



# 2019 DEVOUR! THE FOOD FILM FESTIVAL

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Economic Impact Assessment

December 2019

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### Contact

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# Summary: Devour!

The 9<sup>th</sup> Devour! Food Film festival featured ran from October 22-27, 2019 and featured more than 80 films along with numerous special events including street parties and celebrity chef dinners. In total, Devour! attracted a record 14,400 attendees over the six days of programming in Wolfville.

The combined spending of out of town attendees in combination with the expenditures made by the organizers in hosting the 2019 Devour! Food Film Festival totaled \$1.3 million, supporting \$1.9 million in economic activity in Nova Scotia with \$1.6 million in economic activity taking place in Wolfville. These expenditures supported \$688,000 in wages and salaries in the province through the support of 16 jobs, of which 13 jobs and \$500,000 in wages and salaries were supported in Wolfville. The total net economic activity (GDP) generated by the event was \$1.2 for Canada as a whole; \$1.1 million for Nova Scotia and \$686,000 for Wolfville.

Considerable tax revenues were also produced by the 2019 Devour! Food Film Festival, totaling \$348,000. The event supported federal government tax revenues of \$133,000 with an additional \$172,000 in taxes accruing to the Province of Nova Scotia. Moreover, \$24,200 in municipal taxes were supported in communities throughout Nova Scotia, of which \$13,900 was in Wolfville.

## 2019 Devour! Festival – by the Numbers

**14,460** attendance

**4,020** individuals

**1,640** visitors from outside  
Wolfville

**\$646,000** in visitor spending  
directly attributable to  
Devour!

**13** Wolfville jobs supported by  
the Devour!

**\$1.0 million** boost to  
provincial GDP

**\$1.9 million** in economic  
activity supported in Nova  
Scotia

**\$348,000** in taxes  
supported across Canada



# Methodology

The visitor statistics used in this study were derived from two surveys, an on-site survey that was given during Devour! and an online survey sent post event. The online survey was open for two weeks and featured a small incentive to encourage participation. The two surveys were nearly identical, thus allowing the records to be combined for use in the analysis. There was a total of 224 responses<sup>1</sup> representing 617 people asked a variety of questions including: the origin of Devour! attendees, the composition of their party, the number of events / films they were attending and some questions about their experience at the event. Out of town respondents to the survey also asked their expenditures while in Wolfville.

## Visitor Origin & Attendance

The origin and number of spectators was calculated using the survey results along with the total attendance counts provided by Devour! Organizers. A total of 14,463 people attended the 2019 Devour! Films and events. The total attendance figure was separated into the 5 different attendee origin categories which were then divided by the average number of events attended per person to calculate the total number of individuals who came to Devour!

The results show that a total of 4,020 individuals attended Devour! of which 1,638 people were out of town visitors, including 1,130 visitors who stayed overnight in Wolfville.

## Event Attendance

	Origin (%)	Attendance	Films & Events per person	Individuals
Wolfville & Region (under 40km)	53%	7,619	3.2	2,382
HRM	21%	3,035	3.3	926
Other Nova Scotia	10%	1,420	4.2	339
Other Canada	12%	1,743	6.0	291
International	4%	646	7.9	82
<b>Total</b>	<b>100%</b>	<b>14,463</b>	<b>3.6</b>	<b>4,020</b>
<i>Visitors</i>	<i>47%</i>	<i>6,844</i>	<i>4.2</i>	<i>1,638</i>

<sup>1</sup> The total of 224 responses to the survey representing 617 people out of a total of 4,020 individuals gives a statistically valid confidence interval of +/- 3.6%, 19 times in 20 for responses representing all spectators. .

# Attendee Information

## Respondent Age

	Local	Visitors	Overall
18 and under	0%	0%	0%
19-24	0%	1%	0%
25-34	8%	8%	8%
35-44	11%	9%	10%
45-54	25%	34%	29%
55-64	36%	35%	35%
65 and over	20%	14%	18%

## 2018 Household Income

	Local	Visitor	Total
Under \$25k	0%	3%	1%
\$25k to \$50k	12%	7%	10%
\$50k-\$100k	27%	30%	28%
\$100k to \$150k	22%	22%	22%
Over \$150k	19%	27%	23%
Decline to answer	19%	12%	16%

# Information Sources

Attending previously and word of mouth were the most common ways in which respondents reported hearing about Devour! Social media and the Devour! website were also important.

