

VirtualWineEvents.com

Launched May 1st, 2020

Featured nearly 10,000 events

Over 7300 unique visitors

Over 1,300 repeat visitors (**who have accepted cookies*)

Global audience with visitors from over 70 countries - Top US, UK, South Africa, Canada, Australia, India

Over 450 accounts created to submit events

Virtual Wine Events by Spitbucket.net

Virtual Tastings Webinars Social Events IG Live

Search... Search videos

My Account Log Out

Virtual Events for February 23, 2021

Events between 10AM - 10 PM Show All Events

Add Event

Select a date:

February 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13

Trending Events and Replays

Events Replays Bookmarks

- Sat, Feb 27, 2021 7:00 PM Wines of Spain - Virtual Wine Tasting
- Fri, Feb 26, 2021 7:30 PM Wines of Elgin, South Africa with Andrew Gunn of Iona
- Fri, Feb 26, 2021 7:00 PM New Zealand (ONLINE TASTING)
- Sat, Feb 27, 2021 8:00 PM Flashcard Wine Trivia for Wine Students
- Thu, Feb 25, 2021 3:00 PM Australian & New Zealand Chardonnay The cooling influence of the ocean
- Fri, Feb 26, 2021 6:30 PM Tour of Italy

★


Musar 2014 Release & Mystery Blind Vintage

Share on Facebook Share on Twitter

£12.50
1:00 PM GMT

Hosted by: blindfaith.online

BlindFaithWine blindfaithwine



A special tasting opportunity to mark the new 2014 vintage release from Chateau Musar

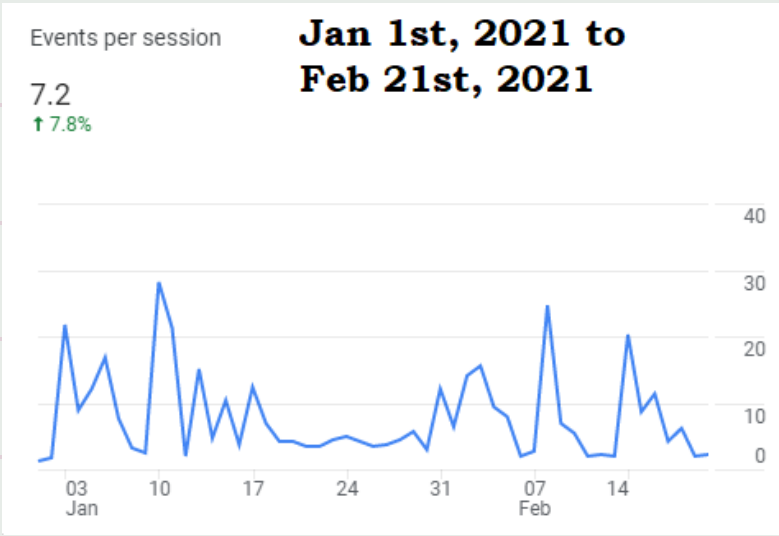
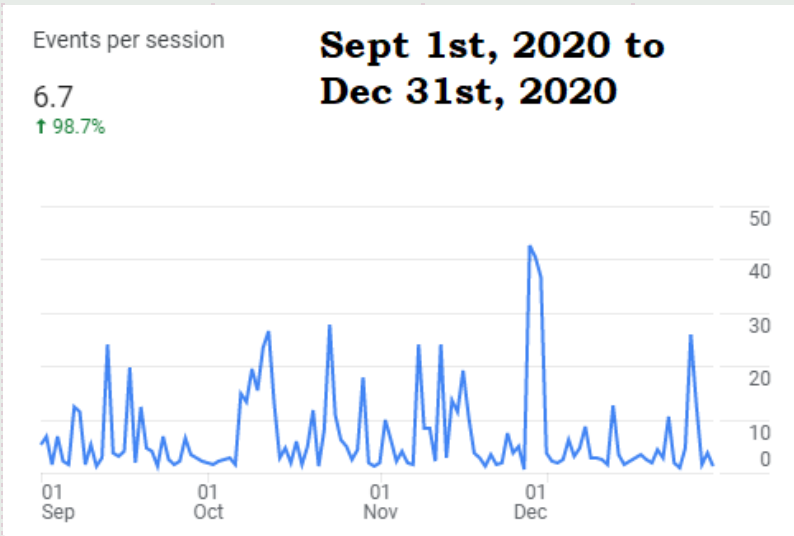
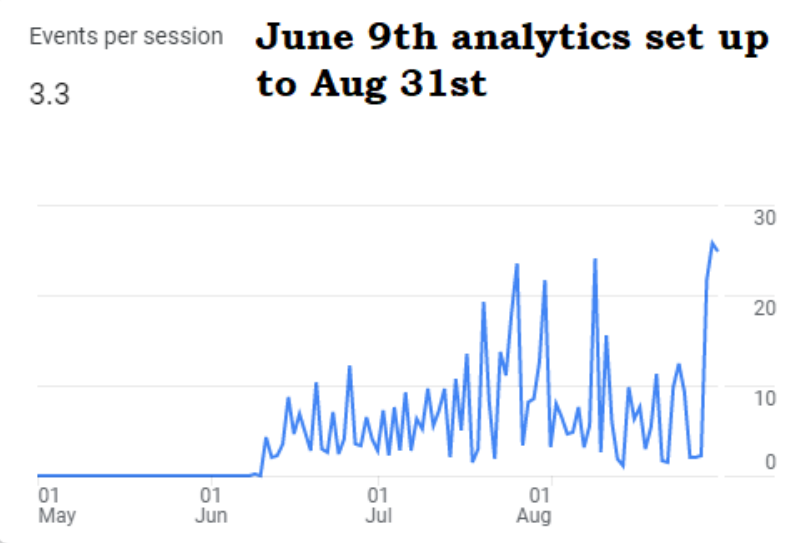
Purchase from blindfaith.online to receive a letterbox-sized pack containing

