visit greater palm springs

RESTAURANT WEEK 2026 RECAP

RESTAURANT WEEK 2026

GREATER
palm springs
RESTAURANT
WEEK



PRESENTING SPONSOR

AGUA CALIENTE CASINOS

GOLD PARTNERS

CITY OF PALM SPRINGS CALIFORNIA

P.S. RESORTS
Promoting Palm Springs Tourism Through Events

SILVER PARTNERS

City of COACHELLA EST. 1946

INDIO

CITY OF RANCHO MIRAGE

BRONZE PARTNERS

INDIAN WELLS CALIFORNIA

La Quinta CALIFORNIA

PALM DESERT

COMMUNITY PARTNERS

Cathedral City

CITY OF DESERT HOT SPRINGS, CALIFORNIA

Thank you!

GREATER PALM SPRINGS RESTAURANT WEEK: MAY 29–JUNE 7, 2026

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 **134 participating restaurants** across all nine cities of the Coachella Valley. Diners had the option of prix-fixe menus at set price points or a special offer from the restaurant exclusive to Greater Palm Springs Restaurant Week.

134
RESTAURANTS PARTICIPATING

Menu Pricing

BREAKFAST/BRUNCH/LUNCH:
2+ items
$15, $25, $35, or special offer

DINNER:
3+ items
$39, $49, $59, or special offer

$9.4 Million
IN EARNED MEDIA VALUE

MARKETING

GREATER
palm springs
RESTAURANT
WEEK

MARKETING

GREATER
palm springs
RESTAURANT
WEEK
MAY 29–JUNE 7, 2026
DINEGPS.COM

The **2026 Restaurant Week** media plan included local and drive market promotion across digital, social media, print, radio/streaming audio, and television.

Programs included Spectrum Cable (local and drive market), KTLA, connected television, The Desert Sun, Palm Springs Life, Basis programmatic display, digital outdoor billboards, Locale Magazine, Desert Gay Guide, MediaMax e-blasts, and out-of-home display at Palm Springs International Airport.

In total, the media plan delivered over **379M impressions** in from April through June 7.

TELEVISION

IMPRESSIONS
349M+

SPOTS
4,612



Local Television: KMIR, KPSP, Spectrum Cable

Drive Market: KTLA, Spectrum Cable

BILLBOARD



LOCAL IMPRESSIONS
3.5M

DRIVE MARKET IMPRESSIONS
6.7M

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

PSP AIRPORT ADVERTISING







Baggage Claim

IMPRESSIONS
249K

RADIO

IMPRESSIONS
16.8M

SPOTS
753



:30 Local Spot – English



:30 Drive 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 (BASIS)

2.07M
IMPRESSIONS

753
CLICKS

0.06%
AVERAGE CTR

Digital programmatic included display banners, video + connected TV.



