

6th annual  
victoria



tea festival.com  
Backgrounder

## Event Overview

The Victoria Tea Festival is the largest public tea exhibition in North America and is hosted in the tea capital of Canada. Consumers and businesses alike can indulge in an interactive and educational tea experience exploring the traditions and trends of tea, while supporting a worthy cause. The weekend event features tea tastings, tea-food selections, complimentary presentations, and opportunities to purchase tea, tea-related products, and exquisite tea wares. A Silent Auction is also offered. It's a one stop shop for all things tea!

## The History

Hosted in the tea capital of Canada, the Victoria Tea Festival had its inception in 2007 with 200 people attending the one-day event. Now in its sixth year and having experienced phenomenal growth, the event has grown to two days and established itself as the largest public tea exhibition in North America with over 3300 people in attendance and over 40 exhibitors.

The event was created with a three-fold purpose: to support the tea industry, to create a destination event for the city of Victoria, and to be a signature fundraiser for Camosun College Child Care Services. Created and run 100% by a volunteer organizing committee and over two hundred event volunteers annually, the festival has emerged as a premier event to which people travel from afar just to take it in!

## Festival Attendees

Our target market is discerning food and beverage consumers, retailers, and restaurateurs. While this event appeals to all demographics including health-conscious individuals from across North America, it also supports various local businesses and contributes to the rich heritage that the city of Victoria already has with tea. Tea aficionados and tea newbies have an opportunity to experience, learn, sample, touch, smell and inquire about all things tea by engaging with our knowledgeable exhibitors and presenters.

## The Cause

Camosun College Child Care Services, the cause behind the event, provides high quality child care on two campuses allowing parents the opportunity to pursue their educational and career goals while raising children. All proceeds from the festival are used for resources, special projects and an annual student bursary.



For more information, visit: [www.victoriateafestival.com](http://www.victoriateafestival.com) or contact  
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