- One 68ml pouch of 2014 Chateau Musar
- One 68ml pouch of a mystery Musar vintage

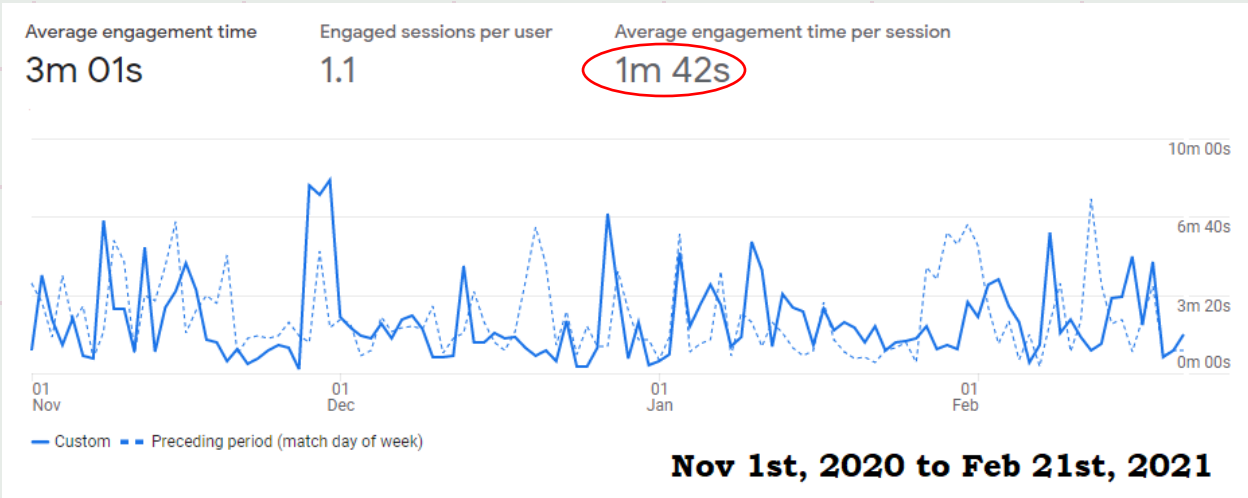
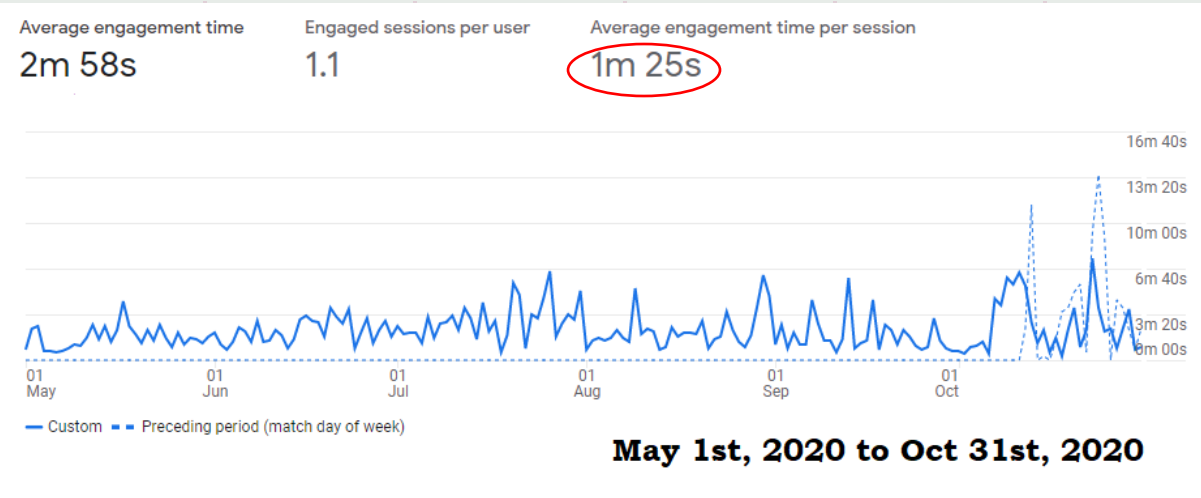
Packs will be shipped week commencing 22nd February. Taste in your own time. Each recipient will be asked to submit their guess for the mystery vintage.