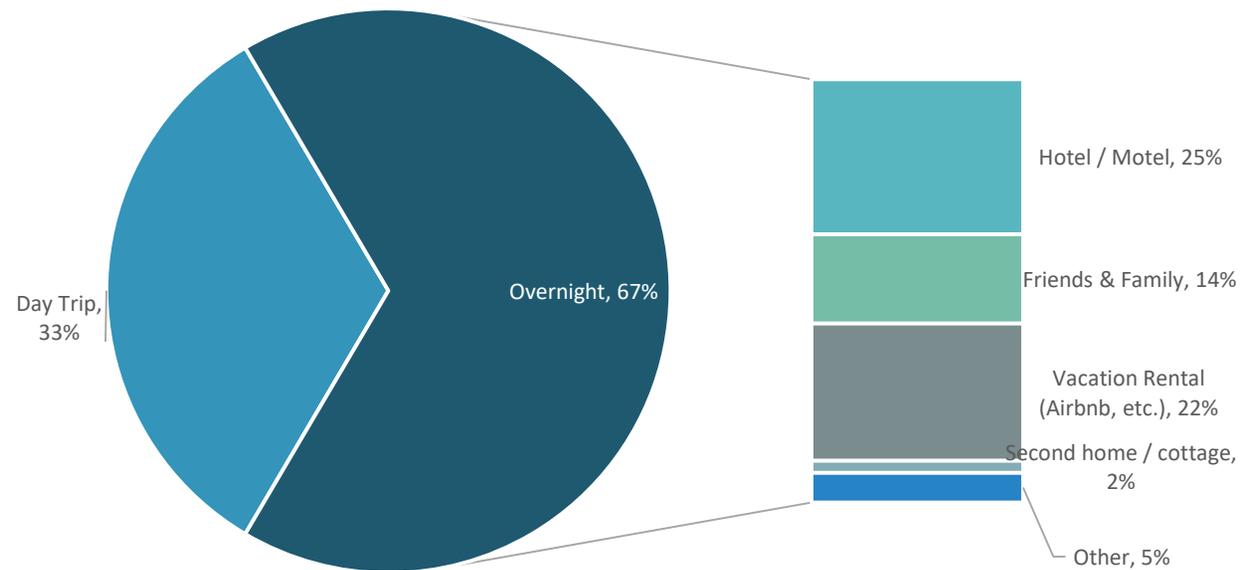
	Local	Visitors	Total
Attended previously	49%	47%	48%
Friends / Family	43%	46%	45%
Devour! social media	32%	28%	30%
Devour! website	34%	22%	28%
News Media (i.e. CBC)	9%	8%	9%
TV ads	3%	6%	4%
Radio ads	6%	1%	4%
Out of home / venue ads	5%	1%	3%
Cinplex	0%	3%	1%
Don't recall seeing any ads	1%	1%	1%



# Accommodation Use

Among out of town visitors attending Devour!, one-third made day trips to Wolfville. For overnight visitors, the most common form of accommodation used was hotels & motels, followed closely by vacation rentals (i.e. AirBnB) and staying with friends and family. The proportion of respondents staying in AirBnB is relatively high as compared to other studies conducted by the consultant in Nova Scotia.

Accommodation Use



# Visitor Spending – Per Person

Out of town visitors were asked about their spending while in Wolfville. For the purposes of this study, visitors were divided into five categories: sameday visitors and overnight visitors from HRM, other parts of Nova Scotia, other Canada and International. The survey found that the average sameday traveller spent \$94 per person in Wolfville, rising to \$529 per person for the average overnight visitor

Spending Per Person	Sameday	HRM Overnight	Other NS Overnight	Other Canada Overnight	International Overnight	Average
<i>Party Size</i>	2.3	3.0	2.2	3.4	2.8	2.7
<i>Nights</i>	<i>n/a</i>	2.9	2.4	4.4	4.3	3.4
On-site Vendors	\$29.70	\$52.76	\$93.68	\$96.84	\$65.76	\$60.58
Accommodation	\$0.00	\$126.72	\$280.97	\$156.46	\$165.28	\$119.12
Restaurants & Bars	\$15.78	\$71.09	\$95.60	\$127.00	\$111.46	\$69.78
Grocery & Other Food & Beverages	\$9.01	\$40.42	\$44.86	\$39.88	\$53.13	\$31.92
Recreation & Entertainment	\$22.12	\$41.25	\$29.54	\$82.75	\$226.82	\$50.12
Shopping	\$1.84	\$0.00	\$1.63	\$2.08	\$17.71	\$2.09
Transportation in Wolfville	\$4.04	\$13.09	\$13.99	\$28.80	\$69.27	\$16.03
Transportation to Wolfville	\$12.04	\$17.42	\$19.77	\$135.08	\$174.35	\$44.88
<b>Total</b>	<b>\$94.53</b>	<b>\$362.75</b>	<b>\$580.03</b>	<b>\$668.91</b>	<b>\$883.77</b>	<b>\$394.53</b>

# Visitor Spending – Aggregate

Combining the attendance figures with the spending per person shows that out of town visitors spent a total of \$646,000 in Wolfville during their trips that included the 2019 Devour! Festival. Typically the visitor spending is scaled by the relative importance of the event in the decision to travel, however the reported importance of Devour was over 95%, thus all spending was attributed directly to the event.

