



RESTAURANT WEEK 2024 RECAP

RESTAURANT WEEK 2024



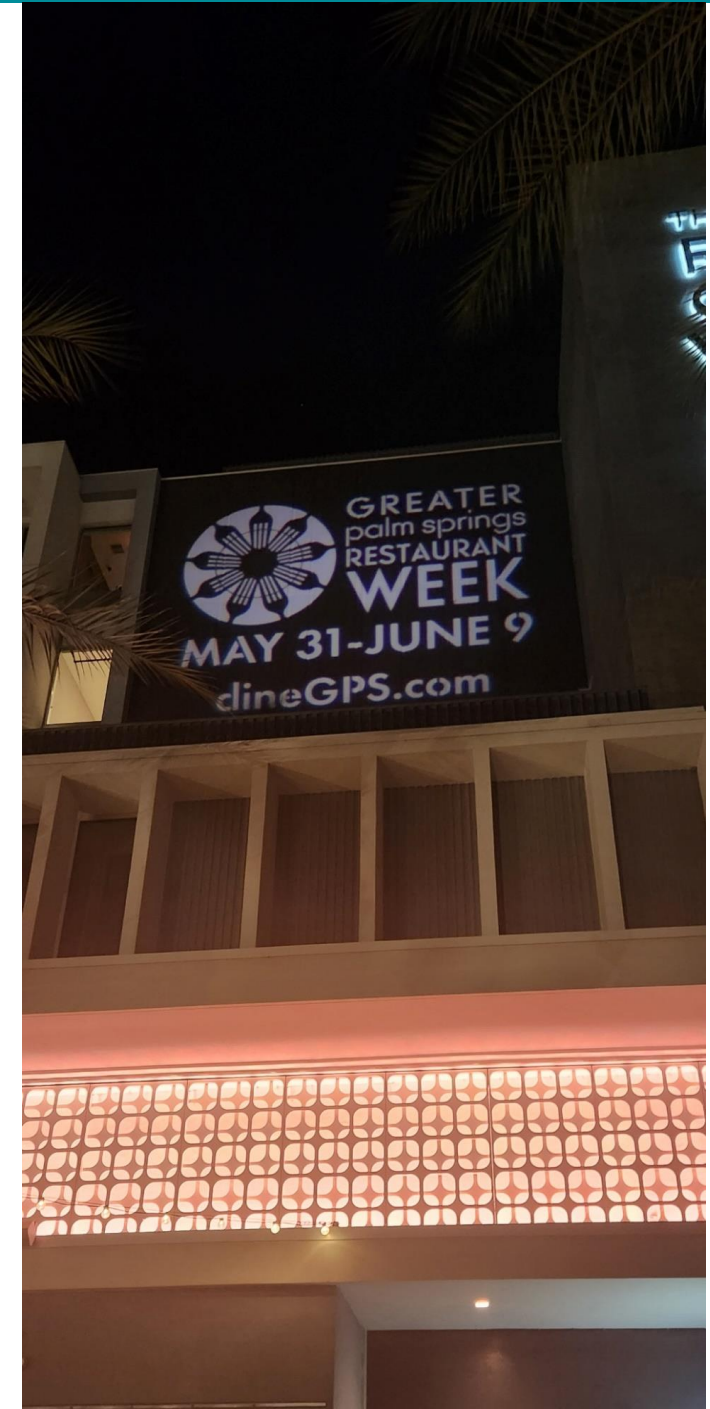
GREATER
palm springs
RESTAURANT
WEEK
MAY 31-JUNE 9, 2024
DINEGPS.COM

presented by:



AGUA CALIENTE
CASINOS

PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY



GREATER PALM SPRINGS RESTAURNT WEEK: MAY 31–JUNE 9, 2024

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.

VGPS 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 **101 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.



101
RESTAURANTS
PARTICIPATING

Menu Pricing

BREAKFAST/BRUNCH/LUNCH:

2+ items

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

DINNER:

3+ items

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



OVER
\$500K
IN MEDIA
VALUE

MARKETING



GREATER
palm springs
RESTAURANT
WEEK

TELEVISION

IMPRESSIONS
244M

SPOTS
8,894



Play

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

BILLBOARD



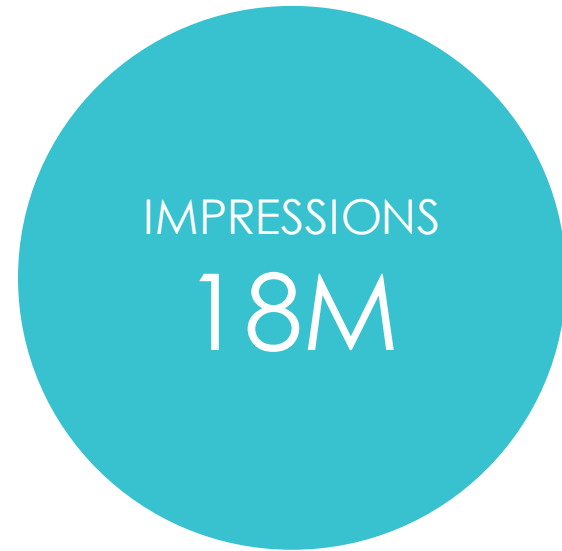
LOCAL
IMPRESSIONS
948K



DRIVE MARKET
IMPRESSIONS
6.05M

Digital Billboard Markets: Coachella Valley, Los Angeles, San Diego

RADIO



:30 Spot - English



:30 Spot - Spanish

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 PROGRAMMATIC (CENTRO)

884K
IMPRESSIONS

3,299
CLICKS

0.37%
AVERAGE
CTR

Digital programmatic via Centro included display banners, video + connected TV, and streaming radio.

