

RESTAURANT WEEK JUNE 2023

RESTAURANT WEEK



presented by:





GREATER PALM SPRINGS RESTAURNT WEEK: JUNE 2-11, 2023

To support the local economy, grow visitation, and evolve Greater Palm Springs as a culinary destination, Visit Greater Palm Springs hosts Greater Palm Springs Restaurant Week. The annual event showcases a variety of eateries throughout our nine-city destination during a historically slower time period.

Visit GPS works in partnership with sponsors, cities, and restaurants to promote this event through a fully integrated marketing approach, including paid media, digital media, content strategies, social media, and PR initiatives targeting visitors and the local community.

This year's event featured **86 participating restaurants** across all nine cities of the Coachella Valley. Diners had the option of prix-fixe menus at set price points or, new this year, a special offer from the restaurant exclusive to Greater Palm Springs Restaurant Week.



menu pricing

BREAKFAST/BRUNCH/LUNCH:

2+ items

\$15, \$25, \$35, or special offer

DINNER:

3+ items

\$39, \$49, \$59, \$99, or special offer



MARKETING

visit of greater palm springs

TELEVISION

IMPRESSIONS 247M

9,164



Local Television: KMIR, KPSP, Spectrum Cable (Local)
Drive Market: KTLA, Spectrum Cable (LA)

BILLBOARD

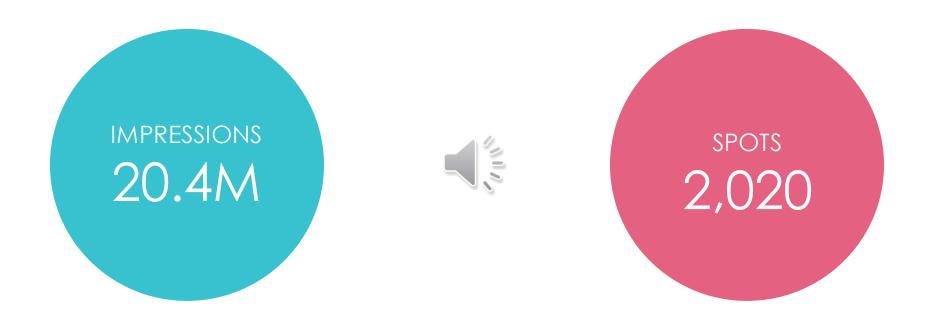


LOCAL IMPRESSIONS 2.1 M

DRIVE MARKET IMPRESSIONS 8.9M

Markets: Coachella Valley, Los Angeles, San Diego

RADIO



English Language Stations: KDGL (Alpha), KCLB (Alpha), KKUU (Alpha), KDES (Alpha), KPSI (Alpha), KNWS (Alpha), KPLM (Marker), Q 102.3 (Marker), Oasis (Marker), Jammin (Marker), KGAY, Streaming Radio

Spanish Language Stations: KUNA, KLOB

DIGITAL ADVERTISING: CENTRO

689K IMPRESSIONS

> 532 CLICKS

0.07%
AVERAGE
CTR





Browse menus & make reservations



Browse menus & make reservations



Browse menus & make reservations



THE DESERT SUN — E-BLASTS





Let the cultury solutions begins

Employ Paint Springs Embaurant West values June 2-11, with prin five menus and sections sental offers at restaurant throughout our non-city speci.

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AGUA CALIENTE





Ready to feast your eyes an Seautiful views and delicitual food?

Set your septie on Greater Palm Springs Restaurant Week, returning June 2-11.

This year, you can empty more options than ever, with one five menus and michanic special offers starting or all 5 explodes giving features libral. From Michain recommended residaurants to look gens serving family recipes, out if mich this apportunity to experience the continuous continuous continuous continuous continuous comme.