<b>Aggregate Spending</b>	<b>Sameday</b>	<b>HRM Overnight</b>	<b>Other NS Overnight</b>	<b>Other Canada Overnight</b>	<b>International Overnight</b>	<b>Total</b>
<i>Visitors</i>	508	497	260	291	82	1,638
On-site Vendors	\$15,086	\$26,223	\$24,357	\$28,180	\$5,392	\$99,238
Accommodation	\$0	\$62,982	\$73,053	\$45,531	\$13,553	\$195,118
Restaurants & Bars	\$8,015	\$35,330	\$24,856	\$36,958	\$9,140	\$114,298
Grocery & Other Food & Beverages	\$4,579	\$20,087	\$11,662	\$11,606	\$4,356	\$52,290
Recreation & Entertainment	\$11,239	\$20,501	\$7,681	\$24,081	\$18,599	\$82,101
Shopping	\$936	\$0	\$424	\$606	\$1,452	\$3,418
Transportation in Wolfville	\$2,051	\$6,506	\$3,637	\$8,382	\$5,680	\$26,255
Transportation to Wolfville	\$6,115	\$8,657	\$5,139	\$39,308	\$14,297	\$73,516
<b>Total</b>	<b>\$48,020</b>	<b>\$180,285</b>	<b>\$150,808</b>	<b>\$194,652</b>	<b>\$72,469</b>	<b>\$646,235</b>

# Operational Expenditures

The organizers of the Devour! Food Film Festival invested significantly to present a high caliber event in Wolfville. Expenses included investment in the film festival, along with other expenses including rentals, production, food, advertising and other costs. These expenditures were included as part of this economic impact assessment.

The Devour! Food Film Festival was also supported by many volunteers who donated hundreds of hours which directly contributed to the success of the event.

The Devour! Food Film festival hosts a number of satellite events, with 2019 seeing 19 events in Nova Scotia, across Canada and around the world including the United States, The Bahamas, Germany, and Portugal. The 2019 satellite events had a total attendance of 3,777 people. Please note that the economic impact of the satellite events have NOT been included as part of this study.



## Economic Impact Results



The combined spending of out of town attendees in combination with the expenditures made by the organizers in hosting the 2019 Devour! Food Film Festival totaled \$1.3 million, supporting \$1.9 million in economic activity in Nova Scotia with \$1.6 million in economic activity taking place in Wolfville. These expenditures supported \$688,000 in wages and salaries in the province through the support of 16 jobs, of which 13 jobs and \$500,000 in wages and salaries were supported in Wolfville.<sup>1</sup> The total net economic activity (GDP) generated by the event was \$1.2 for Canada as a whole; \$1.1 million for Nova Scotia and \$686,000 for Wolfville.

Considerable tax revenues were also produced by the 2019 Devour! Food Film Festival, totaling \$348,000. The event supported federal government tax revenues of \$133,000 with an additional \$172,000 in taxes accruing to the Province of Nova Scotia. Moreover, \$24,200 in municipal taxes were supported in communities throughout Nova Scotia, of which \$13,900 was in Wolfville.

	Wolfville	Nova Scotia	Canada
Initial Expenditure	\$1,329,585	\$1,329,585	\$1,329,585
GDP	\$685,762	\$1,050,243	\$1,194,711
Wages & Salaries	\$500,089	\$688,042	\$767,534
Employment	13.4	16.4	17.5
Industry Output	\$1,588,285	\$1,943,842	\$2,246,841
Total Taxes	\$231,546	\$316,089	\$347,974
Federal	\$87,602	\$119,777	\$133,155
Provincial	\$130,039	\$172,147	\$186,888
Municipal	\$13,905	\$24,166	\$27,931

<sup>1</sup> Jobs reported in this study refer to the number of jobs, vs. full time equivalent (i.e.: two people working half time in a job that typically features half time employment would represent two jobs or one FTE). Additionally, the direct employment effects are generally extra shifts or overtime for existing workers rather than new employment.

