



Event Dates

February 18, 2012 (12-5pm) and
February 19, 2012 (11am-4pm)

Location

Crystal Garden
713 Douglas Street
Victoria, BC

The Cause

All proceeds go to Camosun College Child Care Services.

Proceeds are used for student bursaries, resources, and special projects (i.e. renovations).



The History

- Event Inception – 2007
- Organized entirely by a Volunteer Committee and 225 event day volunteers
- Experienced phenomenal growth starting as a 1-day event & moved to a weekend event in 2009
- Victoria City Council proclaimed Victoria Tea Festival Day in 2011
- Largest public tea exhibition in North America

Festival Attendees

- Discerning food and beverage consumers
- Health conscious individuals
- Tea lovers and tea newbies
- 68% of 2011 attendees were 20-50 years old
- 32% of 2011 attendees were under age 30
- 23% of 2011 attendees travelled from outside Victoria

Annual Attendance

- 2007 – 200 attendees
- 2008 – 961 attendees
- 2009 – 2832 attendees
- 2010 – 2400 attendees
- 2011 – 3352 attendees

Interesting Facts

- Tea is the world's most popular beverage after water.
- Over 300 litres of water are used to steep tea at the festival.
- 59% of 2011 attendees spent between \$20-100 at the festival.
- Exhibitors sold over \$40K in merchandise at the 2011 event.

2012 Highlights

- 6 Years and still growing! Bigger than ever with a new event layout!
- New VTF Blog available through the website – check out the musings about tea!
- Presentation Stage featuring complimentary presentations on tea-related topics.
- Anticipating 45+ exhibitors and 4000 attendees.
- It's a one-stop shop for all things tea!