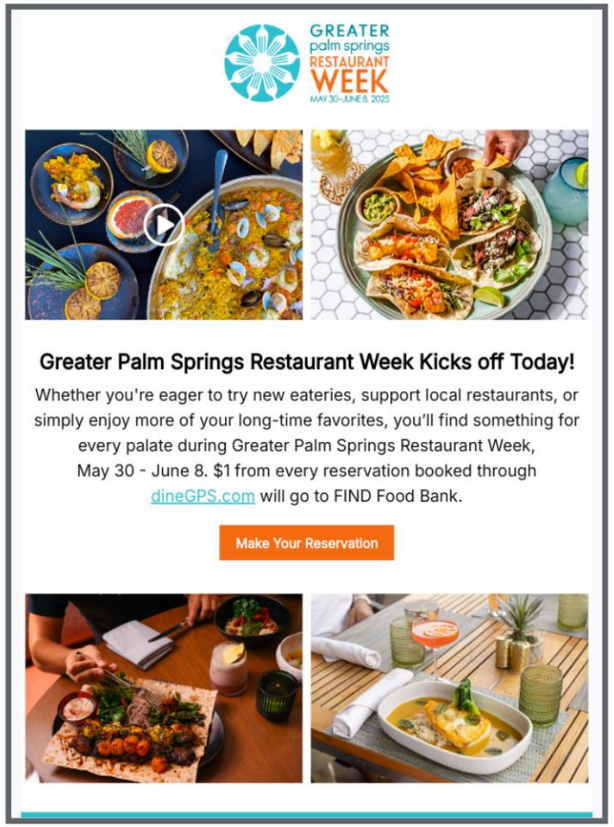






MEDIAMAX – E-BLASTS







3
DEDICATED EMAIL BLASTS

110K
DELIVERED

16%
AVG. 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

Two full page ad insertions reaching approximately **130K readers** total across all ad placements





THE DESERT SUN – DIGITAL





186
CLICKS

607K
IMPRESSIONS









PALM SPRINGS LIFE – PRINT, DIGITAL, SOCIAL

141K IMPRESSIONS

2.4% EMAIL CTR

576 CLICKS



Campaign included: print, digital ads, and email newsletters





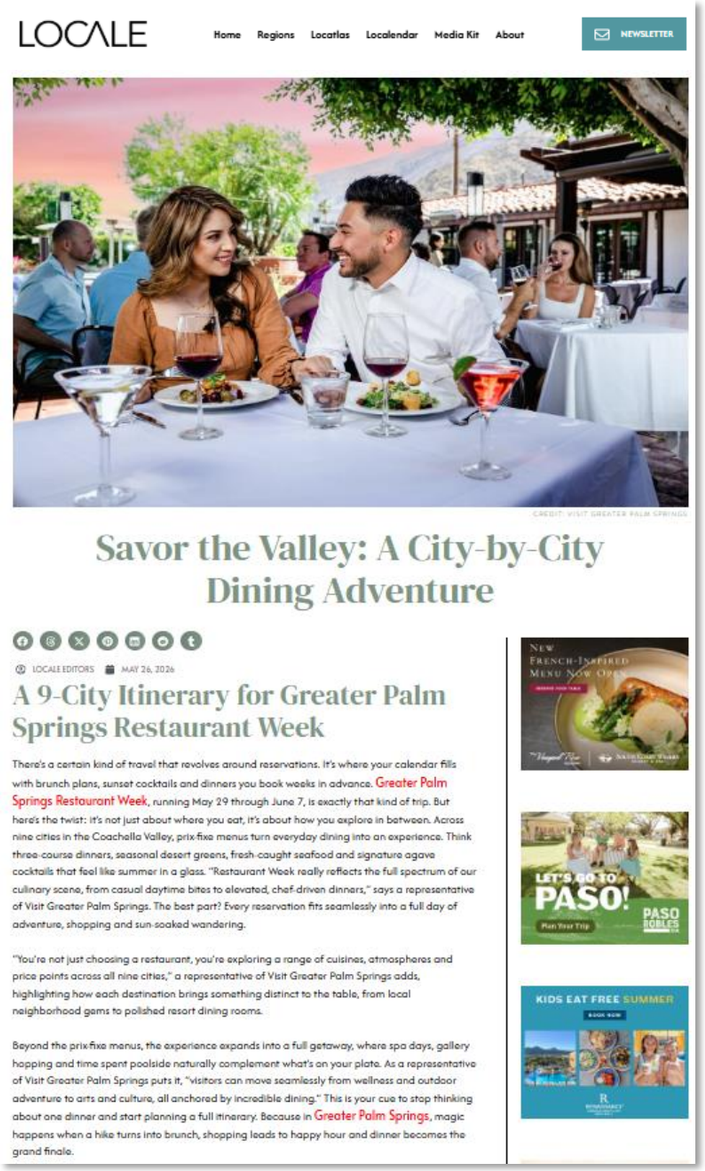




LOCALE MAGAZINE



Play



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



IMPRESSIONS
1.01M



NATIVO – NATIVE ARTICLE



Fodor's Travel Search cities, hotels... DESTINATIONS HOTELS TRAVEL NEWS CRUISES FORUMS TRIP IDEAS

SPONSORED CONTENT

A Foodie Getaway in Greater Palm Springs

By Visit Greater Palm Springs | April 30, 2026

Each year during the sizzling month of June, this SoCal oasis gets a whole lot tastier with the annual return of **Greater Palm Springs Restaurant Week**. presented by Agua Caliente Casinos. Featuring top-notch local eateries, this culinary experience showcases specially prepared 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!