# Detailed Economic Impact Results

	Wolville	Nova Scotia	Canada
Initial Expenditure	\$1,329,585	\$1,329,585	\$1,329,585
<b>Gross Domestic Product</b>			
Direct Impact	\$397,522	\$445,269	\$445,269
Indirect Impact	\$225,035	\$417,915	\$497,617
Induced Impact	\$63,204	\$187,059	\$251,826
<b>Total Impact</b>	<b>\$685,762</b>	<b>\$1,050,243</b>	<b>\$1,194,711</b>
<b>Industry Output</b>			
Direct & Indirect	\$1,486,971	\$1,643,989	\$1,823,085
Induced Impact	\$101,314	\$299,852	\$423,756
<b>Total Impact</b>	<b>\$1,588,285</b>	<b>\$1,943,842</b>	<b>\$2,246,841</b>
<b>Wages &amp; Salaries</b>			
Direct Impact	\$317,592	\$344,553	\$344,553
Indirect Impact	\$151,427	\$265,072	\$310,447
Induced Impact	\$31,070	\$78,417	\$112,534
<b>Total Impact</b>	<b>\$500,089</b>	<b>\$688,042</b>	<b>\$767,534</b>
<b>Employment (Full-year jobs)</b>			
Direct Impact	9.1	9.6	9.6
Indirect Impact	3.5	5.4	6.1
Induced Impact	0.8	1.4	1.9
<b>Total Impact</b>	<b>13.4</b>	<b>16.4</b>	<b>17.5</b>
<b>Taxes (Total)</b>			
Federal	\$87,602	\$119,777	\$133,155
Provincial	\$130,039	\$172,147	\$186,888
Municipal	\$13,905	\$24,166	\$27,931
<b>Total</b>	<b>\$231,546</b>	<b>\$316,089</b>	<b>\$347,974</b>

## Economic Impact Results – Tourism Spending from Outside Nova Scotia

From the perspective of the Government of Nova Scotia, the ultimate objective of hosting a festival or event is to attract visitors from outside the province, thereby increasing the amount of ‘new’ money spent in Nova Scotia. This table illustrates the economic impact associated with out of province visitors plus the full amount of the operational spending.

As a final set of data points that would be of interest to the Province of Nova Scotia, the survey found that 67% of out of province visitors were travelling to Wolfville only on their trip that included Devour!. In addition, the survey found that 16% of Devour! attendees were first time visitors to the province.

	Wolfville	Nova Scotia	Canada
Initial Expenditure	\$923,511	\$923,511	\$923,511
GDP	\$498,965	\$766,795	\$821,274
Wages & Salaries	\$372,486	\$511,199	\$540,969
Employment	10.0	12.2	12.7
Industry Output	\$1,094,903	\$1,334,715	\$1,448,189
Total Taxes	\$135,194	\$197,727	\$209,664
Federal	\$52,430	\$76,389	\$81,376
Provincial	\$73,817	\$104,721	\$110,241
Municipal	\$8,947	\$16,617	\$18,047

# Detailed Economic Impact Results

## - Tourism Spending Outside Nova Scotia

	Wolville	Nova Scotia	Canada
Initial Expenditure	\$923,511	\$923,511	\$923,511
<b>Gross Domestic Product</b>			
Direct Impact	\$277,190	\$296,333	\$296,333
Indirect Impact	\$177,711	\$339,691	\$369,859
Induced Impact	\$44,064	\$130,772	\$155,082
<b>Total Impact</b>	<b>\$498,965</b>	<b>\$766,795</b>	<b>\$821,274</b>
<b>Industry Output</b>			
Direct & Indirect	\$1,024,269	\$1,125,092	\$1,192,050
Induced Impact	\$70,634	\$209,622	\$256,139
<b>Total Impact</b>	<b>\$1,094,903</b>	<b>\$1,334,715</b>	<b>\$1,448,189</b>
<b>Wages &amp; Salaries</b>			
Direct Impact	\$228,019	\$238,897	\$238,897
Indirect Impact	\$122,822	\$217,483	\$234,445
Induced Impact	\$21,645	\$54,820	\$67,628
<b>Total Impact</b>	<b>\$372,486</b>	<b>\$511,199</b>	<b>\$540,969</b>
<b>Employment (Full-year jobs)</b>			
Direct Impact	6.5	6.7	6.7
Indirect Impact	2.9	4.5	4.7
Induced Impact	0.6	1.0	1.2
<b>Total Impact</b>	<b>10.0</b>	<b>12.2</b>	<b>12.7</b>
<b>Taxes (Total)</b>			
Federal	\$52,430	\$76,389	\$81,376
Provincial	\$73,817	\$104,721	\$110,241
Municipal	\$8,947	\$16,617	\$18,047
<b>Total</b>	<b>\$135,194</b>	<b>\$197,727</b>	<b>\$209,664</b>

# Open Ended Comments – What did you like most about Devour! Page 1

I enjoyed the theme and the films for this year's Devour Festival.