must-register Add to your calendar

Key Insight #1 - Looking for a distraction vs Looking for an experience



The number of events that VWE users interact with (clicking on the event for more details, outbound clicks, calendar adds, etc.) has been steadily increasing. And they're spending more time on the site.



Key Insight #2 - When are people looking for events to attend?

Top 15 Calendar Day Clicked On		↓ Views	Views per user	Average engagement time
Virtual Wine Events: Events on July 31, 2020	Friday	590	16.857	4m 29s
Virtual Wine Events: Events on November 30, 2020	Monday	420	23.333	5m 18s
Virtual Wine Events: Events on January 10, 2021	Sunday	407	27.133	5m 29s
Virtual Wine Events: Events on November 28, 2020	Saturday	403	17.522	4m 17s
Virtual Wine Events: Events on August 31, 2020	Monday	376	22.118	5m 09s
Virtual Wine Events: Events on July 25, 2020	Saturday	351	15.955	3m 22s
Virtual Wine Events: Events on July 29, 2020	Wednesday	350	12.069	3m 31s
Virtual Wine Events: Events on August 30, 2020	Sunday	346	17.3	5m 08s
Virtual Wine Events: Events on February 8, 2021	Monday	340	10.625	2m 24s
Virtual Wine Events: Events on July 26, 2020	Sunday	305	15.25	3m 49s
Virtual Wine Events: Events on November 8, 2020	Sunday	304	20.267	5m 01s
Virtual Wine Events: Events on August 9, 2020	Sunday	303	15.947	3m 27s
Virtual Wine Events: Events on July 23, 2020	Thursday	300	9.091	3m 05s
Virtual Wine Events: Events on November 29, 2020	Sunday	298	24.833	6m 50s
Virtual Wine Events: Events on September 17, 2020	Thursday	295	12.826	3m 31s
Virtual Wine Events: Events on October 29, 2020	Thursday	294	13.364	4m 06s
Virtual Wine Events: Events on February 3, 2021	Wednesday	283	6.152	1m 36s

Breakdown of Top 100 most clicked on calendar days

M	T	W	Th	F	Sat	Sun
16	5	11	14	15	18	21

Takeaways

- Don't sleep on Sundays
- Wine Wednesdays aren't that great
Yet this is often the day with the most events!
- Tuesdays? Yikes.
- Monday good day for trade events
- Beware that Thurs & Friday may dip once things go "back to normal"

Traffic on VWE generally consistent with Monday, Thursday and Saturday slightly busier.