What

Greater Palm Springs Restaurant Week highlights all the unique and delectable flavors this oasis has to offer. Since its inception in 2007, the event has served as a great opportunity for diners to get a taste of what eateries in the area are cooking up. Now in its nineteenth year of decadent food festivities, Restaurant Week continues to do just that, giving locals and visitors a chance to enjoy Greater Palm Springs' vibrant culinary scene.

When

Greater Palm Springs Restaurant Week takes place from May 29-June 7, 2026 giving you all the time you need to experience all the delicious fun in store.

Where

Experience everything from casual to fine dining and traditional bars to family restaurants during Greater Palm Springs Restaurant Week. The event is set to include numerous lounges and cuisine hotspots like **Waters Café**, **360 Sports**, **Molé**, **Johannes**, **Workshop Kitchen & Bar**, and more.

A full list of participating restaurants, full menus, and price point information is available **here**.

380K
IMPRESSIONS

433
CLICKS

WEBSITE / SOCIAL

GREATER
palm springs
RESTAURANT
WEEK

WEBSITE

Users
43.17K

Key Events
46.41K

Page Views
195K+



CONTENT – NEWSLETTERS & E-BLASTS

4
E-BLAST INCLUSIONS

41.3%
OPEN RATE AVERAGE

5.23%
CLICK-TO-OPEN RATE AVERAGE

CONTENT – BLOG

5
BLOGS

3.4K
VIEWS



‹ Back

TOP DEALS DURING GREATER PALM SPRINGS RESTAURANT WEEK

April 25, 2025
4 min read

Greater Palm Springs Restaurant Week is happening May 30 through June 8 and it's an amazing opportunity for people to taste delicious cuisine at great prices. Here are some of the top deals you should not miss during this 10-day exquisite foodie event.

SOCIAL MEDIA INFLUENCER CAMPAIGN SUMMARY

GREATER palm springs RESTAURANT WEEK

The 2026 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 **117,805 video views**, **710 shares**, and substantial engagement, while the giveaway attracted **39,052 viewers**.

This led to significant growth for the **@dinegps Instagram channel**, with **57,186 impressions**, **8,932 engagements**, and a **5.2% follower growth**, successfully highlighting the unique offerings of participating restaurants and encouraging both locals and tourists to engage in the event.