Great band choices. Liked the main building for events. I like that you are expanding into other communities. Lots of options for everyone. Lots of volunteers to help. Very warm and friendly people who run the event.

There were many interesting events. I only attended one-Wednesday gala opening. Very well done, I liked the variety of wines & food. Just poor timing for me to attend more events.

Meeting Leanne Bishop

The Films and the workshops

It's too hard to choose just one thing. Devour is an excellent event.

We want to support this event.

Participation with friends and a special 'Big Night' for clients

The Seafood Smackdown...yummy!

I only attended the Chef and Shorts gala. Phenomenal!

So many interesting movies and food ideas. Italy was the perfect theme.

Very much enjoyed Sip and Savour. Well organized for the large group of attendees. We enjoyed meeting folks who traveled from outside the country to attend Devour.

films, chower tasting, food trucks, outdoor chicken dinner, ending film- food tasting works  
socialness  
Opening gala

Huge variety of people and events. Having more than North Americans was also important.

The films during the event, a bit dark but very entertaining.

The atmosphere and the opportunity to try some good food and drink and to learn

"Up close" local down home feeling combined with worldly experience that is unmatched in any other entertainment venue worldwide

The food! The volunteers! The new HQ!

The films and the gala were excellent. I very much appreciated bringing in the youth through the cooking classes.

Films

The festive enviroment and coming together of talented, creative people.

The food and awesome app

The Dinners

The films were wonderful and the gala was a delight.

The food and drinks! And the support it gives our local community.

The food was incredible

The atmosphere it brought to the town. The out of towners we all very pleasant.

# Open Ended Comments – What did you like most about Devour! Page 2

I enjoyed both of the events I attended.  
Love the variety of workshops and films. So excited about Devour every year!  
The Kentville Sip and Savour is perfect for us.

the films. I saw 3 extraordinary documentaries: Maxima, Ghost Fleet and Honeyland. Plus some great shorts. Thank you so much!  
I loved the films and workshops, which were most interesting and informative. I was so pleased that there was an opportunity to chat informally with the celebrity chefs on many occasions. I was also very impressed with the organization of the fest. Hats off to the organizers and volunteers.  
Films; and also food from local vendors.  
The strong showing of people on the streets and in the bars  
The Thursday night dinner was fabulous! Great atmosphere, great friends and best of all great food and wine!  
The social buzz  
Variety!  
Range of events  
Informative, entertaining, fun, great workshops, riveting films, helpful and plentiful volunteers, great venues.  
Great Food and really informative workshops  
The Opening Gala  
A great opportunity to experience the best of food, wine and entertainment from our region and especially the Italian theme options this year. Loved the buzz about town & the HQ was a great venue too!  
the tastings!  
The food and pairings  
opportunity to see Lidia at the "Big Night" event and to meet her at the book signing  
gala  
Thank you for sharing your event with your neighbors... Windsor  
WIDE RANGE OF EVENTS  
The Biggest Little Farm was a very well made movie.  
Venue, Dancing, music  
Loved the two films we saw this year. Both stunning.  
The food this year was amazing. Plus all of the fabulous vendors, breweries, cideries and wineries. Having Joe Pantalano in town was a special treat.  
Sip & Savour events  
The constant upbeat tempo of staff, invited participants and guests  
Small town with a Big Experience  
Festive atmosphere. Great food and drinks. Opportunity to hear chefs speak about their cooking techniques and offer tips. Brings Wolfville alive!  
The variety of events was excellent. The chance to meet people was also great.  
The wide variety of events and the amazing organization. Our best part was billeting a lovely couple who we had an awesomely me week with.  
Great food, great presentation, great value

# Open Ended Comments – What did you like most about Devour! Page 3

That Windsor was included as a pre-festival event.

Love the opening Gala

An experience that I have looked forward to attending for years  
This was on a bucket list and I plan to attend every year!

The movies, the food and the workshops

Chef demonstrations

The even we attended was informative, the chef was excellent and we learned some cooking technique tips.

The films were awesome and the food was delicious guest speaker very entertaining!

I only went to the one event and really enjoyed it. I hope to take in more events next year.

Food demonstrations with celebrity chef

The excellence of the short films and workshop.

The set up was wonderful, I didn't know what to expect and was completely surprised.

The food and the stories behind the food

Great opportunity to enjoy the company of others with great food and drink in lovely Wolfville.

Variety of events, movies and the after party, FIRST CLASS!

I am a sustainability manager- therefore I loved the events/workshops focused on food waste.

