOR

# ATTENDANCE + DEMOGRAPHICS



ATTENDEES FROM  
**50**  
STATES, INCLUDING:

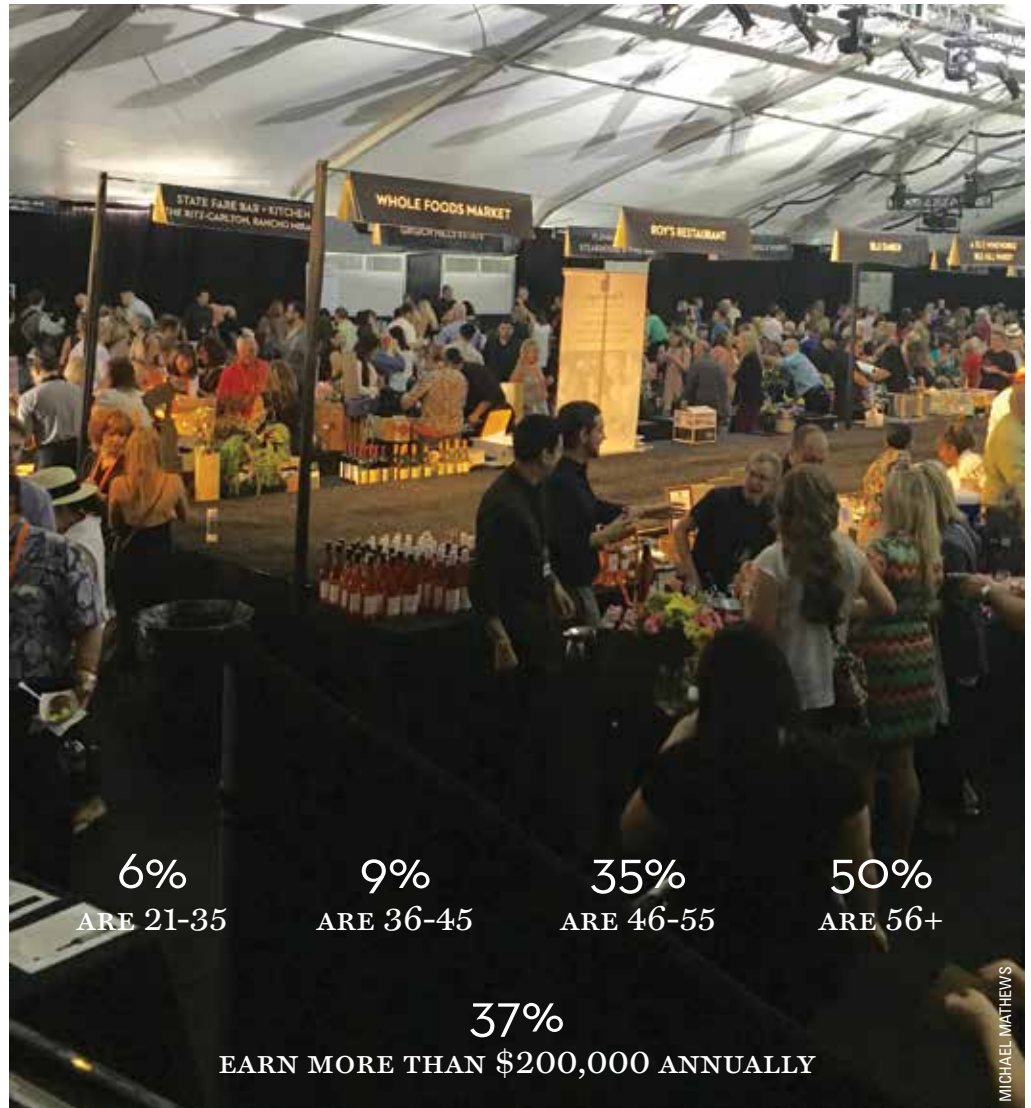
- CALIFORNIA
- WASHINGTON
- NEW YORK
- ILLINOIS
- OREGON
- MINNESOTA
- FLORIDA
- MICHIGAN
- ARIZONA