PHASE 1: INFLUENCER COLLABORATIONS



@lysseats805
41.2K followers



@mish_critiques
29.5K followers



@foodthoughtsforall
43K followers



@foodventureswithanna
58.5K followers



@ocfoodandview
59.2K followers

97,981
REACH

8,932
ENGAGEMENTS

PHASE 1: SOCIAL MEDIA

57,186
INFLUENCER IMPRESSIONS

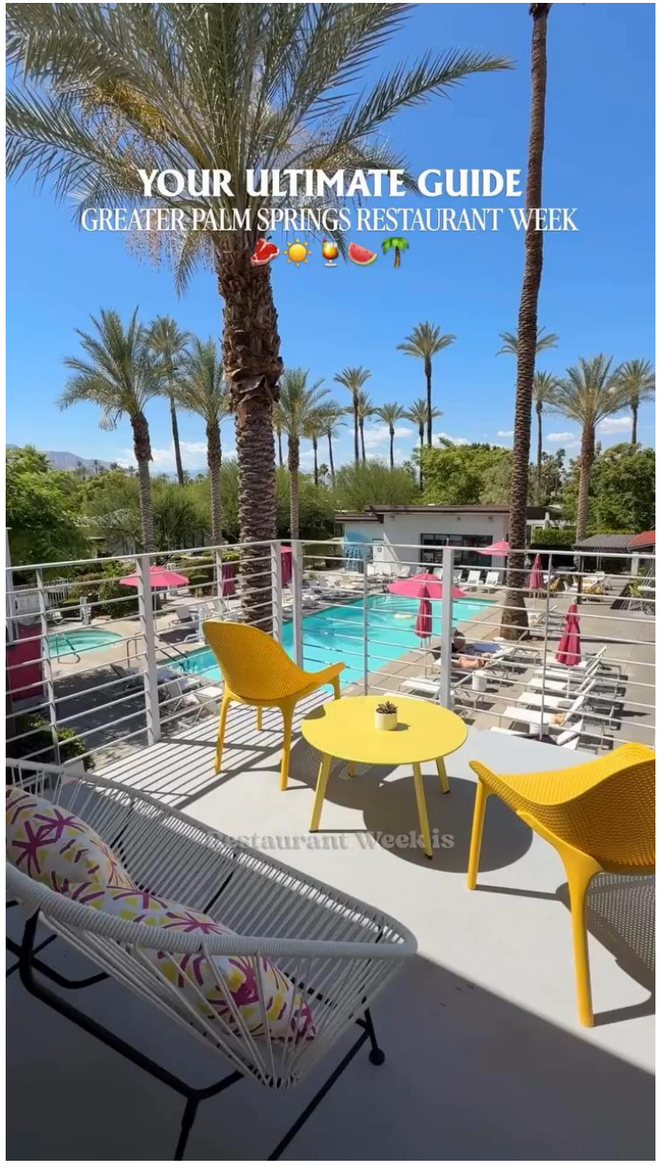
117,805
INFLUENCER VIDEO VIEWS

97,981
INFLUENCER REACH

710
INFLUENCER SHARES

482 NEW FOLLOWERS





PHASE 2: GIVEAWAY

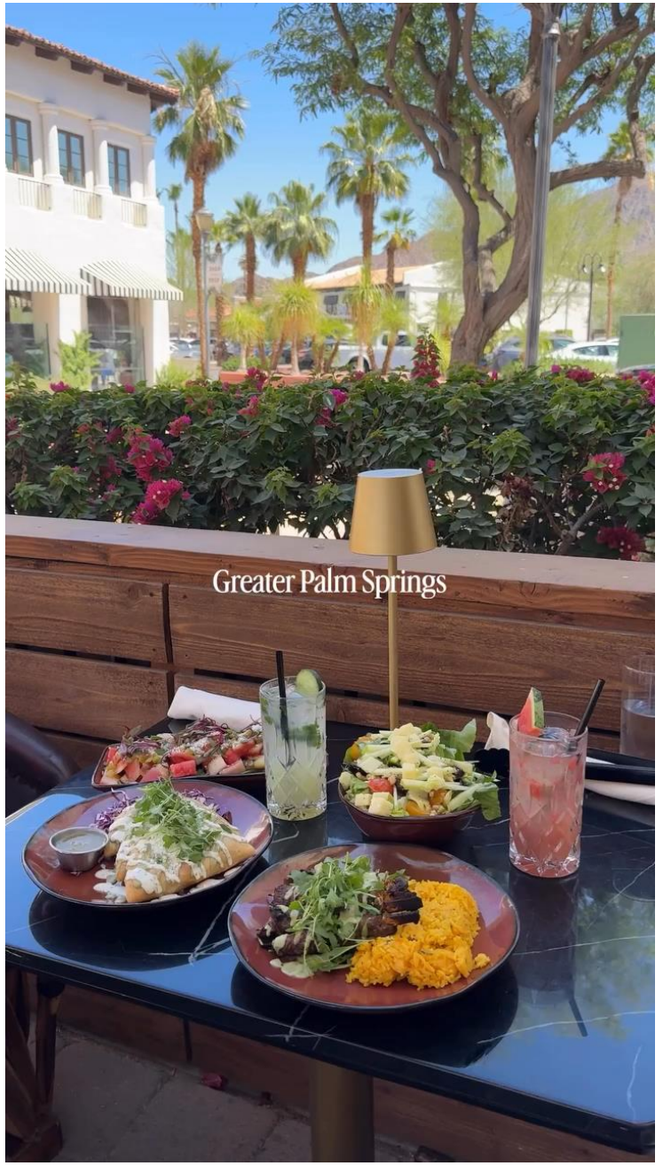
PRIZE:

- 2-night stay at the Kimpton Rowan Palm Springs
- Breakfast for 2 at Kimpton Rowan Palm Springs
- $100 dollar gift card to Lola's at the Cove
- $100 dollar gift card to Wildest
- $100 dollar gift card to Catalan Spanish Mediterranean Restaurant

3,528
ENGAGEMENTS

39,052
VIDEO VIEWS

243
SHARES



PHASE 3: @dineGPS GROWTH

2,173,191
IMPRESSIONS

482
FOLLOWER INCREASE

44,423
ENGAGEMENTS







NOTABLE ONLINE COMMENTS

realtimemomaz Yayayayya saving I love going to Palm Springs
7w 3 likes Reply

socalwanderer.lg Just went here and tried the restaurant week deal, so fun!
7w Reply

foodie_v Lots of great spots!
7w 3 likes Reply

sweetlifeofz So much good food!
7w 4 likes Reply

jane_wu Okay but you snapped SO hard! 💥😍
7w 3 likes Reply

lena.noms The saffron lobster pasta goes hard😍

happytomunch Love restaurant week 😍! Great deals
8w 8 likes Reply
View replies (1)

mae.eats.bay Omg the food out here looks bomb 😍
8w 5 likes Reply

seattle.food.diva Looking good 🙌
8w 7 likes Reply
View replies (1)

shallomeats drool worthy 😋💕
8w 3 likes Reply

hawaii_foodaholic Love the ambience here 😍
8w 6 likes Reply

beyond.the.taste Looks like a great time
8w Reply

socalkyla Guess that's my reason for visiting!
7w Reply

socalwanderer.lg Eek I will be there. Saving!!
8w 2 likes Reply
View replies (2)

mohyeddin.ehda 😍😍
6w Reply

febrahimifar66 Beautiful 👏
8w Reply

elmirasadrai 🔥🔥🔥
8w 2 likes Reply

barecomplexionskincare The food looks soooooooo good 😍
9w 3 likes Reply

jsdeli ❤️🙌
8w 1 like Reply

palmhousecoachella Need to try coffeeism 😍
9w 4 likes Reply
View replies (2)

kaileycost LOVE the Kimpton Rowan! ❤️❤️❤️
9w 4 likes Reply
View replies (2)

itsantog_ Uff, the paella tho 😳😵😭 btw, one of my fave brunch spots is @junipertableps at the @rowanpalmsprings
9w 3 likes Reply

sandiegofoodgram What a fun spot! 🙌 Adding to my list!!
8w 1 like Reply

lannathaicuisinesd Love this! Thanks for sharing. ❤️
8w 3 likes Reply

tastetravelunravel Ohhh it all sounds great
8w 7 likes Reply
View replies (1)

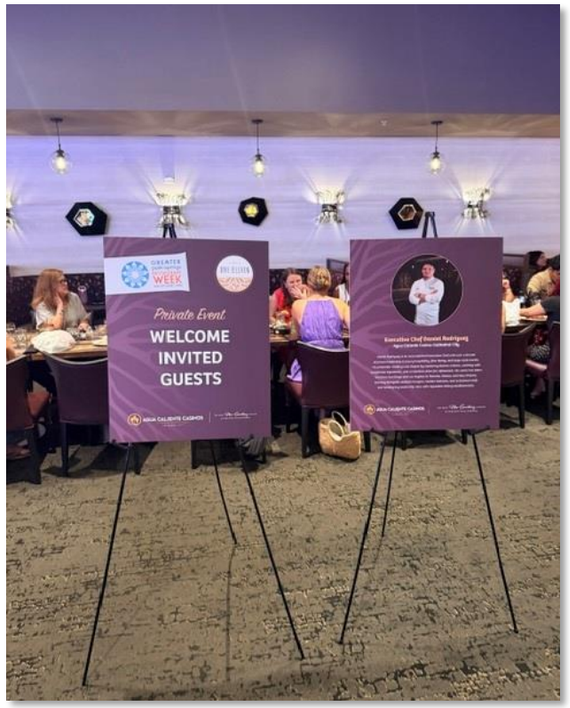
andthatswhatiate Looks amazing 😍
8w 7 likes Reply
View replies (1)

