

LONDON WINE FAIR DIGITAL & LIVE STATS

LIVE
8,822
VISITORS

DIGITAL
4,151
VISITORS



39%
OFF-TRADE
UP 14% ↑

45%
ON-TRADE
UP 6% ↑

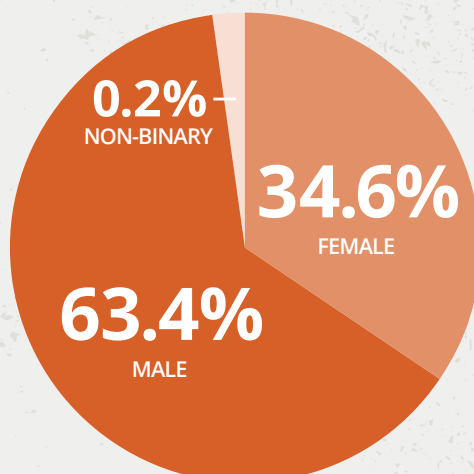
18%
IMPORTER
WHOLESALE
DISTRIBUTOR

5%
PRESS

55%
WORK IN BUYING &
PURCHASING

36%
OF VISITORS ARE RESPONSIBLE OR
INFLUENCE THE BUYING OF WINE
UP 1% ↑

42%
OTHER DRINKS INC BEER,
CIDER & SOFT DRINKS



LIVE
84%
FROM THE UK

VS

DIGITAL
56%
FROM THE UK

82%
OF VISITORS ARE
LIKELY OR VERY
LIKELY TO ATTEND
IN 2023

75%
OF VISITORS WOULD
RECOMMEND LWF
TO A FRIEND

83%
OF VISITORS MET
THEIR OBJECTIVES
AT LWF22

85%
OF VISITORS
SAID LWF IS OF
IMPORTANCE TO
THEIR BUSINESS

MD/CEO/Owner	66%
Manager	40%
Freelance/Consultant	17%
Marketing/PR/Brand Manager	11%
Sommelier	10%
Educator	4%

25%

OF EXHIBITORS HAVE
EXHIBITED MORE
THAN 5 TIMES

86%

OF EXHIBITORS MET
THEIR OBJECTIVES
FOR EXHIBITING AT LWF
UP 6%↑

14

Average no. of digital
exhibitor pages viewed
per visitor.

31,815

total page impressions on
the digital exhibitor pages

8

number of digital
sessions available to
stream

4,151

no. of visitors to engage
in LWF digital, streaming
sessions, browsing
exhibitors and messaging
on the platform

443

no. of digital visitors to
engage in LWF video
meetings

Wine Writers Edit:

Having a wine chosen by one
of LWF's ten leading experts
resulted in nearly all wines
entering the Top 50 most
viewed wines.

**MOST SEARCHED
COUNTRIES ON THE DIGITAL
EVENT PAGES FOR 2022:**

**UK
AUSTRALIA
ITALY
FRANCE
SOUTH AFRICA
PORTUGAL**



WHAT THE LWF22 EXHIBITORS HAD TO SAY:

London Wine Fair never fails to impress. Here on the Nyetimber bus we have had more constructive and positive meetings than ever before, and we are hugely grateful to the LWF team for putting on the show. We look forward to next year.
Barnaby Richardson, Head of Sales, Nyetimber

We were delighted after our participation in the London Wine Fair, showcasing niche and premium wines in such an important market for our country. The event is very important for us...
ProChile

I didn't really have expectations for this year, but I was very happy with the results. We had three days of very busy meeting with many important key players, which enabled me to further understand the UK market.
Labid Ameri, CEO and co-owner, Domaine Bousquet

We've been incredibly busy all three days seeing customers from all trade sectors, we're absolutely delighted with the fair this year and would really encourage others to come next year so they don't miss out.
Patrick McGrath MW, Hatch Mansfield

I must say the quality of visitors was exceptionally good. Excellent, genuine contacts...
CDG Wine Merchants

One week after the event and we are still reliving the fantastic show magic! It was a real joy and privilege to reconnect with our friends, peers and partners last week!
Bermar UK

A great day at the Mindful Drinking Pavilion, a wonderful space curated by Club Soda. We met some great people today in the trade and press and there's still 2 days to go.
DrinkMocktails

Massive congratulations to the LWF team on their first live event since COVID...They fully backed the creation of the WTAF (Wine Traders for Alternative Formats) Zone which we were proud to be a part of and there was definitely a real buzz...
BibWine

We were proud to have the largest and widest range of wines on show from the UK. This is the key event for the UK wine trade, and it was great to be part of it. Congratulations to the team!
Simon Thorpe MW, WineGB

It has been invigorating and energising; amazing to see industry colleagues and partners reconnect in real life after three years and talk about how to make better wines in a better world.
Barry Dick MW, Bulk Trading and Sustainability Manager for BWS at Waitrose

It is really nice to have the London Wine Fair back and I can't wait for next year.
Clara Rubin, Group Wine Manager, Hawksmoor

Hearty congrats on what seemed to me like a very slick, smooth, buzzy event! It felt very positive...
Guy Woodward, Club Oenologique

Great to be back. This annual event is a must in the industry calendar and allows us to network with importers and producers as well as discovering what's new on the market and the latest trends.
The Tasting House, Independent Merchant

It was an excellent fair, fertile and interesting, a great chance to reconnect with colleagues and contacts. I came with a plan and as usual was diverted - in a good way - many times.
Victoria Moore, Wine Editor, The Daily Telegraph