

GREATER PALM SPRINGS RESTAURANT WEEK

2019 EVENT RECAP

TREAT

your heart out



restaurant + partner information

EVENT DATES

Friday, May 31 - Sunday, June 9, 2019

RESTAURANT WEEK PARTNERS

Restaurant Week would not be possible without the support of all the partners and sponsors involved with the event. Once again, 2019 Restaurant Week was presented by Agua Caliente Casinos and Sysco Riverside. To view the entire list of Restaurant Week partners [click here](#).

PARTICIPATING RESTAURANTS

A record number of 121 restaurants participated in Restaurant Week, which included 27 restaurants that were new to the event in 2019. In addition, 77 of the participating restaurants were on OpenTable. For the full list of restaurants [click here](#).

RESTAURANT OFFERS

Restaurants offered special lunch and dinner menus at set prices and were encouraged to design menus that included drinks as one of the menu items. Lunch menus included 2+ items and were priced at \$15, \$20, \$25. Dinner menus included 3+ items and were priced at \$29, \$39, \$49.

FIND FOOD BANK PARTNERSHIP

Restaurant Week partnered with FIND Food Bank as a charity partner in 2019. For every Restaurant Week reservation booked with OpenTable on dineGPS.com, \$1 was donated to FIND Food Bank. Greater Palm Springs made a donation to FIND Food Bank of over \$1,300. For more details on the FIND Food Bank partnership [click here](#).



event marketing + promotion

A marketing, advertising and public relations campaign promoted Greater Palm Springs Restaurant Week and the participating restaurants throughout the Coachella Valley and beyond. The campaign generated hundreds of millions of consumer impressions in the local area and in the regional drive markets.

CREATIVE

This year, to personify the spirit of why people enjoy Restaurant Week, a new creative campaign was introduced that featured the word "TrEAT." Taking a cue from the "EAT" neon signs of vintage diners but updated with a look that fits all restaurants in our destination, the TrEAT creative was incorporated into all event promotion, including advertising, promotional materials, social media, the kick-off event and on-site activations. To view 2019 Restaurant Week creative [click here](#).

MEDIA PLAN

A comprehensive media plan ran from March through June 2019 and included print, digital, outdoor, television and radio advertising that generated over 400 million impressions. To view the complete 2019 Restaurant Week media plan [click here](#).

EMAIL MARKETING

There was an effective Restaurant Week Facebook sweepstakes that more than doubled the dineGPS email subscriber database. With its expanded reach, Restaurant Week created nine blog posts and sent out 10 email campaigns to its subscribers April through June. Also, dineGPS leveraged the email marketing platforms of its partners to help promote Restaurant Week to an expanded audience in 2019. For more detail on Restaurant Week content and email marketing [click here](#).



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SOCIAL MEDIA

Through a strategic social media plan, Restaurant Week received extensive engagement on all of its social media platforms. The plan included not only a sweepstakes and paid advertising but also dynamic posts, Instagram Stories, video content and Influencer partnerships. As a result, the Restaurant Week Social Media campaign experienced a massive increase in impressions and engagement as compared to the prior year. To view the complete Restaurant Week Social Media Campaign, [click here](#).

PR | MEDIA RELATIONS

Once again in 2019, Restaurant Week received extensive media coverage that generated over 200 million impressions, 65 digital and print dining articles, social media posts and local broadcast segments. The campaign included a hosted media dinner in LA to promote Restaurant Week in early May, the Restaurant Week media preview and kick-off event at The Ritz-Carlton and a media blitz at the start of Restaurant Week. For more detail on Restaurant Week PR [click here](#).

LOCAL ACTIVATIONS

New for 2019, Restaurant Week added local activations throughout the Coachella Valley to its marketing plan. dineGPS was on-site at the Stagecoach Festival pre-party in April; street pole banners along El Paseo promoted the event and showcased the FIND Food Bank partnership in May and June; and, the LA Roller Girls "rolled out" Restaurant Week at Palm Springs Village Fest distributing promotional cards to diners just prior to the event. For more detail on local activations for Restaurant Week [click here](#).