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PRESENTED BY



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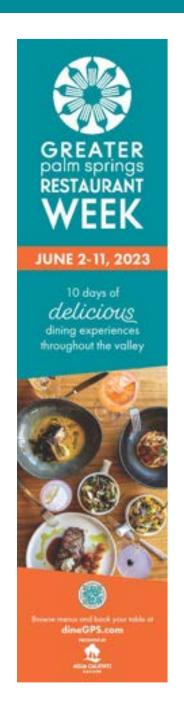


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3 DEDICATED EMAIL BLASTS

50.7K
IMPRESSIONS
7.2K
CLICKS

THE DESERT SUN - PRINT AD EXAMPLES







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Browse menus and book your table at 🔏



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THE DESERT SUN - DIGITAL





Browse menus & make reservations











PALM SPRINGS LIFE - PRINT, DIGITAL, SOCIAL







Campaign included: print, digital ads, and email newsletters







LA PRENZA - SPANISH LANGUAGE PRINT







LOCALE MAGAZINE









14 Can't-Miss Restaurants During Greater Palm Springs Restaurant Week

IMPRESSIONS 198K

Heads Up, Foodies! Greater Palm Springs Restaurant Week Is June 2-11

There is more to Greater Palm Springs than sprawling records, grean guilf courses and an impressive art. ene. This desert said is home to some of the best diving Southern California has to offer, and thanks to Greater Pules Springs Restaurant Week, you can experience the unique culinary scene for yourself. This annual event returns June 2-15, offering foodies 10 days of pre-set menus and dising deals. Whether you're eager to try out a few one enterior, up on crafty cocktals in the sunshine or you're just looking to support the local community, here is where to feest during Greater Palm Springs Restaurent Week this June.

The Steakhouse at Agua Caliente Casino Palm Springs

Resourant Week Offer: \$59 pre-set menu



Campaign included: editorial article, social posts, digital banner ads, weekly email

NATIVO - NATIVE ARTICLE



Greater Palm Springs Restaurant Week Returns June 2-11

Enjoy 10 days of delicious dining, with prix fixe menus and exclusive special offers starting at \$15

By Visit Greater Palm Springs

Learn More



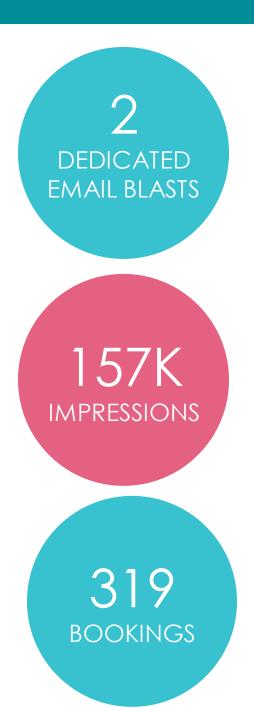




OPEN TABLE - NEWSLETTER







WEBSITE / SOCIAL

visit of greater palm springs

WEBSITE - EVENTS PAGE

COMPLETED **ACTIONS** 257K+





Greater Palm Springs Restaurant Week is the perfect opportunity to savor the



The landing page has had successful results with 42K sessions and 257K completed actions on the page in comparison YOY to 40K sessions and 187K completed actions in 2022.

> MARK YOUR CALENDARS FOR GREATER PALM SPRINGS RESTAURANT WEEK.

PRESENTED BY AGUA CALIENTE CASINOS Faul of Agen Colories breatweaters will be participating

SEE MERCE +



CONTENT - NEWSLETTERS & E-BLASTS

2
NEWSLETTERS
& E-BLASTS

47.10%
OPEN RATE
4.85%
CLICK-TO-OPEN
RATE





Let the culinary countdown begin!





Ready to feast your eyes on beautiful views and delicious food?

Set your sights on Greater Palm Springs Restaurant Week, returning June 2-11.

This year, you can enjoy more options than ever, with prix fixe menus and exclusive special offices starting at \$15 available during Restaurant Week. From Michelin-recommended restaurants to local gens serving family recipes, don't miss this opportunity to experience the destination's diverse (and tasty) culinary scene.