The 0.37% CTR far exceeds the average of 0.05%-0.08% benchmark.



MEDIAMAX – E-BLASTS



Greater Palm Springs Restaurant Week Kicks off Today

Whether you're eager to try out a few new eateries, support local restaurants, or simply enjoy more of your long-time favorites, you'll find something for every palate during Restaurant Week May 31 - June 9.

\$1 from every reservation booked through dineGPS.com will go to local FIND Food Bank.

[Make your reservation](#)



Greater Palm Springs Restaurant Week Returns

Greater Palm Springs Restaurant Week returns May 31 - June 9 with prix fixe menus and special offers only available during the event. Prices start at just \$15, and it's a great opportunity to explore the destination's local culinary scene.

Visit dineGPS.com to browse menus and book your table.

[See Menus](#)



Restaurant Week: Don't Miss Out!

There's still time to savor the flavors of Greater Palm Springs through June 9! Restaurant Week is in full swing, and with five days left, you have plenty of opportunities to explore and enjoy the culinary delights our oasis has to offer. Make your reservations now and make the most of this delicious 10-day event!

[View Menus](#)

3
DEDICATED
EMAIL BLASTS

165K
DELIVERED
17.61%
OPEN RATE

MediaMax email blasts target consumers based on location and interests. Three separate emails were sent promoting Restaurant Week before and during the event.

THE DESERT SUN – PRINT AD EXAMPLES



GREATER palm springs RESTAURANT WEEK
MAY 31—JUNE 9



Save the Date!

dineGPS.com



GREATER palm springs RESTAURANT WEEK
MAY 31—JUNE 9



Book a Table

dineGPS.com



GREATER palm springs RESTAURANT WEEK
MAY 31—JUNE 9



Browse Menus

dineGPS.com



GREATER palm springs RESTAURANT WEEK
MAY 31-JUNE 9 | dineGPS.com



PARTICIPATING RESTAURANTS

CATHEDRAL CITY
Barrel District Pizza, Bar & Kitchen
Brunch 101
Café One Eleven
Dane's Table
Sul y Sombra at The Paloma Resort

COACHELLA
Café 54 at Augustine Casino

DESERT HOT SPRINGS
Azure Palm Café
Capri Restaurant at Miracle Springs Resort & Spa
Delicias Mexican Cuisine
San Jacinto Restaurant at Mission Lakes Country Club

INDIAN WELLS
Cava at Renaissance Esmeralda Resort & Spa
Grapefruit Basil at Tommy Bahama
Miramonte Resort & Spa
The Nest
The Pink Cabana
Vicky's of Santa Fe

INDIO
The Bistro at Fantasy Springs Resort Casino
Cork & Fork
Jackalope Ranch
JOY Asian at Fantasy Springs Resort Casino
POM at Fantasy Springs Resort Casino

LA QUINTA
Beautiful Day
DSRT CLUB
The Grill on Main
La Quinta Brewing Co. — Old Town Taproom

La Quinta Cliffhouse Grill & Bar
The Sandbar Restaurant
TQLAS Agave Bar & Grill

PALM DESERT
Backstreet Bistro
Chez Pierre Bistro
Cowboy Cantina
Custard
Dolly Grill
French Rattlesnake Café
The Hideout Kitchen + Bar
Kitchen 86 + Bar
Koutouki Greek Eatery
La Quinta Brewing Co. — Palm Desert
Larkspur Grill
Mitch's on El Paseo Prime Seafood
Mikado Japanese Steakhouse at JW Marriott Desert Springs Resort & Spa
Moki
Morton's The Steakhouse
Pacifico Seafood Restaurant
Restaurante Los Primos
Rockwood Grill at JW Marriott Desert Springs Resort & Spa
Ruth's Chris Steak House
Shorebird
Sobrem's Steakhouse
The Terrace at Desert Willow Golf Resort
Walden's Restaurant + Bar
Wildcat Restaurant + Bar

PALM SPRINGS
360 Sports Palm Springs
4 Saints at Kimpton Rowan
533 View Fusion
Alcazar
Amala at the Palm Springs Surf Club
Blackbook Bar & Kitchen
Boozehounds

Casa Blanca
Chi Chi at Avalon Hotel and Bungalows
Chomaco Brazilian Steakhouse
Copley's on Palm Canyon
Counter Reformation at Parker Palm Springs
El Jefe at The Saguaro Hotel & Pool
Escena Lounge & Grill
GIG's Restaurant + Bar
Grand Central Palm Springs
Johnny Costa's Ristorante
Kaiser Grille Palm Springs
Low Desert / Modern Mexican
Lulu California Bistro
Madras at Drift House
Mekryn's Restaurant at Ingleside Estate
Minerva's of Life House, Palm Springs
Mr. Lyons Steakhouse
Peaks Restaurant at Palm Springs Aerial Tramway
Pinochlio in the Desert
Pomme Frite
PS Underground
Reforma Palm Springs
Smokein' Burgers and Lounge
Spencer's Restaurant
The Steakhouse Palm Springs
TRIO Restaurant + Bar
The Topside Restaurant and Lounge
Workshop Kitchen + Bar
Zin American Bistro

