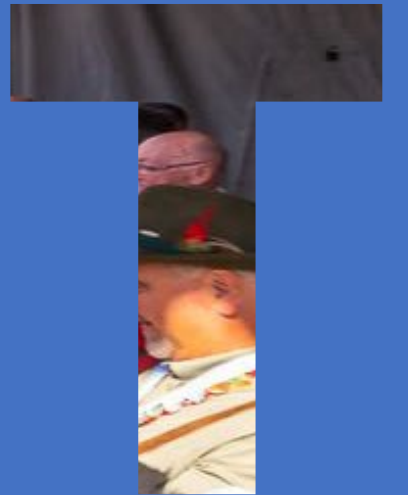


KITCHENER • WATERLOO
OKTOBERFEST®



KITCHENER • WATERLOO
OKTOBERFEST®

- **Established in 1969**
- **Canada's Greatest Bavarian Festival**
- **Tens of millions in economic benefit**
- **450,000+ visitors** (1/4 Tourists)
- **Gathering place**





Bavarian-themed events

350+ Volunteers

Free community programming

Revenues for future years



Time-honoured

Recognized brand

Economic driver

Oktoberfest Cares

K-W OKTOBERFEST CONNECTS!

+5.7M Social Media Impressions

+1.5M People reached

+80K Engagements (36K Followers)

+12K Email Subscribers

+450K Website Visits





STRATEGIC PRIORITIES

A world-class experience

Community engagement

Financial viability



EAT
SHOP
PLAY
STAY

BEEWAX SKINCREAM
GREAT for ECZEMA
very mild
made with
beeswax & olive oil
IT DOESN'T STING!!!

BEEWAX SKINCREAM
GREAT for ECZEMA
very mild
with
olive oil
STING!!!

KITCHENER • WATERLOO
OKTOBERFEST®

DANKKE

