

CHARLESTON  
WINE + FOOD

# FINAL REPORT

PREPARED  
SCHEFF

PRESENTED ON  
JUNE 24, 2025

TOTAL FUNDING AMOUNT  
\$200,000



OUR MISSION-BASED PROGRAMS,  
**ACTIVATED** BY WAY OF THE 2025 FESTIVAL

# WE CREATE PURPOSE- DRIVEN PROGRAMS THAT BUILD A SUSTAINABLE, VIBRANT, AND CONNECTED FOOD AND BEVERAGE COMMUNITY



As the organization celebrates its 21st year and its 20th Festival in 2026, Charleston Wine + Food has redoubled efforts on the sustainability of the Charleston area food and beverage community in a tangible, measurable and focused way.

These programs include:

- Culinary education and workforce development **ACTIVATED** ✓
- Industry support for local food + beverage workers **ACTIVATED** ✓
- Year-round industry-focused programming **ACTIVATED** ✓
- A multi-day national festival that acts as a catalyst for these programs **ACTIVATED** ✓

## GOALS + SUCCESS MEASURES

# GOALS

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GOAL 1: A measurable economic impact March 5-9, 2025 to the Tri-County area.

ACHIEVED: \$21,703,721

GOAL 2: Visitors stated attending festival as their primary reason for visiting Charleston. ACHIEVED: 84.4%

GOAL 3: Achieve total media reach of more than 3 billion. ACHIEVED: 3.89B

GOAL 4: Drive festival attendance of more than 20,000, with at least 30% being from outside of Charleston's 50-mile radius. ACHIEVED: 26,475 attendees with 36.3% outside of the radius

# SUCCESS MEASURES:

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SUCCESS MEASURE 1: Festival attendance and overall attendee satisfaction.

SUCCESS MEASURE 2: Festival economic impact.

SUCCESS MEASURE 3: Digital feedback: media impressions, website views, website users, mobile app users

## AVERAGE ANNUAL STATS

# FESTIVAL AUDIENCE

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26,475 average yearly attendees

36.30% out-of-town attendees

84.4% visited primarily to attend Festival

3.5 nights - average length of stay

# SOCIAL + DIGITAL REACH

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120K+  
combined social followers

Top Traffic States:  
SC, GA, NC, VA, NY, FL, CA, OH, TX, MI

1,257,126  
total website views

401,536  
website users

# MEDIA IMPRESSIONS

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3.89 B  
total media reach

Top Placements:  
Forbes, SAVEUR, VinePair, The Local  
Palate

14.59 M  
media impressions

# CONTINUING IMPACT

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The past year has been nothing short of extraordinary and has represented the power of Charleston Wine + Food's influence on the State of South Carolina and, more specifically, the greater Charleston area. Annually, our small but mighty non-profit continues to have notable tourism and economic impact by way of our 5-day, 90+ event festival each March.

The 2025 Festival delivered a total attendance of 26,475, with visitors reporting an average length of stay of 3.5 nights. This year, 36.3% are from outside of Charleston's 50-mile radius. Our small but mighty non-profit organization continues to have notable positive impacts on this region's economy, our community and industry, and most importantly draw visitors to this little slice of heaven we call South Carolina.

As you are aware, over the course of our 20 years in operation, Charleston Wine + Food has worked with the College of Charleston's Office of Tourism Analysis to conduct an economic impact study yearly since the organization's inception. The Office of Tourism Analysis staff prepares a survey that is sent to all ticket purchasers after the festival concludes. In 2025, this survey had a response rate of 21.1%. This data, in conjunction with zip code data from our third party ticketing company, allows the festival to make highly accurate estimates of tourists and locals that attend the festival annually. Since our inception, the Festival has welcomed over 433,843 attendees and generated \$191.7 million in economic impact.

Thank you for your continued support.



## BEYOND THE 2025 FESTIVAL



The Charleston Wine + Food Festival celebrates the food + beverage culture of Charleston on a national platform, provides a place for industry to connect, offers experiences designed for the residents of the greater Charleston area, and supports the next generation of our community's culinary + hospitality industry professionals. Reputationally speaking, the Charleston Wine + Food Festival is described as a place where people gather to share their stories through food + community.

**\$191.7M**



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economic impact since inception

**\$551,808**



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scholarships + charitable giving since 2009

**1,322**



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grants to support Festival Talent since 2022

**1.6B**



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average annual media reach

**“COMING TOGETHER  
IS A BEGINNING,  
STAYING TOGETHER  
IS PROGRESS,  
WORKING TOGETHER  
IS SUCCESS.”**

**- HENRY FORD**



Provide direct, immediate and lasting impact on individuals and businesses in the culinary industry. **Together, we do.**