RANCHO MIRAGE
Moracos Mexican Cantina & Grill
P.F. Chang's China Bistro at The River
Si Bon Belgian Bar
Slice Italia
State Fare Bar + Kitchen at The Ritz-Carlton, Rancho Mirage
Wally's Desert Turtle
Waters Café
Willie's Modern Fare

PRESENTED BY



AGUA CALIENTE CASINOS
PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY

Browse menus and book your table at
dineGPS.com



THE DESERT SUN – DIGITAL



304K
IMPRESSIONS

93
CLICKS

PALM SPRINGS LIFE – PRINT, DIGITAL, SOCIAL

157K
CIRCULATION

71K
IMPRESSIONS

3.13%
CTR

1,575
CLICKS

Campaign included: print, digital ads, and email newsletters



LA PRENZA – SPANISH LANGUAGE PRINT



LA SEMANA DE RESTAURANTE EN
GREATER palm springs
31 de mayo al 9 de junio | dineGPS.com

FIND FOOD BANK
THE DESERT'S REGIONAL FOOD BANK
Por cada reservación hecha en restaurantesgps.com
\$1 será donado a FIND Food Bank

Menús y reservaciones:
restaurantesGPS.com

The advertisement features a large image of a plate of Mexican food, including tacos, chips, and guacamole. The text is in Spanish, promoting a restaurant week event. The FIND Food Bank logo and a QR code are also present.



LA SEMANA DE RESTAURANTE EN
GREATER
palm springs
31 de mayo al 9 de junio

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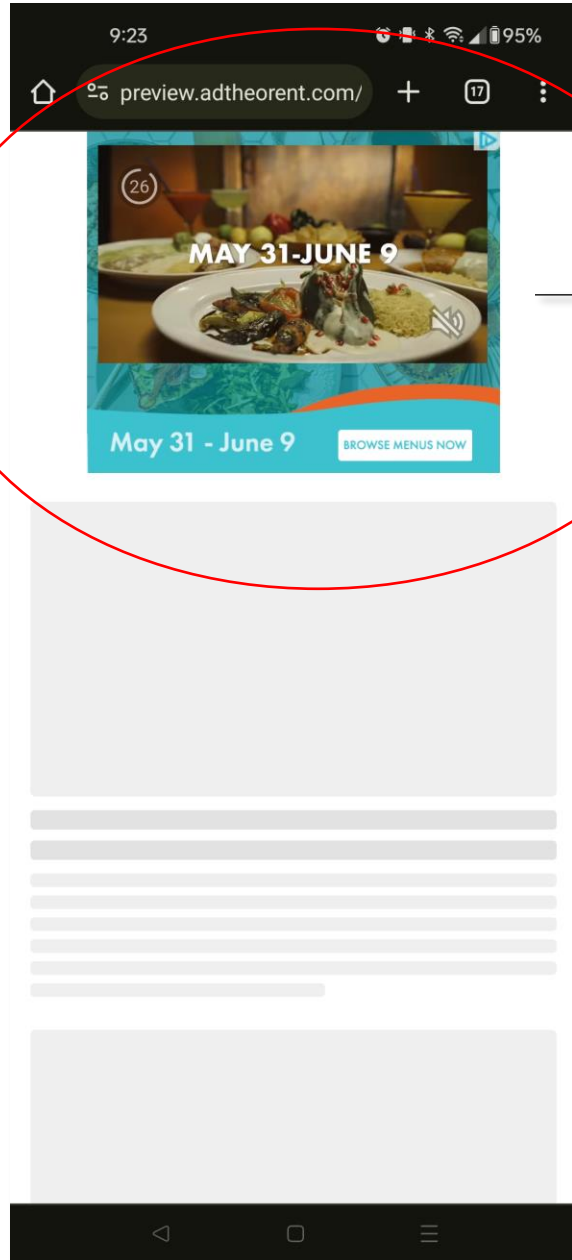
FIND FOOD BANK
THE DESERT'S REGIONAL FOOD BANK

This vertical advertisement shows a close-up of a person's hands preparing food on a wooden table. It includes the same event information and FIND Food Bank logo as the main ad.

10
¼ PAGE
PRINT ADS

IMPRESSIONS
846K

ADTHEORENT DIGITAL



1.6M
IMPRESSIONS

4,186
CLICKS

0.26%
AVERAGE
CTR

AdTheorent offers rich media display advertising options, including video display which was used for this campaign, allowing us to showcase our Restaurant Week TV spot digitally to targeted users online.

GAY DESERT GUIDE SOCIAL MEDIA POSTS

1,411
IMPRESSIONS

1,354
REACH

34
INTERACTIONS



gaydesertguide Greater Palm Springs Restaurant Week is the perfect opportunity to savor the start of summer.



gaydesertguide "During Greater Palm Springs Restaurant Week, a record 80 restaurants will offer special prix fixe menus."



gaydesertguide "Palm Springs may be known for its hot summers, but before the heat spikes this year, take advantage of the cooler weather."

