

## The numbers from the 28th edition of the Merano WineFestival confirm the event's enormous success

The historical event in Merano ends with **11,500 visitors** registered over the five days dedicated to excellence in the wine&food sector. A large number of visitors participated in the well-known events, but also the new events at the 2019 edition were able to attract a specialised public, confirming an increasingly high-quality target market. The 29th edition will be held 6 - 10 November in 2020.

**Merano, 15 November 2019** – A toast is made to the success of the **28th edition** of the Merano WineFestival, reconfirming the prestige of this exclusive event in Italy and beyond. This is confirmed by the **11,500 visitors** registered during the five days of the event, the **increase in the number of operators and specialists in the sector**, the **related industries** calculated at **more than 10 million euros** and the participation of producers, also from outside of Italy, and an appreciated **'young generation'**.

A record number of visitors at the wine event in Merano that between 8 and 12 November hosted more than **950 wine producers** selected by the event's patron Helmuth Köcher. The largest number of visitors were registered on **Saturday**, which was already **sold out** since 1 November, Sunday and Monday, as these days involved in particular a public of experts and operators from the wine and restaurant sector. These numbers express an increase not only in terms of quantity, but also of **quality**, emphasising how the Merano WineFestival is becoming an increasingly exclusive occasion for producers and operators to meet, a true showcase of excellence available to sector specialists. This trend reflects the philosophy of the WineHunter, which exhibited among the liberty architecture of the Kurhaus "The Official Selection", which are wines resulting from a selection and tasting process that lasted 12 months. These numbers also describe related industries that reach more than 10 million euros, without calculating the revenues deriving from the commercial activities and return in terms of tourism for those who will select Merano as a destination for their holidays after visiting it for the first time for this event. Great success for the already well-known events, such as **The Official Selection**, which is the highlight of the event, the **GourmetArena**, the space dedicated to gastronomy, the **Charity Wine Masterclasses** at Hotel Terme Merano and **The Circle**, which for the second year proposed again an innovative space, presenting wine and food trends. Another great success was **Merano Wine CityLife**, the new addition to this event that filled the red carpet of Corso Libertà with an external event in perfect style: an experience that enlivened the city of Merano and that in the future will return with new and involving activities. The large cultural area must not be forgotten, which involved a rich program of discussions and conferences covering specialised topics and that contributed towards enriching the event with interesting content.

**Approximately 300 journalists** were present at the event, including an increasing number of international newspapers that covered and will cover the Merano WineFestival and its specialities with direct transmissions, interviews and in-depth reports on the radio, TV and in print. Also the world of social networks responded with a **large number of interactions**, especially on **Instagram**, transforming this event in Merano into an event that was closely followed also online and from everywhere in the world.

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