Celebrity chefs in our home town

Comraderie and learning cooking techniques/recipes

Chance to see and try food from some of Nova Scotias best chefs

The variety of food

The Gala was amazing and a great intro to the Devour crowd.

The Celebrity Dinner on Thursday was managed beautifully, and the Chefs and their teams did an amazing job. That was the highlight for me.

The warm friendly atmosphere

The variety of workshops and films. Something for everyone.

Great social event at the Gala but I do not want to leave it early to attend the film. Perhaps start the film later.

Cooking session with Alida Solomon on Saturday afternoon

The Saturday evening dinner at Lightfoot and Wolfville! And interacting with chefs and organizers!

The workshops, meeting new people, conversations with like minded people re food, community, sustainability....

The people. Interesting, approachable, and passionate.

The atmosphere, the movies, the food, the drink!

I like the idea of a food and film festival. A coming together of people from different places because we all love food and film!

Love the small town feel and all the docs

Rubbing elbows with the genius guests (and your staff/volunteers)

# Open Ended Comments – What did you like most about Devour! Page 4

The food and always love the films...very well organized

The atmosphere

the lunches and the 10 am screenings

Meeting people from around the world and getting inspired by creative cooking techniques.

The Bubbles Bus

I loved the workshops. I also enjoyed all the great food offerings around town.

Enjoyed a very good film.

Danny Smiles workshop

First year I attended films which I enjoyed. Always love the workshops.

Sunday awards brunch

The food

Loved the atmosphere, the focus on East Coast cuisine, drink, and restaurants. The q and a at From the Vine. The caliber of films and food.

We loved the Chowder Smackdown, Church Brewery events, the biking, Farmers Market events and the excitement of opportunity to attend other outdoor activities. The app was also very helpful. We would definitely like to return, stay longer and attend more events.

I really liked the opportunity to see Lidia Bastianich and hear her speak with regards to her choice of the film and the work she does to promote female chefs The food and the wine was excellent at the opening Gala Event. It inspired me!

I like that there is a variety of events and films, that will appeal to many different tastes, creating an event to appeals to a lot of people. The buzz in the town of Wolfville, during the week is electric, and even has locals exited about the things they are getting to experience. I have met so many new people during the festival over the years, it's an opportunity for people to have once in a lifetime experiences, make new friends, and make new connections, be it in the food industry, social media, marketing, etc.

We always enjoy being a part of this gathering of people from all over who enjoy food and film. We also appreciate the opportunity to view films we might not ordinarily be exposed to and the awareness created by these films.

The food and friendly, sociable atmosphere

A lot. Thought the organization was fantastic. Loved the meals we attended. The variety was great and the other guests were a lot of fun

I enjoy seeing how Devour! grows each year and appreciate the variety of events and the richness of the experience. Workshops are a favourite for me. Although the workshops vary in quality, there are always enough that work well.

Workshops and evening dinners

Food

Friendly, accessible, everything was pretty easy to get to and close. The app made things super easy to plan

Very much enjoyed the pizza workshop and chowder smack down

Range of events

It created nice energy around town during the week.

Food, wine, guest Chefs, farmers market.

The chefs and their varied approaches to ingredients.

Unlike any event I've been to before!

Wolfville, the food, the chefs, the wine, the films, our hosts!

# Open Ended Comments – What can we improve for next year? Page 1

Encouraging younger people to attend the films

I go to a lot of the main events. But their is alot if smaller events that I don't seem to know about.

Don't overlap movies with events. Instead of a 15 minute overlap, make a 15 minute gap.

PLEASE be greener! We are a town devoted to sustainability and though the food venues and workshops used compostable cutlery etc.

There was still a ton of mixed garbage and waste that was not sorted properly. That was hard to see.

I have no suggestions

You do that each year. It gets better every year.

the cost of events more affordable for those less fortunate

No changes from my perspective.

Nothing I can think of.

Provide "Day of Devour" packages. Make the event schedule friendly for easy for day long planning.

control kitchen party attendance, could not get in,

workshop with Italian chef on meats and cheeses, too much talk, no preparation of food, more samples and variety

Have the pop up cocktail party at the farmers market again. It's a much better venue for a dance. Chairs, tables for when you want to sit and an area where you could talk to people without shouting too much.

Clearly offer events that are labelled or cater to various dietary needs, especially gluten free for celiac people. Chefs should be able to respond to these requirements. It is hard to select an event where you ultimately cannot eat most of the food.

We went to Kelly and Renee; while Renee was amusing, she did not make anything but rather told us the recipe and methodology. Kelly was great, Renee a bust.