LOCALE MAGAZINE

IMPRESSIONS
152K



Heads Up, Foodies! Greater Palm Springs Restaurant Week Is May 31-June 9

There is more to **Greater Palm Springs** than sprawling resorts, **green golf courses** and an impressive art scene. This desert oasis is home to some of the best dining Southern California has to offer, and thanks to **Greater Palm Springs Restaurant Week**, you can experience the unique culinary scene for yourself. This annual event returns May 31-June 9, offering foodies 10 days of pre-set menus and exclusive special dining offers. Whether you're eager to try a few new eateries or simply looking to support the local community, here is where to eat during **Greater Palm Springs Restaurant Week** this year.



Locale's Restaurant Week campaign included an updated editorial article and social posts featuring participating locations.

NATIVO – NATIVE ARTICLE



10 Days of Delicious Dining in Greater Palm Springs

Explore culinary delights during Greater Palm Springs exclusive menus and dining offers.

By Visit Greater Palm Springs

[Learn More](#)



Savor Every Bite at Greater Palm Springs Restaurant Week

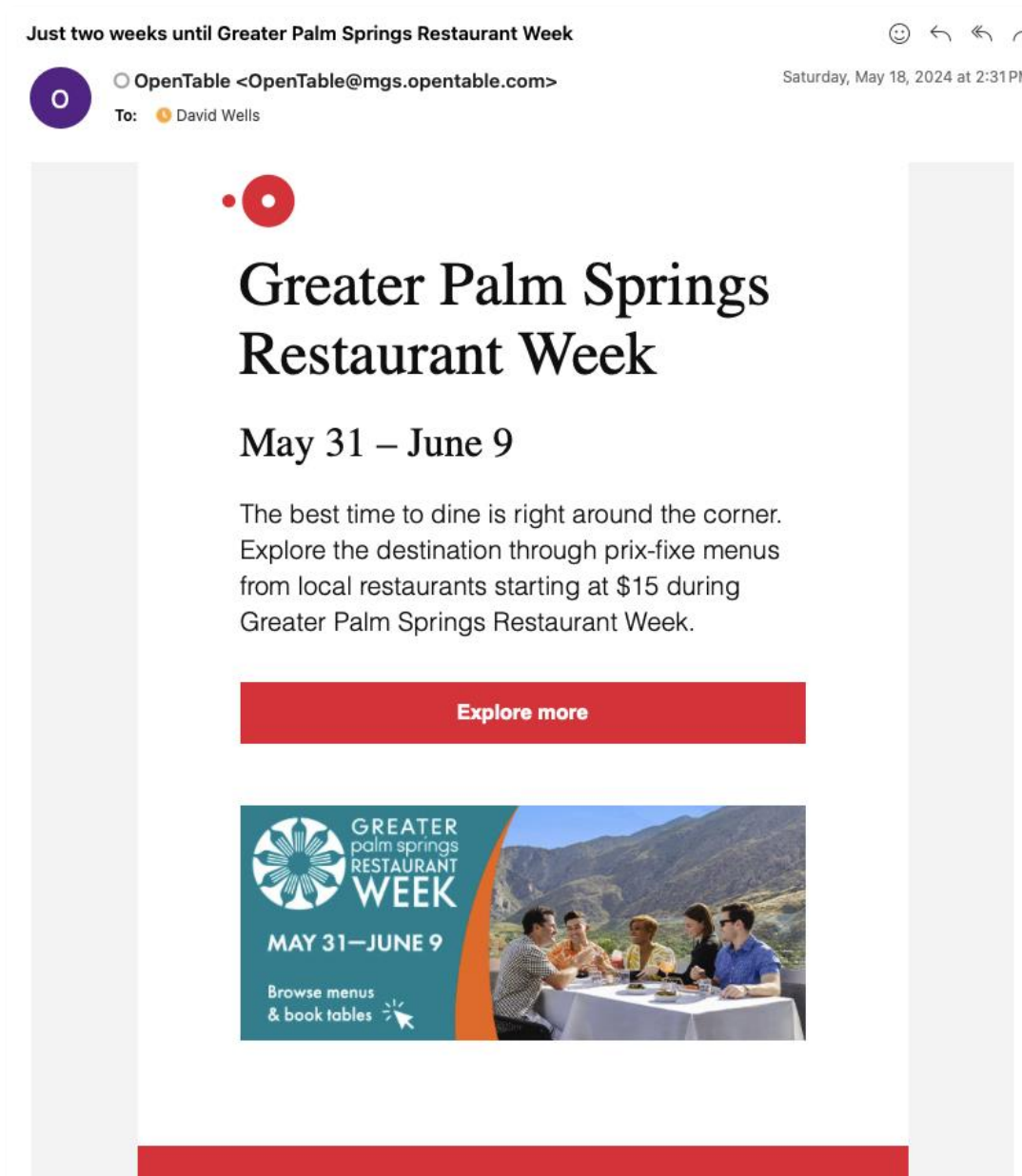
Restaurant Week returns! Enjoy prix fixe menus and special



423K
IMPRESSIONS

1,159
CLICKS

OPEN TABLE - NEWSLETTER

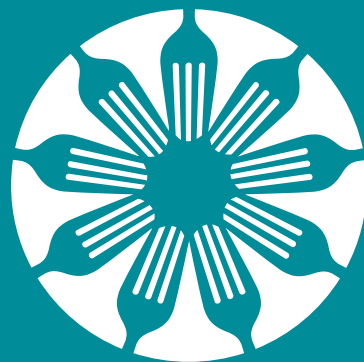


3
DEDICATED
EMAIL BLASTS

246K
IMPRESSIONS

3,317
CLICKS

WEBSITE / SOCIAL



GREATER
palm springs
RESTAURANT
WEEK

WEBSITE – EVENTS PAGE

Page Views
221K+

Users
44,500



The landing page has had successful results in 2024, with **44.5K users** and **45K key events** on the page in comparison YOY to 34.6K users and 18K key events in 2023.