MAKE RESERVATIONS &



PRESENTED BY



FIND

BENEFITTING

FOLLOW US FOR YOUR DAILY SERVING OF SWEETS



CONTENT - BLOG





4 Back

Get a Taste of Greater Palm Springs Restaurant Week

Apr. 01, 2023

Each year during the sizzling month of June, the SoCal oasis gets a whole lot tastier with the annual return of Greater Palm Springs Restaurant Week. Featuring top-notch local eateries, this culinary experience showcases speciallyprepared prix fixe lunch and dinner menus for diners to enjoy at select restaurants across the region.

Whether you plan on exploring a new restaurant or visiting an old-time favorite, attending this year's event is full of foodie surprises by both established restaurant participants and recent cuisine newcomers!

SOCIAL MEDIA

On Instagram and Facebook, four phases of ads were distributed, including call to actions of Restaurant Week Is Returning, Save the Date, and Make Reservations.



751K IMPRESSIONS 3.4K CLICKS

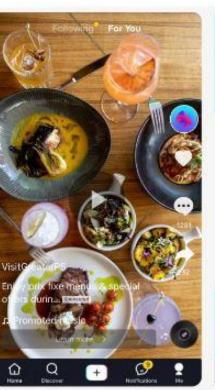


A Share











This year, VGPS focused on creating trending ads with a scrapbook reel and a carousel ad.

SOCIAL MEDIA - INFLUENCERS

Influencer trip: Restaurant

Week: Foodie FAM

Goal: Increase visibility and awareness for @dineGPS in Los Angeles and San Diego.



San Diego

Ellie | @foodthoughtsforall Misha | @Mish_Critiques Danielle | @danielles_eats_

Los Angeles

Leah | @lainglights
Dawn McCoy | @dineanddishwithdawn

5 INFLUENCERS 332K+ VIDEO VIEWS 412K+
IMPRESSIONS

*Influencer numbers are included in overall numbers (on the previous slide)



SOCIAL MEDIA – INFLUENCER POSTS







1

And, lastly, we enjoyed a group dinner at Café One Eleven at #aguacatientecasines with our fellow

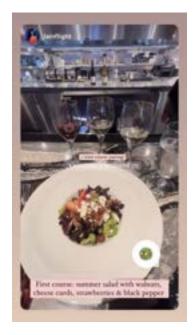


















Greater Palm Springs Restaurant Week is the perfect opportunity to savor the start of summer - with more options including prix fixe menus and exclusive special offers only available during Restaurant Week. Make your reservations, today: https://bit.ly/3EUfmiC







COMMUNICATIONS

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TASTING TOURS - MAY 1-11, 2023

4 Regional Media Participants

18 Featured Restaurant Partners

18 Partners Hosted 4 Media Guests Over 11 Days

Eighteen restaurants showcased culinary diversity across nine cities to regional journalists on four separate multi-day itineraries. Journalists individually visited restaurants to develop content for publication in advance of Restaurant Week. A highlight of those media visits included a group Chef Experience hosted by Chef Jonathan Wiener at Café One Eleven at Agua Caliente Casino Cathedral City.

FEATURED RESTAURANT PARTNERS

- 4 Saints at Kimpton Rowan
- BluEmber at Omni Rancho Las Palmas
- Café One Eleven at Agua Caliente Casino Cathedral City
- Copley's on Palm Canyon
- Cork & Fork
- French Rotisserie Cafe
- GiGi's Restaurant + Bar at Sonder V
- Grand Central Palm Springs
- Lulu California Bistro

- PS Underground
- Pomme Frite
- Reforma
- Shame on the Moon
- Tropicale
- The Hideout + Kitchen
- The Vue
- TQLAS
- Workshop Kitchen + Bar



MEDIA PREVIEW EVENT & BROADCAST COVERAGE



May 31, 2023
Agua Caliente Resort Casino Spa,
Rancho Mirage
32 MEDIA IN ATTENDANCE