**63%**  
FROM OUT-OF-MARKET

**37%**  
FROM THE  
COACHELLA VALLEY

**37%**  
CAME TO THE AREA  
SPECIFICALLY FOR  
PALM DESERT  
FOOD & WINE



**6%**  
ARE 21-35

**9%**  
ARE 36-45

**35%**  
ARE 46-55

**50%**  
ARE 56+

**37%**  
EARN MORE THAN \$200,000 ANNUALLY

## FOOD & WINE SUPPORT

- 100** VOLUNTEERS
- 79** WINERIES, VINTNERS, AND SPIRITS
- 54** SPONSORS AND PARTNERS
- 52** RESTAURANTS & FOOD VENDORS
- 29** CELEBRITY CHEFS
- 10** CRAFT BRWERIES
- 1** CHARITY RECEIVING OVER \$7,500

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### TESTIMONIALS FROM EVENT ATTENDEES

“

Loved it! I have already told at least 20 people about it and have encouraged them to attend next year.

—*Debra-Lynne, Playa Del Rey, CA*

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### ECONOMIC IMPACT TO THE GREATER PALM SPRINGS AREA

<b>2011</b>	\$610,000
<b>2012</b>	\$701,500
<b>2013</b>	\$569,496
<b>2014</b>	\$736,636
<b>2015</b>	\$820,844
<b>2016</b>	\$818,357

## ATTENDEE SURVEY RESULTS

ADRIANNE BONAFEDE

“It was one of the best highlights of this year so far. Getting to take a picture with Cat Cora and Sean Le was a great opportunity. The food was all beyond amazing. I loved the assortment of beers from local breweries. There were several wines that we later bought because of tasting at the festival. Can’t say enough good things about the experience.” — *Paul, San Bernardino, CA*

“I can’t stress enough to friends and family how amazing my experience was attending the Food & Wine festival. It allows you to try food and wine you otherwise wouldn’t have known about...such an awesome experience.” — *Melissa, Bermuda Dunes, CA*



36%

ARE REPEAT ATTENDEES

76%

RATED THEIR OVERALL  
EXPERIENCE AS EXCELLENT OR  
VERY GOOD

72%

WOULD RECOMMEND  
PALM DESERT FOOD & WINE  
TO OTHERS



ADRIANNE BONAFEDE

90%

PLAN TO ATTEND IN 2017

80%

OPTED IN TO BE INFORMED OF  
FUTURE *PALM SPRINGS LIFE*  
PROMOTIONS

28%

STAYED OVERNIGHT IN A HOTEL  
OR VACATION RENTAL IN THE  
GREATER PALM SPRINGS AREA

“Lovely venue. There were a lot of food and wine vendors to sample. Had a wonderful afternoon with friends.”

— *Mary Ann, Munster, IN*

“Loved it, every year gets better.”

— *Antawong, Ontario, CA*

DRE NAYLOR

# SPONSOR ACTIVATIONS



## MEDIA + MARKETING HIGHLIGHTS



ADRIANNE BONAFEDE

### MEDIA+MARKETING COVERAGE

#### TOTAL VALUE

**\$5,048,772**

### EDITORIAL AND NEWS VALUE

(489,848,582 TOTAL IMPRESSIONS

ACROSS ALL CHANNELS)

**\$4,884,312**

### PRINT ADVERTISING VALUE

(3,371,500 READERSHIP)

**\$74,403**

### SOCIAL MEDIA VALUE

(250,658 WEEKLY IMPRESSIONS)

**\$62,000**

### TELEVISION ADVERTISING AND PROMOTIONAL VALUE

(412,000 AUDIENCE EXPOSURE)

**\$37,120**

### ONLINE ADVERTISING VALUE

(386,633 BANNER VIEWS /  
697,000 NEWSLETTER IMPRESSIONS)

**\$28,850**

### PRINTED COLLATERAL VALUE

(17,615 UNITS PRINTED)

**\$16,699**

### RADIO ADVERTISING AND PROMOTIONAL VALUE

(16,800 AUDIENCE EXPOSURE)

**\$7,388**

### CONTESTS & GIVEAWAYS

(52,000 CONTEST IMPRESSIONS)

**\$3,500**

## CONTACT INFORMATION



DRE NAYLOR

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