MARK YOUR CALENDARS FOR GREATER PALM SPRINGS
RESTAURANT WEEK.

ADD TO CALENDAR

PRESENTED BY AGUA
CALIENTE CASINOS

Four of Agua Caliente's finest restaurants will be participating
and offering special lunch and dinner menus for diners to
enjoy.

SEE MENUS >

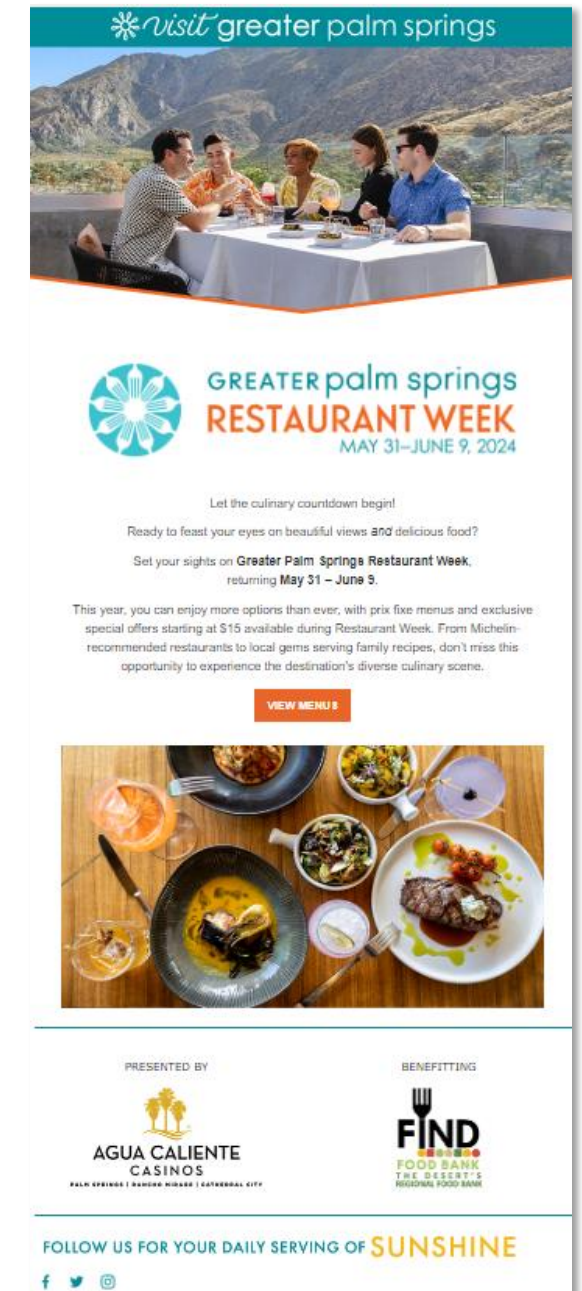


CONTENT – NEWSLETTERS & E-BLASTS

2
E-BLASTS

6.25%
CLICK-TO-OPEN
RATE

38.7%
OPEN RATE



CONTENT – BLOG

4
BLOGS

12.7K
VIEWS



[← Back](#)

NEW RESTAURANTS TO SAVOR DURING GREATER PALM SPRINGS RESTAURANT WEEK



May 29, 2024 / By Greg Archer
🕒 10 min read

Greater Palm Springs Restaurant Week runs May 31 through June 9, and along with it comes a bevy of delicious meals created by innovative chefs. Presented by Agua Caliente Casinos, expect alluring poolside bites, dreamy cocktails, and sublime sunset meals. Prix fixe menus and exclusive special offers abound, too, offering locals and visitors 10 days of exceptional dining experiences throughout a nine-city oasis. Plan ahead. Be sure to check dineGPS.com for menus. Do lunch with friends on some days, then enjoy bigger dinner meals on other days.

Breakdown of costs: Breakfast/Brunch/Lunch (2+ Items) run \$15, \$25, \$35, or a special offer. Dinner (3+ Items) are \$39, \$49, \$59, or a special offer. Meals exclude beverages, tax, and gratuity, so plan accordingly. In the meantime, dig

