

16.701.552



1.022

453.346

3.710.997

24.367

9.623

62

8.578

55

827.805

# vienna coffee festival



**Value Report 2023**  
September 8<sup>th</sup> to 10<sup>th</sup>

# 1

## Intro

The „World of Coffee“ on a visit to Vienna. The Viennese coffee house culture encounters new developments, precision and new coffee qualities from all around the world. Commitment to sustainable business with social responsibility. A huge unique stage of inspiration in the heart of Europe for the Central and Eastern European market. This is World's coolest coffee event – the Vienna Coffee Festival!

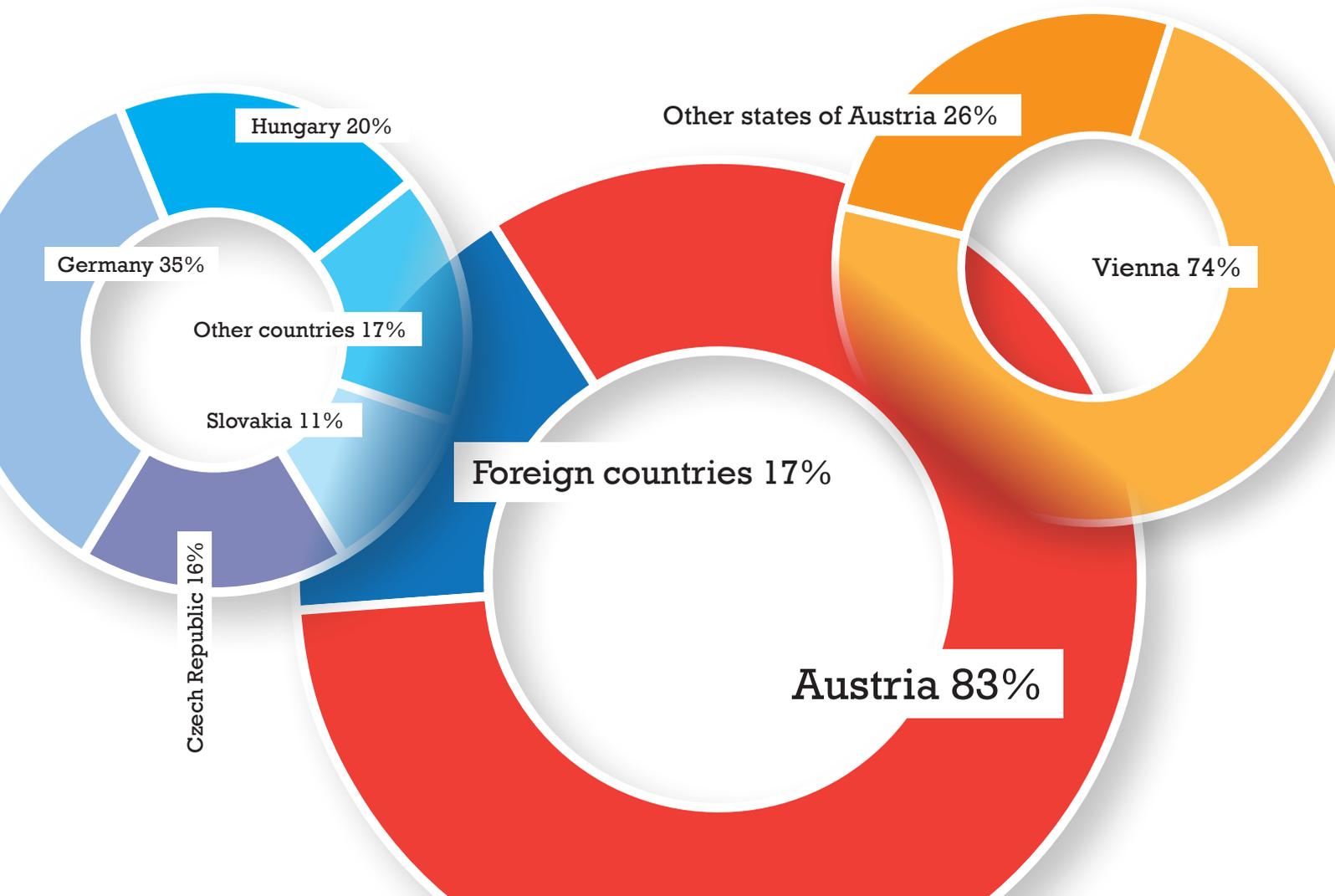
### Exhibitors:

101

### Visitors:

7.282 // 874 b2b preview hours

### Distribution by country:



# 2

## Value added report

After nine years of successful development, the Vienna Coffee Festival 2024 is celebrating its 10th anniversary as an international event for the global coffee market in the city of Vienna.

The second week of September is all about coffee: the mix of roasters, producers, traders and baristas from the qualified national coffee scene as well

as international representatives of the global coffee industry creates a unique atmosphere in the historic Marx Halle.

Tastings, workshops, competitions, presentations for home baristas as well as the Hospitality, the best live music and the Austrian Barista Championships of SCA Austria are among the annual highlights.

### Website performance

47.117 visits

85.013 pages

2.906.986 hits

(69% Austria // 7% USA // 5% DE // 19% other countries)

### Social Media



81.716 organic reach

233.075 impressions



Post with the greatest reach:

2.860 and 167 likes



Post with the greatest reach:

3.840

### Advertising



33.439 accounts reached

50.968 impressions 1.065 clicks on the links



62.754 accounts reached

254.492 impressions 2.001 clicks on the links



5.574 Follower



6.861 Follower

