

ICC WALES

Worldchefs Congress & Expo 2026

15 – 19 MAY 2026











Social Highlights

Social Summary:

Across all platforms*

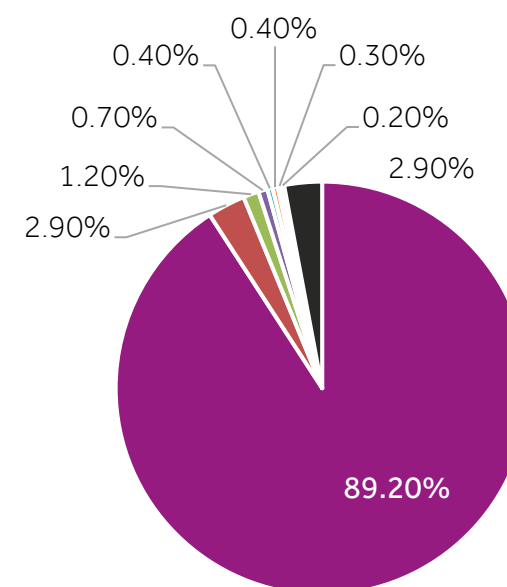
Instagram, Facebook, TikTok, LinkedIn, Website

Total 'Likes'	+ 980
Total Comments	+ 22
Total Shares	+ 50
Total Views	+ 120,179
Total Impressions (LinkedIn Only)	+ 5,304
Total New Followers	+ 161
Total Web Visits (Worldchef Webpage)	+ 214
Worldchef Google Search Impressions	+ 2,001

Totals for ICC Wales content **only between 15-19 May, **not** including UGC totals.*

TikTok Location Reach

Breakdown of locations reached





Instagram Insights:

Interactions e.g Likes, Comments, Shares	+ 1,015 + Followers: 36.8% + Non-Followers: 63.2%
Profile visits	+ 405

Views

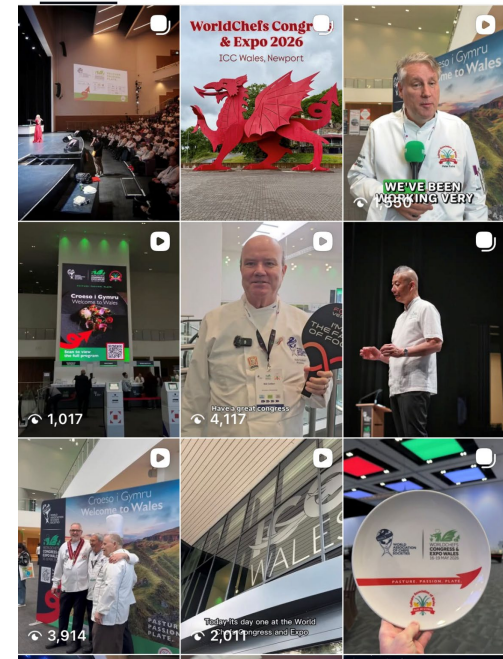
Statistics since the start of Worldchefs to now:

Total Views	+ 44,900
Views by Audience	+ Followers: 45.1% + Non-Followers: 54.9%

Views

Audience breakdown based on content type:

Stories	+ 58.9% Followers + 39.8% Non-Followers
Posts	+ 27.1% Followers + 34.5% Non - Followers
Reels	+ 14.0% Followers + 39.8% Non - Followers



Liked by vanessakruk and 167 others

3 days ago



Liked by vanessakruk and 40 others

4 days ago



Liked by therarewelshbit and 38 others

2 days ago



Liked by vanessakruk and 37 others

1 day ago



Liked by culinaryassociationwales and 28 others

4 days ago



Liked by eric_lanlard and 23 others

3 days ago



Instagram User Generated Content (UGC) Snapshot:

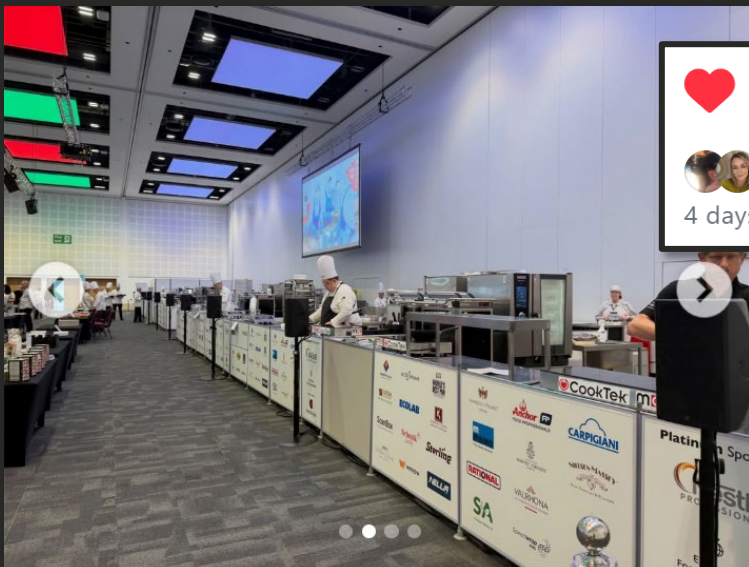
UGC lead to a massive uptake in Non-Follower Interaction:

- + 19 User generated grid posts
- + 96 Tagged stories
- + 77 New followers
- + 1 ICCW reel generated 13 new followers



Liked by mollettncancy and 71 others
1 day ago

Liked by samtweaks and 71 others
1 day ago



Liked by kelly.mi1es and 98 others
4 days ago



Liked by culinaryassociationwales and 79 others
4 days ago



Facebook Insights:

Interactions

e.g Likes, Comments, Shares

+ **328**

+ Non-Followers: 53.7%

+ Followers: 46.3%

New followers

+ 61

Views

Statistics since the start of Worldchefs to now:

Total Views

+ **74,117**

Views by Audience

+ Non-Followers: 85.9%

+ Followers: 14.1%

Views

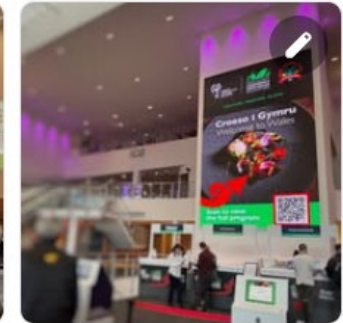
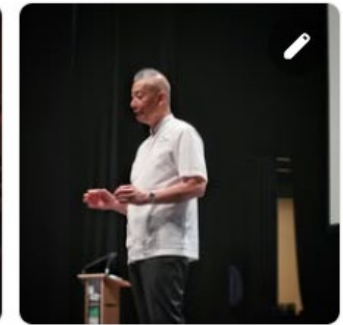
Attention breakdown:

3 Second views

+ 2,995

1 Minute views

+ 172



81



2



6



35



10



23



4



13



2



4



11





Facebook User Generated Content (UGC) Snapshot:

Janet Smailes added 13 photos and a video — at ICCWales.
17 May at 21:11 · Newport · 🌐

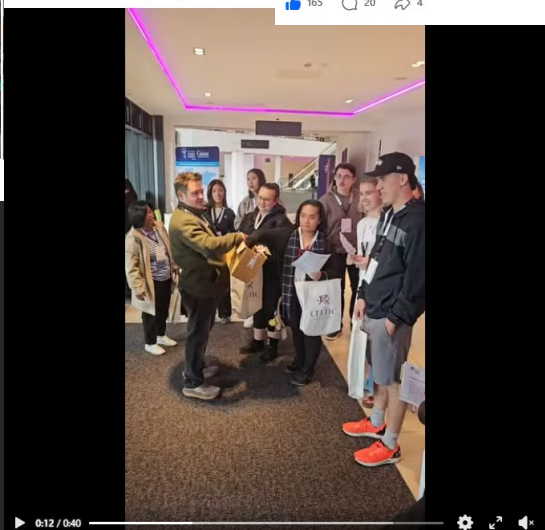
Worldchefs - World Association of Chefs Societies photo time.



32 1

Worldchefs - World Association of Chefs Societies
16 May at 09:51 · 🌐

The Bill Gallagher Young Chefs Program is off to a networking, team building and good food. We're



130 2 12

Peter F Fuchs
23h · 🌐

World Chefs Gala Dinner at ICC Wales
With OBE Katherine Jenkins and OBE Arwyn Watkins ICCWalesThe Celtic CollectionArwyn Wat



165 20 4

Cambrian Training Company/ Cwmni Hyfforddiant Cambrian
Yesterday at 17:01 · 🌐



Duncan Foulkes
Yesterday at 16:03 · 🌐

Culinary Association of Wales - Cymdeithas Coginiol Cymru president Arwyn Watkins OBE was granted the prestigious accolade of Honorary Life Membership of Worldchefs - W... See more

24 5 3

An exciting Global Pastry Chefs Challenge Finals 🇬🇧🇨🇦🇫🇷
Ye... See more



226 10 23

ICC WALES

Thank you