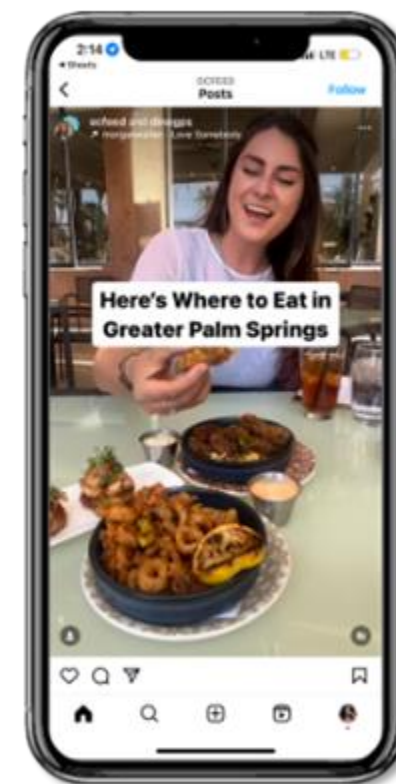
SOCIAL MEDIA INFLUENCER CAMPAIGN SUMMARY



The 2024 Greater Palm Springs Restaurant Week social media campaign achieved its goals by leveraging foodie influencer collaborations and a strategic giveaway to boost awareness, engagement, and visitor interest. Influencers generated **275,223 impressions**, **1,300 shares**, and substantial engagement, while the giveaway attracted **60,500 viewers** with **5,019 interactions**.

This led to significant growth for the **@dinegps Instagram channel**, with **135,770 impressions** (98% new visitors), **3,480 profile visits**, and **883 new followers**, successfully highlighting the unique offerings of participating restaurants and encouraging both locals and tourists to engage in the event.

PHASE 1: INFLUENCER COLLABORATIONS



27,223
IMPRESSIONS

207,900
REACH

1,300
SHARES

PHASE 2: GIVEAWAY

PRIZE:

- 2-night stay at Renaissance Esmeralda and \$100 Dining Credit
- \$100 dollar gift card to Palm Springs Trio Restaurant
- \$100 dollar gift card to Cork and Fork
- \$100 dollar gift card to Willie's Modern Fare
- \$50 dollar gift card to Agua Caliente Casinos

5,019
ENGAGEMENT

60.5K
Video Views

164
SHARES



PHASE 3: @dineGPS GROWTH

135,770
IMPRESSIONS

883
FOLLOWER
INCREASE


98%
NEW
VISITORS

2,512
CONTENT
INTERACTIONS




NOTABLE ONLINE COMMENTS

Comments

 lupevaldivia_realtor 1w
It all looks so good! 🙌 😊
Reply

 call_me_mama_holmes 1w
😍😍😍
Reply

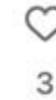
 eatlikeabadass 1w · ❤️ by author
I'm gonna make it out there one day 🤞
Reply

 dinegps 1w
@eatlikeabadass A must! 🙌
Reply



Comments

 memosmunchies 2w · ❤️ by author
I've never been to PS and I need to check it out
Reply



