



# VANCOUVER INTERNATIONAL JAZZ FESTIVAL



## 2023 HIGHLIGHTS

## A FESTIVAL TO REMEMBER

The 38th edition of the Vancouver International Jazz Festival offered 162 musical acts, showcasing the brightest talents in jazz, blues and improvised music from June 23 to July 2, 2023 at 17 venues throughout the city of Vancouver.

### TOTAL SHOWS

162

### FREE SHOWS

50

### WORKSHOPS AND EDUCATION OPPORTUNITIES

23

### AVERAGE CAPACITY

87%

With lineups around the block from our very first show, our average capacity was an astounding 87%.

We are dedicated to making our festival as diverse and accessible as possible from the artist programming to selection of venues.

### COUNTRIES REPRESENTED

13

### FEMALE & NON BINARY LED BANDS

84

### POC LED BANDS

73

101K

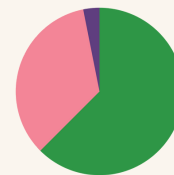
TOTAL  
ATTENDANCE

AVERAGE  
AGE

38

AVERAGE  
INCOME

\$83K



FEMALE 44%  
MALE 52%  
\*4% of those surveyed identify as another gender designation

### PLACE OF RESIDENCE

LOWER MAINLAND 80%  
VANCOUVER ISLAND 4%  
OTHER BC 4%  
OTHER CANADA 4%  
WASHINGTON STATE 1%  
OREGON 1%  
CALIFORNIA 1%  
OTHER USA 1%  
OUTSIDE CANADA & USA 4%

OVERALL  
ENJOYMENT = 4/5



94% SAID THEY  
WOULD  
RECOMMEND THE  
EVENT TO A FRIEND

"I've been coming to the Festival for years. Every time I discover someone new. It's that discovery that keeps me coming back."



"It was my first time as a newcomer and oh my god did I love it! Awesome vibes, people, music, food and stalls. Absolutely in awe of the entire event. 11/10!"



"Great job, Coastal! It's been a tough few years. Thanks everything you do to keep the Festival alive and cooking."



"Keep the dream alive! Since I was 19, I've been chasing that energy and sharing the love of the amazing shows I've experienced."

**EARNED  
MEDIA  
MENTIONS**

**503**

**ADVERTISING  
EQUIVALENCY  
(MILLIONS)**

**\$2.5**

**MEDIA REACH  
(MILLIONS)**

**382**



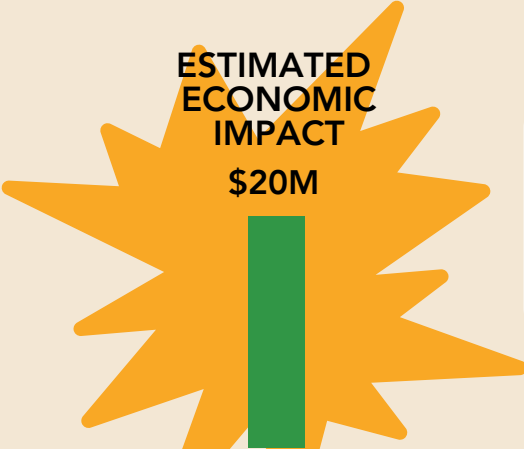
**TOTAL  
VOLUNTEERS**

**318**

**TOTAL  
VOLUNTEER  
HOURS**

**5877**

**ESTIMATED  
ECONOMIC  
IMPACT  
\$20M**



The Vancouver International Jazz Festival has been voted by Georgia Straight readers as Vancouver's Best Music Festival!

