



VISIT
BUCKS COUNTY
Pennsylvania

Visit Bucks County Restaurant Week



Visit Bucks County Restaurant Week 2019

- **2nd Annual Visit Bucks County Restaurant Week**
- **Sunday, April 28 – Saturday, May 4**



2018 Highlights

- **68 participating restaurants**
- **46,620 page views on Visit Bucks County Restaurant Week website**
 - www.visitbuckscounty.com/restaurantweek
- **260,921 reached on Visit Bucks County Restaurant Week Facebook event page**
 - 9,467 Likes
- **Lyft partnership**
 - Restaurant Week code for Lyft discount
- **OpenTable partnership**
- **Media Coverage**
 - Fox29 Philadelphia, LevittownNow.com, Philly Grub, Lower Bucks Times, Bucks County Courier Times, Philly Voice, Time Out Philadelphia, Newtown Patch, Philadelphia Business Journal
- **Print and Digital Ads**
 - Bucks County Herald, Bucks County Courier Times and The Intelligencer, TripAdvisor, Gay Ad Network, Visit Philadelphia
- **Printed Marketing Materials**
- **Outdoor Advertising**
 - 4 Billboards (NJ Turnpike; I-95, I-495, NJ Transit (train interiors and platforms), street banner in Yardley Borough

2018 Highlights Continued



What is Visit Bucks County Restaurant Week?

- Offer prix fixe menu prices at a special rate
- Increase business and attract new customers
- Promote Bucks County as a culinary destination

Terms for Participation

- **No cost to participate!**
- **Offer a \$25 or \$35 three-course prix fixe dinner menu**
- **Accepting reservations is encouraged but not required**
- **Update your restaurant's listing and photos on the Visit Bucks County website**
- **Track number of meals served and provide data on post event survey**

What's New for 2019?

- **Optional United Way of Bucks County partnership**
 - Supporting Bucks Knocks Out Hunger
- **Customized Visit Bucks County Restaurant Week menus**
 - Provided by Visit Bucks County
 - Digital and editable PDF



2019 Marketing Strategy and Partnerships

- **2019 promotion**

- Targeted social media posts
 - Facebook event page
 - #EATINBUCKSCO
- Print and digital ads
- Outdoor billboards
- E-newsletters
- Visit Bucks County Website
- Well Seasoned

- **Printed marketing materials**

- Window Posters
- Cocktail Napkins
- Check Presenters
- Table tents



2019 Partnerships



A promotional graphic for Lyft on a blue background. At the top, there are three white icons: a car, a dumpling, and a smiling face. Below the icons, the text reads "Get 25% off your ride to Bucks County Restaurant Week." In the middle, it says "YOUR CODE IS" followed by the code "EATINBUCKSCO" in a large, white, bold font with a white underline. To the right of the code is the Lyft logo. At the bottom, in small white text, it says "Restrictions apply. Subject to Lyft's terms and service."

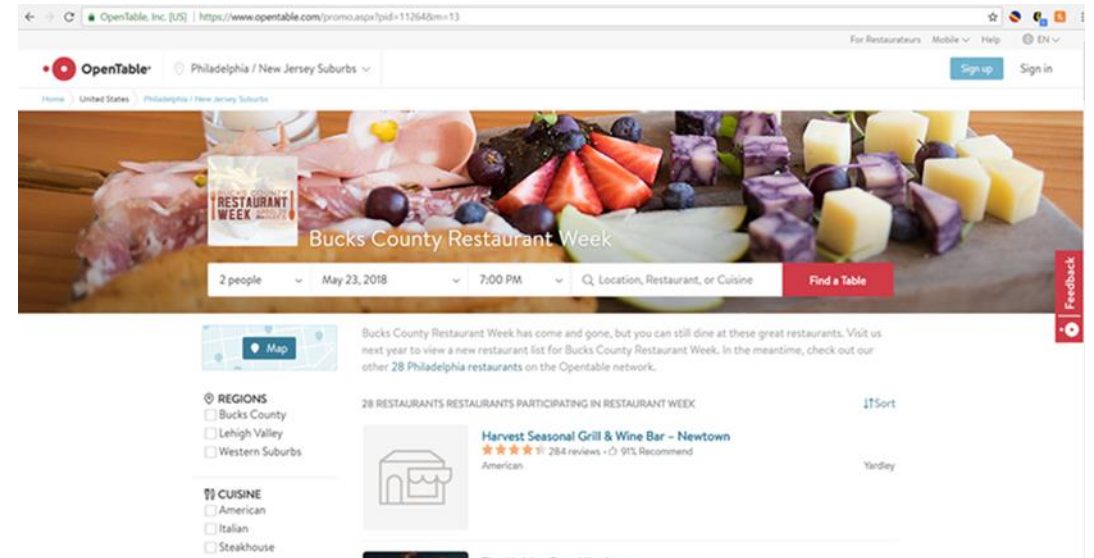
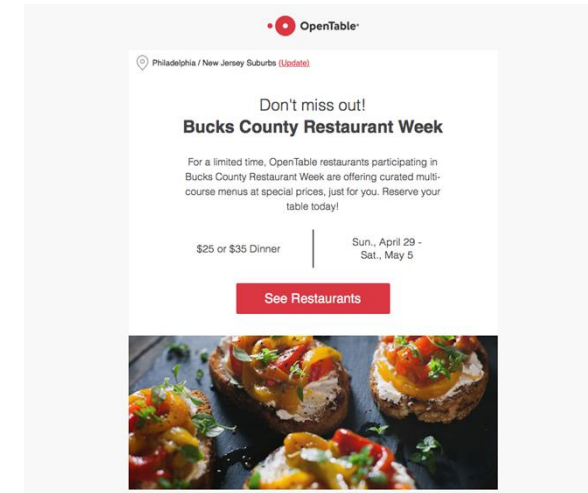
OpenTable Partnership

- **OpenTable Benefits**

- Dedicated event page on OpenTable.com
- Promotional email to distribution list
- Tag and track Restaurant Week diners with a code/tag

- **OpenTable Tips**

- Increase in two-tops
- Increase in shoulder time bookings
- Well-trained staff
- Over deliver on expectations



Maximize Your Participation

- **Offer a suggested drink or pairing with each dish to help grow the average check**
 - If you are a BYOB, partner with a winery or brewery to offer a discount to customers
- **Promote Visit Bucks County Restaurant Week on your restaurant's website and social media pages**
- **Partner with a lodging property to offer a dine and stay package**



Next Steps and Important Deadlines

- **Restaurant Application**
 - www.visitbuckscounty.com/rwforms
 - Friday, February 22nd
- **Restaurant Week Menu**
 - Friday, February 22nd
- **Marketing Materials**
 - Mid-March
- **Digital Toolkit**
 - Mid-March
- **Visit Bucks County Restaurant Week Website**
 - Mid-March



Ideal time of year!

Well promoted!

Brought in so much
new business!

2018 Participant Feedback

Brings attention to
the area!

We received a lot
of views on our
Facebook event
page!

Loved all your
ways of
advertising!

Questions?

Contact Information:

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Thank you for joining us!