We went to Stella Shi who was awesome and completely gluten free! Loved that workshop. Great dialogue and gracious host.

I understand the need for groupings in order to facilitate the flow/tours however I would suggest more diversity in the food offerings for each room rather than starting in a primarily dessert room. I would also recommend having the screens on pedestals.

More honest descriptions of each of the events in the schedule;

Ensure adequate and accessible space - we were unable to attend the kitchen party as it was standing room only and i was on crutches and unable to navigate the overcrowded space even though we went 20minutes early - this then set the tone to avoid any of the large gatherings;

Ensure the venues are ready on time and have adequate facilities. This was the most disappointing event for us. It sounded as though we were going to learn about Italian wines rather than learn about tasting wine. L&W was poorly set up for Italian wine and cheese tasting - watched them set up for 20 minutes into the session time, there were no tables on which to sit your glass and cheese plate. The event was overpriced given the value of the 5 course 5 bourbon tasting luncheon at \$85 vs. 4 sips of wine and 4 cheese tasting for \$65.

The bourbon lunch with Dennis Johnston was fabulous and delicious.

The foraging event should perhaps be held a few times or have two different foraging events with different guides as they are very popular and hard to get tickets.

Offer bus transportation from HRM in combination with tickets to Devour Events as well as accommodation packages.

The entry line ups were a bit confusing (VIP v bracelet v ticket holder) but not a big deal.

We enjoyed every moment.

Make it more affordable.

- Scale the dinners to be within reach of everyday folks who really want to expand their eating horizons.

- Publish the program sooner.

- Arrange more down-to-earth locally orientated farm to table cooking demonstrations (with tastings!).

make it clear bracelets don't guarantee entrance to films. Get a better sound system for HQ band

Have a shopping area to buy unique culinary products from local and country/theme of event

I was sad to see the delicious snacks had been replaced by big box store sugary birthday cakes and nothing. Even just fresh local popcorn would have been nice, it was a highlight of previous years. Perhaps I attended the wrong films. As well the food trucks were a disappointment, luckily the tap roots farms, the community pizza oven and the chicken dinner more than made up for that. There are better trucks out there!

Even more events!

Better explanations on what the events consist of. Some of the more expensive events (whiskey luncheon) didn't have enough of a description for myself to justify going. After the fact, some of the other event I would have attended.

# Open Ended Comments – What can we improve for next year? Page 2

Let us know when tickets go up for sale. This is the second year in a row that I was unable to get tickets to Whiskey Lassie's event. She is a good friend of mine and she couldn't even get me a ticket. I never heard or saw one ad about tickets going on sale. I just happened to look it up on the Devour website and to my surprise not only had they tickets been on sale, many of the events were already sold out.

I know the events are online; however, I find the printed brochure so helpful. I read it cover to cover and would love to have it in my hand earlier, if possible.

Encourage another craft brewer and winery to participate at Kentville Sip and Savour.

We'd participate in any plant-based or vegetarian forward events. Some amazing chefs out there. For one, Fran Costigan, author of Vegan Chocolate Desserts is a brilliant pastry chef and teacher. She gives workshops all over the place and heads the "Plant Based Desserts) program for Rouxbe.com. Excellent programs. Vancouver based.

I have no suggestions. The organizers did an amazing job!

More food and films!

Cheaper tickets

It was all OK for us this year!

More reasonable food prices

I see vast improvement every year in managing & maintaining flow during busy events- continued attention to that efficiency. The event coordinators do a really amazing job.

More tables and cooler temperatures at chowder tasting.

No real suggestions as Devour is on the right track! Speak to town about parking tickets.

Have each person helping the chefs wash their hands before handling food. In some cases you'll have to have a pan of water and paper towels nearby when there is no running water at the demo location. Many other participants / guests mentioned this too.

I'd like to have seen more movies but there was so much to do.

More hands on approach during youth cooking classes. My kids' feedback was there was a lot of watching. Rather than making one large meal as a group perhaps many individual meals could work? Makes the experience not only more enjoyable for the kids but also a more meaningful take away for them.

bigger, better, more cowbell!

I liked having different events in different areas..

a less crowded location for the Chowder Smackdown - although this year's location was better than the Lions Club Hall

Limit the number of people attending some events.

Maybe share a film day to Windsor too?

more space for the chowder smackdown. Possibly use the entrance

More local musical acts.

I would have attended more food events but there were very expensive

Think that some of the volunteer partner organizations needed more planning support for their events.

More vegetarian &/vegan options.

Just keep incorporating more local participants and features

# Open Ended Comments – What can we improve for next year? Page 3

Multiple points or purchase/pick up

I'd like handouts after the cooking demonstrations and workshops. It is too hard to take notes and if we are to take our new knowledge and put it to good use, handouts are essential.