BROADCAST COVERAGE:

Eye on the Desert (KESQ)

NBC Palm Springs Morning News

KESQ Morning News

KESQ News at 4

Palm Springs Unwrapped (NBC Palm Springs)

KPLM Big 106 Morning Show

SoCal Restaurant Show (Sports Radio AM 830 KLAA)

LIVE BROADCAST COVERAGE:

KESQ Evening News
NBC Palm Springs Evening News



RESTAURANT WEEK EARNED MEDIA

Total Impressions: 24M+

Ad Value: \$272,291

Total Media Placements: 32

Total Coverage Score: 220



































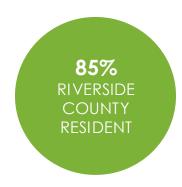


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PROFILE OF SURVEY RESPONDENTS







RESTAURNT WEEK DROVE POSITIVE BUSINESS

Catalyst for dining out and trying new restaurants:

- Three out of four consumers (76%) said "taking part in Restaurant Week is the reason I dined out in Greater Palm Springs."
- Overall, the largest consumer segment that took part in a prior Restaurant Week said they tried a new restaurant during this
 year's Restaurant Week (86%).

Repeat and quality business:

- On average, consumers report dining at 2.7 different restaurants during the 10-day Restaurant Week event in 2023.
 - Two out of three consumers (67%) dined in at least 2 different restaurants during Restaurant Week.
- Three out of four consumers (77%) ordered items in addition to the basic Restaurant Week menu.

Top Consumer Channels to Learn About Restaurant Week	2023
Social Media	35%
Newspaper or Magazine Ads (Desert Sun, etc.)	32%
Greater Palm Springs visitor website	28%
dineGPS email	19%
Family / Friends	17%



JUNE 2-11, 2023

10 days of delicious dining experiences throughout the valley





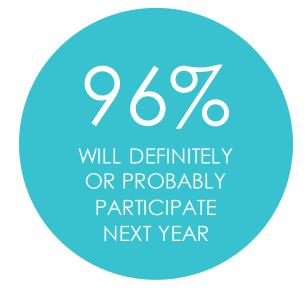
REASONS PEOPLE DINE OUT FOR RESTAURANT WEEK

	2019	2023
Support local restaurants	48%	60%
Go to a restaurant I've never been to before	67%	58%
Take advantage of a great value	69%	42%
Enjoy a meal at one of my favorite restaurants	24%	29%
Introduce friends/family to a restaurant	17%	17%
Try out a newly opened restaurant	17%	15%
Other	4%	2%

Note: Among Riverside County residents, "Go to a restaurant I've never been to before" is the number one motivation to dine out during Restaurant Week.

 It is selected by 68% of Riverside County residents.







RESTAURANT SURVEY

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2023 PARTICIPATING RESTAURANT SURVEY

78%
SAID IT MET OR
EXCEEDED
EXPECTATIONS

70%
REPORTED HIGHER SALES IN 2023
THAN PREVIOUS YEARS

73%

REPORTED AT LEAST AN 11% OR HIGHER INCREASE IN SALES AS A RESULT OF RESTAURANT WEEK





PARTNERSHIP

visit of greater palm springs

FIND FOOD BANK

\$1 from each reservation confirmed through dinegps.com was donated to FIND Food Bank.





GPS RESTAURANT WEEK KICKOFF EVENT



May 31, 2023

Agua Caliente Resort Casino Spa Rancho Mirage

Participating restaurants

- Waters Café at Agua Caliente Resort Casino Spa Rancho Mirage
- Azure Palm Café
- Beautiful Day
- Cork & Fork
- I Heart Mac & Cheese
- Kaiser Grille Palm Springs
- Lulu California Bistro
- Sol Y Sombra
- Vue Grille & Bar
- Waldo's Ristorante & Bar

Over 250 partners, 32 media & influencers attended

THANK YOU TO OUR SPONSORS



Community Sponsors