Key Insight #3 - What are people searching for?
















In the last 90 days we had 792 searches.

Top 10 most searched for terms on VWE

1. **South Africa**
2. **Viognier**
3. **WSET**
4. **Trivia**
5. **Semillon**
6. **MW**
7. **Tuscany**
8. **Alsace**
9. **Karen MacNeil**
10. **Chile**

Other notable terms

- Not once was "Cab" or "Cabernet" searched for.
- Chardonnay was the 391st most popular search with a single search for "Australian Chardonnay"
- Pinot noir was 39th most popular search
- Chocolate was the 80th most popular term
- Cheese was 123rd
- Food Pairing 340th
- Winemaker or Winemaker events not searched for

Result	Last 90 days - Results with clicks	Count
1  The Wines of South Africa with Boekenhoutskloof	Video - Event date: June 26th, 2020	16
2  WSET Level 2 Award in Wines		15
3  MEET THE ITALIAN WINEMAKER: VIRTUAL TASTING WITH MATTEO SEGA OF BARBACAN, VALTELLINA – with Rose Murray Brown M...		14
4  Palate Builder - Learn To Taste Like a Pro		13
5  67 Pall Mall Introductory Wine Series: The Grape Race (Part 3 – Syrah/Shiraz)	Feb 6th, 2021 but Video now too	13
6  Palate Builder - Learn To Taste Like a Pro		13
7  Online: Italian Wine Scholar - Unit 2		11
8  Flashcard Wine Trivia for Wine Students		11
9  The oldest of the New World, South Africa with Ronan Sayburn MS	Video - Event date: May 13th, 2020	11
10  South Africa with Master of Wine Tim Atkin	Video - Event date: October 28th, 2020	10
11  Growing Cabernet in South Africa's best known wine region with Cathy Van Zyl MW and Moshe Cohen	Video - June 18th, 2020	10
12  Austria Wine Class		10
13  Wines of Elgin, South Africa with Andrew Gunn of Iona		10
14  South African Virtual Wine Tasting with Bruce Jack		10
15  Flashcard Wine Trivia for Wine Students		10

Out of the 10,000 events featured, nearly a 1000 have been Winemaker events, over 400 Wine & Cheese Pairing and over 100 Chocolate pairing (Valentine's Day).

Parting Thoughts

- Virtual Tastings will never mimic in-person events. They need to be thought of and treated as their own unique experiences.
- This is a competition for eyeballs and attention. Think of your event like you think of your wine label competing in the “wall of wine” at a shop.
You don't want to do the same thing that everyone else is doing!
- Sell local but ***THINK GLOBAL***. The branding potential and reach is immense. Remember – eventually travel and wine tourism will return. Plant those seeds now!
- This is valuable content you're creating. Use it!
Clips on social media, product pages on your website, customer testimonials, etc.



Sat, Feb 6, 2021 2:00 AM GMT + 12 more events

Atlas Obscura: Dino 101

Starts at \$7.00



Fri, Feb 5, 2021 10:30 PM GMT + 11 more events

Atlas Obscura: Accidental Discoveries

Starts at \$10.00



Sales Ended

Thu, Jan 7, 2021 11:00 PM GMT

A Lockpicking Practicum With Schuyler Towne

Starts at \$265.00

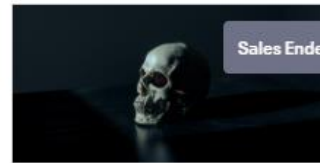


Sales Ended

Sun, Jan 10, 2021 6:00 PM GMT

Cartooning Character With Zawadi Noël

Starts at \$240.00



Sales Ended

Sun, Jan 10, 2021 10:00 PM GMT

The Art of Death With Tessa Fontaine

Starts at \$245.00



Sales Ended

Thu, Jan 14, 2021 12:00 AM GMT

How to Make a Murder: Writing Your Own Murder Mystery Party With Abi Inman

Starts at \$90.00



Sales Ended

Tue, Jan 19, 2021 10:30 PM GMT

New Year, Ancient Foods With Lori McCarthy and Felicity Roberts

Need inspiration? Check out Atlas Obscura Eventbrite listing of virtual events