

# 10-th International Beer Festival Latviabeerfest- 2020

Vērmāne garden, Riga  
9 days in the center of Riga  
from 22. until 30.May

Festival partner





# Concept of the festival Latviabeerfest

- ✓ The greatest beer festival – exhibition in the Baltic states;
- ✓ The concept corresponds with the high quality offer of rest for all,
  - ✓ The short program of the festival:
    - performance of musicians,
    - evening concerts,
    - different areas not related to beer for additional comfort of visitors (Beer SPA, water pipes, entertainers area, souvenirs),
    - official opening and scientific practical conference.

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# Festival Latviabeerfest opportunities



- ✓ Wide target audience,
- ✓ Excellent location,
- ✓ Visibility,
- ✓ Unique opportunity to create an event,
- ✓ Reasonable prices.

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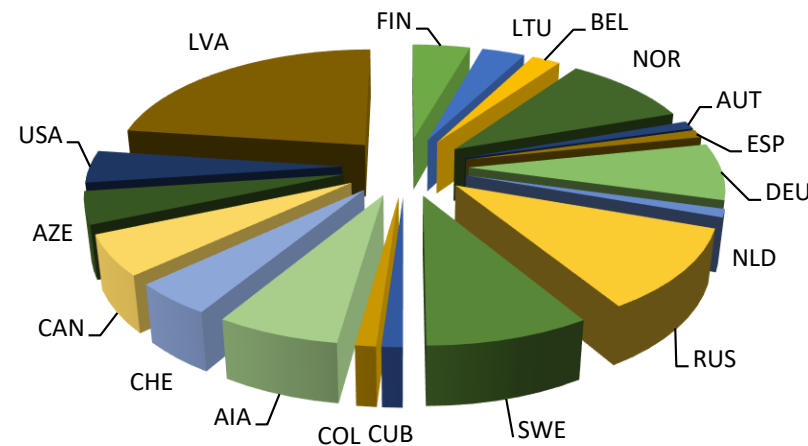




# Characteristics of the festival visitor

- ✓ wide audience in the age group 25-65 years;
- ✓ individual visitors, family and interest groups;
- ✓ knows how knows what wants to achieve;
- ✓ to appreciate a good and quality product and is able to buy it.

Visitor's home country (2019)



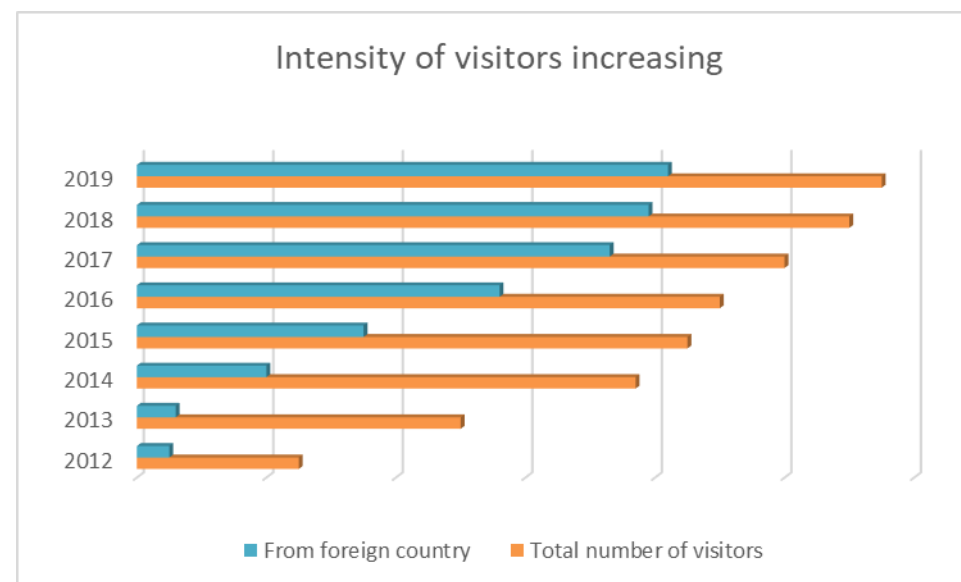
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# Characteristics of the festival visitor

- ✓ 49% women and 51% men ;
- ✓ 63% with higher education;
- ✓ who are interested about sports, tourism, entertainment and also politics;



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# Contacts

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