 califoodventure 2w
@memosmunchies HONESTLY WORTH A VISIT 🔥
Reply



— View 1 more reply

 hellojuliee 2w · ❤️ by author
Omgee the tequila cocktails look so good
Reply

 califoodventure 2w
@hellojuliee SOOO WORTH 🙌
Reply

— View 1 more reply

Comments



 avanvoris 2w
Sooooo yummy!!!! Love the video!! 😍
Reply



 ocfoodandview 2w
I want the mushroom pasta!!! 😍😍🍝
Reply



 ocfeed 2w
@ocfoodandview my favorite thing all trip
😍
Reply



 parisamoayediofficial 2w
😍😍😍😍
Reply



 ghouhlost 2w
This all looks amazing 😊
Reply



COMMUNICATIONS



GREATER
palm springs
RESTAURANT
WEEK

RW MEDIA PREVIEW – MAY 8-10, 2024

10 Media
Participants

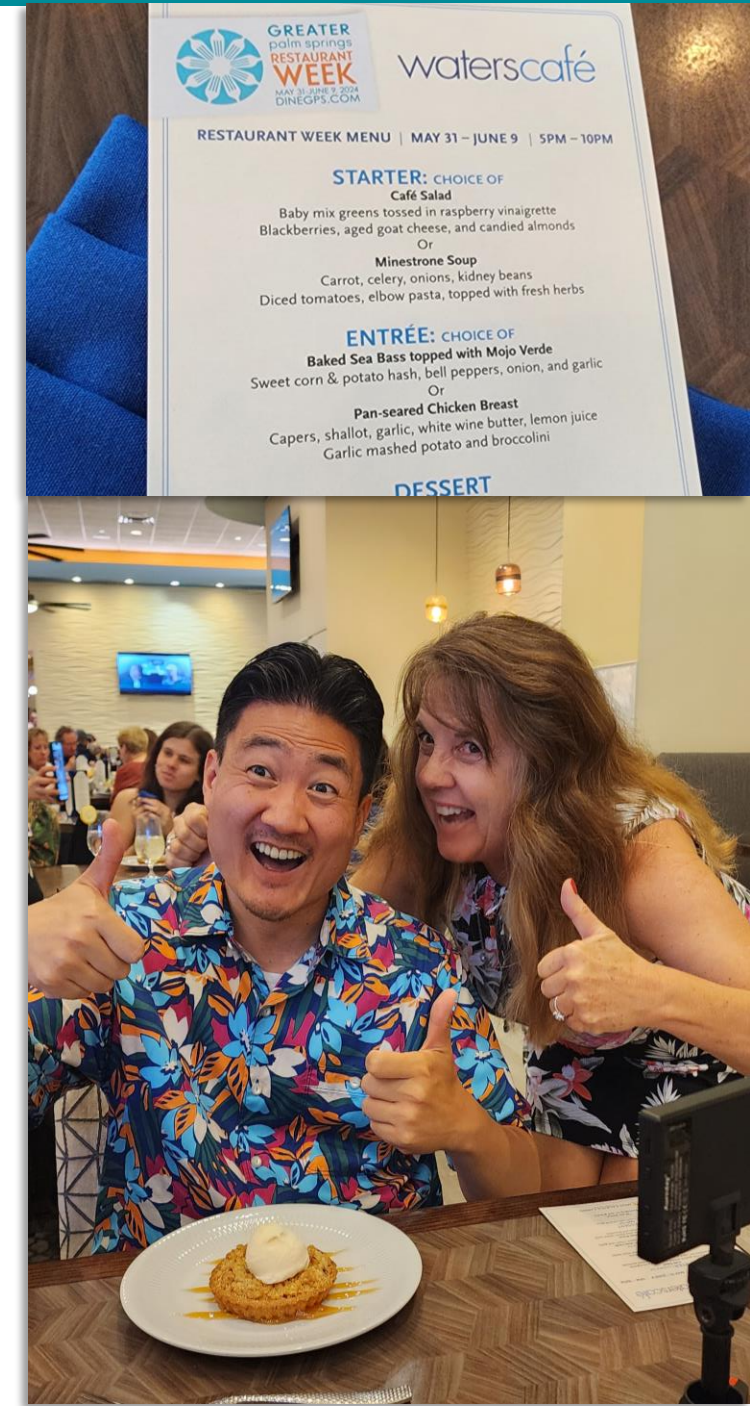
23
Featured
Restaurant
Partners

23 Partners Hosted 10 Media Guests over 3 Days

Twenty-three 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 Water's Café at Agua Caliente Resort Spa Casino, Rancho Mirage

FEATURED PARTNERS

- 533 Viet Fusion
- Alice B.
- Azure Palm Café
- Cava at Renaissance Esmeralda
- Churrasco Brazilian Steakhouse
- Copley's on Palm Canyon
- Cork & Fork
- Daniel's Table
- French Rotisserie Café
- Grand Central Palm Springs
- Java Caliente Café
- Low Desert / Modern Mexican
- Minerva's Palm Springs
- Mole Restaurant Palm Desert
- Reforma Palm Springs
- Shorebird Palm Desert
- Smokin' Burgers & Lounge
- Temalpakh Farms
- The Hideout Kitchen + Bar
- The Pink Cabana
- TQLAS
- Trio Restaurant
- Waters Café
- Willie's Modern Fare



MEDIA PREVIEW EVENT / BROADCAST COVERAGE

May 29, 2024

Agua Caliente Resort Casino Spa, Rancho Mirage
50 MEDIA IN ATTENDANCE



BROADCAST COVERAGE

KESQ Eye on the Desert

NBC Palm Springs

KESQ Palm Springs

KDFX Palm Springs

KPSP Palm Springs

KNSD San Diego

KNTV San Jose

KDGL Eagle 106.9

KCLB The Rock 93.7

KPSI Mix 100.5

KDES The Bull 98.5

KCLB The Rock


KKUU U-92.7 FM

MOD 107.3 FM

KPLM Big 106


SoCal Restaurant Show on
Sports Radio AM 830 KLAA

PR/COMMS: EARNED COVERAGE




LA WEEKLY

NEWS FOOD MUSIC ENTERTAINMENT ARTS CULTURE CANNABIS WELLNESS



A SIZZLING GREATER PALM SPRINGS RESTAURANT WEEK RETURNS ON FRIDAY, MAY 31 THROUGH SUNDAY, JUNE 9

MICHELE STUEVEN • MAY 13, 2024



Desert Sun.

What to know about 30th annual Palm Springs ShortFest:

Sports Business News Life Opinion Advertise Obituaries eNewspaper Legals

FOOD


Restaurant Week brings special menus, limited-time items to Coachella Valley

Sam Morgen Palm Springs Desert Sun
Published 4:10 p.m. PT June 3, 2024 | Updated 4:11 p.m. PT June 3, 2024

More than 100 eateries in the Coachella Valley are participating in Restaurant Week. Jacob Wirt / The Commercial Appeal

For those hoping to try the new café down the street, or maybe check out that trendy steakhouse across the valley that has been generating a lot of buzz, now is the time. Greater Palm Springs Restaurant Week is in full swing, enticing customers with low prices and special menus.

What is Restaurant Week?




JB LUXE BEAT MAGAZINE


HOME FEATURED COLUMNS TRENDING NEWS

Alice B. Photo Jill Wenlein


During Restaurant Week, the Brunch menu is available for \$35 per person. Diners can select the biscuit of the day with butter and seasonal jam, market fresh fruit, yogurt and granola, and a brioche French Toast or a Breakfast burrito.




CV WEEKLY




Desert Sun.