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PROMOTIONAL MATERIALS

Restaurant Week promotional cards were provided to the participating restaurants for use in their check presenters. Also, the 2019-2020 dineGPS Restaurant Guide and Map featured the participating restaurants and cities and was designed to showcase the Greater Palm Springs culinary community year-round. The Guide was distributed at the airport, in visitor centers and hotels throughout the Coachella Valley, as well as with Locale magazine. In addition, dineGPS created an online Restaurant Resource Center with event logos, creative and a social media toolkit for use by the participating restaurants and partners.

event results

WEBSITE METRICS

With improved performance and new enhancements to the dineGPS website, such as a “favorite” function where users can curate a list of their preferred restaurants, the website provided a better user experience that resulted in strong metrics. The dineGPS website received a lift in the number of users, sessions, pageviews and menu views, as well as a lower bounce rate as compared to the prior year. To view the Restaurant Week website metrics [click here](#).

OPENTABLE DATA

OpenTable returned as an Industry Partner with Restaurant Week. As expected, 2019 Restaurant Week generated fewer seated covers on OpenTable than 2018, due to the shorter length of the event. In addition, we are seeing less restaurants using OpenTable as their online reservation system, and as a result, fewer seated reservations. However, OpenTable is used by the majority of restaurants participating in Restaurant Week.



event results

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In 2019 OpenTable expanded its promotion of Greater Palm Springs Restaurants Week through its digital marketing platform and sent four eBlasts out to its subscribers in May and June. In addition, Restaurant Week received compensation from OpenTable for every seated reservation booked through dineGPS.com. This in turn helped to fund the charitable contribution provided to FIND Food Bank. To view the full OpenTable summary report [click here](#).

MARKET RESEARCH

Event Survey Group conducted surveys of both the participating restaurants and diners to gain industry and consumer insights about 2019 Restaurant Week.

A larger segment of participating restaurants reported an average increase in sales of 15.6% in 2019, trending higher than prior years. In addition, participating restaurants were in favor keeping the event duration at 10 days and approved of new menu flexibility with the option to offer consumers items rather than courses. To view the complete 2019 Restaurant Study, [click here](#).

The consumer survey reinforced the fact that Restaurant Week continues to be an effective marketing promotion for restaurants, as on average diners visited three restaurants during the event. In addition, diners reported the main reasons they dined out were to:

1. Take advantage of a great value
2. Dine at a restaurant they had never been to before
3. Support local restaurants

To view the complete 2019 Consumer Study [click here](#).



recommendations for 2020

After building on the success of Restaurant Week from the past couple of years, the 2019 event generated a record amount of income and support from the local community. dineGPS will continue to grow Restaurant Week with the following recommendations for the event:

- Maintain 10-day event pattern from Friday, May 29 through Sunday, June 7, 2020.
- Maintain the current menu price points and menu flexibility
- Leverage existing partnerships for expanded support and promotion
- Maintain FIND Food Bank as the charitable partner
- Maintain OpenTable as an industry partner
- Based on the successes and merits of each of the 2018 Peace, Love, Eat campaign and 2019 TREAT campaign, the creative approach for 2020 will be modified and expressed to include a brighter color palette and reinforce the message for RW as an eventful dining experience for both lunch and dinner
- Negotiate media partnerships to leverage greater promotion
- Hold an online sweepstakes to grow the email subscriber base and expand the dineGPS audience
- Develop compelling content for the dineGPS social media platforms
- Partner with food, travel and lifestyle influencers for expanded promotion and social media engagement
- Once again plan an LA media dinner, the media preview and kick-off event and host media in market
- Expand in-market activations to promote Restaurant Week
- Create additional promotional materials for the participating restaurants to use in house