Continue on it seems to be working.

Better? It was great!

Larger opening Gala Venue, Find an alternative to Wooden forks for samples

More of the same

The ability to choose between food and film package registrations, or a lower price for multiple events.

Found that some of the events overlapped, so we were unable to book more than one afternoon event on Saturday.

Food was a little slow and cold by the time it came out at Gala

Took part in the gleaning workshop on Thursday Oct. 24, with description saying it would include lunch from the produce gleaned. It happened that lunch was not included and feel workshop was misrepresented and not worth the money's paid.

Had I known lunch was not included would not have participated in workshop.

I don't know if you can...what I attended was well thought out and amazing.

It'll be difficult but you never cease to be challenged providing amazing results

Invite Iggy Pop

Highlights on street map where Bus picks up for various tours and Awards brunch location etc.

When you advertise a book signing and there is limit TELL US UP FRONT ARRGH!!!

More family friendly food events

Parking at Fountain Commons is very bad and the crowd at the beginning of the Gala was a little overwhelming.

The venue was very crowded

I'm going to go to more next year but I'm sure it's better year after year.

I'm not sure, this was my first time attending and I enjoyed the events I was able to attend. Perhaps a bit more seating at the Wednesday opening event.

More like vegetarian options at the Opening Gala.

More food trucks at the rally, more hands on events - disappointed with the youth cooking experience, very young kids and no hands on.

More transportation.

The incorporation of the Millbrook Aboriginal drummers at the Gala felt very clunky. First, the MC called them by the wrong band, and there was no real clear explanation tying them or the ceremony into the specific event. People were still very much chatting and getting food at stations etc so it didn't feel like the right atmosphere to honour their offering appropriately. I think it was a good effort but the container would need to be different or audience prepped in some way (at least a respectful silence) for it to really land. As it was it felt more like "entertainment" than sacred.

hop on hop off shuttle

# Open Ended Comments – What can we improve for next year? Page 4

I think the prices are fairly steep but then again, I thought that the whiskey lassie event was worth every cent. I do not know enough to have an opinion of note.

I was disappointed that I could not find out the winner of the chowder smackdown on line. Lots of stuff comes up but it is from other years. In the same vein, I spent about 30 minutes trying to get tickets for an event that took place in 2016. The ticket pro people can be challenging as some are challenged, with the greatest respect.

More food samples at screenings

It was really great. Maybe spacing out workshops so there is less overlap if possible.

Was quite pleased with it

You're doing great. :) Can't wait for the 10 year milestone!

Al Whittle theatre is VERY hot and stuffy. At least the night I was there.

The earlier we know about the featured chef and the schedule, the better we can plan our trip, especially accommodations, which must be booked far ahead of when we can book tickets for the events.

No suggestions as it was my first time being in Wolfville for the event. I intend to take in more next year.

More food trucks.

Not so many egg dishes at awards brunch!

Keep back a small number of tickets for last minute film goers.

Offer more outdoor events and try to stagger times. I loved that you offered a foraging opportunity this year.

Maybe more gap time between the film and the dinner so that the guest speaker gets to share more information.

Release the Schedule all at once, to make ticket purchasing more efficient.

I can't think of anything. The program is interesting and extensive.

It seems like the local shuttle and tours are still a weak link. A group of us got stranded at Lightfoot & Wolfville on Saturday evening because the shuttle bus service ended abruptly. The bus pulled away full before 11 PM and winery staff assured us he would be back soon. After 40 minutes of waiting, we were told 10 more minutes. After a full hour, we gave up. The local tours ran late and not all the information we were given was accurate.

having the full schedule available earlier. feel like we missed many films that we would have enjoyed.

Have more seating at venues for people who can't stand for long. website-state appetizers only-still need dinner.

Film fest bracelet was somewhat an issue. Ended up buying tickets for a film for fear of not having a seat (with bracelet) even if I was in line 30min prior to viewing. Pre sale did not state that space was not guaranteed.

Better local food paired with wines beverages ... liked nonalcoholic options

Hated chef demos no handouts on recipes as well as substitutions for food

We attended the Italian wine and cheese tasting which was an excellent event. It could have been made much better if the set up was around tables rather than rows of seats like a lecture. that format is not conducive to tasting i.e. balancing food and drinks on your lap at really close quarters.

If you show films at the Lightfoot & Wolfville cellar dinner again please raise the screens so everyone has a view.

Nothing

Our first time....it was great, keep on doing what you are doing!

Can't think of anything it was awesommmmmme!

The only thing we missed was bottled water at some of the events.