Patch




AV INDEPENDENT




AM 830




SOUTHERN CALIFORNIA LIFE MAGAZINE




NEWS CHANNEL 3




THE PALM SPRINGS POST




NBC PALM SPRINGS




PASADENA NOW




Big 106
#1 For New Country • KPLM



KGAY DESERT GUIDE
PALM SPRINGS



FOX 11
KDFX-PALM SPRINGS



JB LUXE BEAT MAGAZINE

15.6M
Unique
Monthly Views

265K
Audience/
Circulation

\$65K
Ad Value
Equivalency

82
Total
Placements

KESQ DESERT CHAT - INTERVIEW



CONSUMER SURVEY



GREATER
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RESTAURANT
WEEK

CONSUMER SURVEY OVERVIEW

Conducted June 21–
July 15, 2024



GREATER
palm springs
RESTAURANT
WEEK

INTRODUCTION: Event Survey Group and Visit Greater Palm Springs worked together to conduct a survey of 2024 Restaurant Week Consumers and non-consumers, taking a broad look at the consumer experience. Questions ranged from ad recall to expectations on whether consumers would return for the next Restaurant Week. Topics examined in this year's survey included:

- Whether Consumers try new restaurants because of Restaurant Week.
- Consumer behavior (number of restaurants visited, repeat visits, and whether additional food items were purchased beyond the pre fixe menu).
- Ad recall and the ad's influence on consumer decision making.
- Motivations to participate in Restaurant Week (and reasons Non-Consumers do not to take part).
- Demographics (age, income, home zip code, etc.).

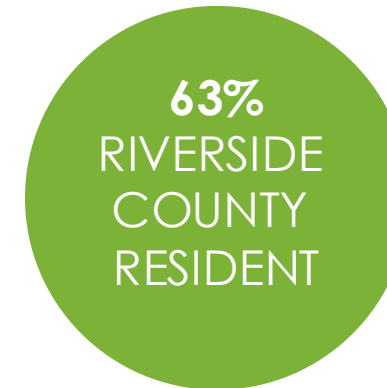
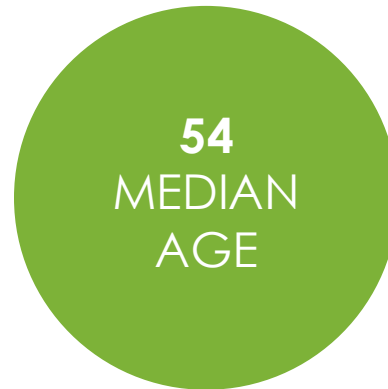
METHODOLOGY: Invitations to complete the survey were sent by Visit Greater Palm Springs to their proprietary database of contacts. Links to the survey were also posted on Visit Greater Palm Springs social media accounts.

After cleaning the survey data, 107 completed surveys are included in the final dataset. Among the completed surveys:

- 88.7% (95 respondents) ordered from a participating restaurant during 2024 Greater Palm Springs Restaurant Week and are considered "consumers."
- 11.3% (12 respondents) indicated they did not order from a participating restaurant and are considered "non-consumers."

2024 CONSUMER SURVEY

PROFILE OF RESTAURANT WEEK RESPONDENTS



FEEDBACK FROM RESTAURANT WEEK RESPONDENTS



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WEEK
MAY 31-JUNE 9, 2024
DINEGPS.COM

2024 CONSUMER SURVEY



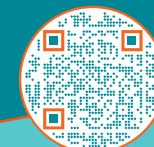
GREATER
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RESTAURANT
WEEK
MAY 31–JUNE 9, 2024



Top Consumer Channels to Learn About Restaurant Week 2024

Social Media	22%
Newspaper or Magazine Ads (Desert Sun, etc.)	20%
Greater Palm Springs visitor website	22%
dineGPS email	10%
Family / Friends	23%
Television	20%

Set your sights on delicious dining experiences throughout our nine-city oasis, with prix fixe menus PLUS exclusive special offers only available during Restaurant Week.



Browse menus and book your table at dineGPS.com

PRESENTED BY

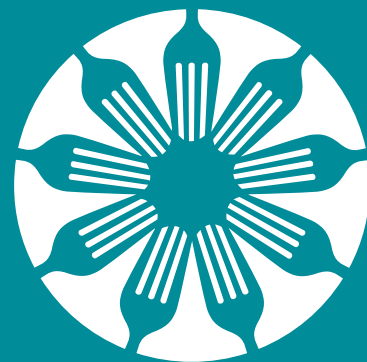
AGUA CALIENTE
CASINOS

2024 CONSUMER SURVEY

Motivations to Dine Out During Restaurant Week	2024
Take advantage of a great value	68%
Support local restaurants	50%
Go to a restaurant I've never been to before	54%
Enjoy a meal at one of my favorite restaurants	47%
Try out a newly opened restaurant	14%
Introduce friends/family to a restaurant	7%
Other	3%



PARTNERSHIP



GREATER
palm springs
RESTAURANT
WEEK

FIND FOOD BANK

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



\$7,219
DONATION
RESERVATIONS



GPS RESTAURANT WEEK KICKOFF EVENT



May 29, 2024

**Agua Caliente Resort Casino Spa
Rancho Mirage**

Participating restaurants

- Waters Café at Agua Caliente Resort Casino Spa Rancho Mirage
- Alice B.
- Delicias Mexican Cuisine
- Jackalope Ranch
- La Quinta Cliffhouse
- Lulu California Bistro
- Pacifica Seafood Restaurant
- Shorebird Coastal Kitchen
- TRIO Palm Springs

**Over 200 partners, 32 media
& influencers attended**

THANK YOU TO OUR SPONSORS

Platinum Sponsor



Gold Partners



Community Sponsors