havilahvashti Gotta love restaurant week!
8w 7 likes Reply

COMMUNICATIONS

GREATER
palm springs
RESTAURANT
WEEK

TASTE OF GREATER PALM SPRINGS FAM – MAY 5-7, 2026









8 Partners
Hosted 4 Media Guests
Over 3 Days



Carmen Varner
Freelance,
Tasting Table



Fiona Chandra
Freelance,
Gourmet Pigs



Kathy Condon
Freelance,
Luxe Beat



Suzanne Van Atten
Freelance,
The Atlanta Journal-Constitution

BROADCAST COVERAGE

Restaurant Week Media Coverage
May 1 – June 6, 2026

50 broadcast segments
15 media interviews



KESQ Eye on the Desert

NBC Palm Springs

KESQ Palm Springs

KDFX Palm Springs

KPSP Palm Springs

KNBC Los Angeles

KNSD San Diego

KESQ Desert Chat

KCLB The Rock 93.7

KPSI Mix 100.5

KDES The Bull 98.5

KCLB The Rock

KKUU U-92.7 FM

ALT 101.5

KPLM Big 106

SoCal Restaurant Show on Sports Radio AM 830 KLAA







EARNED COVERAGE SUMMARY

1M Audience/ Circulation

474M Unique Monthly Views

71 Total Placements

$9.5M Ad Value Equivalency

552 PR Quality Score Average = 7.88

LUXE BEAT MAGAZINE

PALM SPRINGS RESTAURANT WEEK IS THE PERFECT EXCUSE FOR A DESERT FOOD GETAWAY



Are you ready to dig in? Find some of the tastiest meals at Palm Springs Restaurant Week. The annual event runs from May 29 to June 7, 2026, and you can find inspiration by consulting the website to see which restaurants are participating. Booking through Greater Palm Springs means $1 from every reservation is donated to FIND Food Bank. You'll find dining options all through the nine Great Palm Springs cities, including Cathedral Springs, Rancho Mirage, Coachella, and more.

As of writing, there are over 130 participating restaurants. Restaurant Week means you can try select menu items, prix fixe menus, and more. It's a fun way to try places you might not have otherwise visited. You'll find options from A to Z, whether that's Azure Palm Café in Desert Hot Springs or Zin American Bistro in Palm Springs. The annual event is presented by Agua Caliente Casinos, which has four restaurants participating in Restaurant Week.

NBC BAY AREA LOCAL WEATHER WE INVESTIGATE

PALM SPRINGS

Celebrate Greater Palm Springs Restaurant Week at the desert's delish eateries

Rancho Mirage, Coachella, and La Quinta, too: Dine around the region and enjoy a plethora of prix fixe deals.



COACHELLA VALLEY... may have quite the scintillating and sound-tastic April, thanks to all of those beyond-well-known, super-ultra-famous music festivals and art happenings, but it is at the end of the following month when daydreams turn from dancing to dining. Oh, for sure, the dancing and music and general revelry and the love of the arts is always strong in the creative, open-spirited cities of the desert resorts, but the end of May is when **Greater Palm Springs Restaurant Week** returns and with it? A bounty of bites priced to give restaurant fans, lovers of intriguing entrees, and dessert devotees fresh horizons, new plates, and chances to reconnect with the meals they've long loved. As for the 2026 prices? Some lunch spots will start at $15. The cuisine-cool happening, which is presented by Aqua Caliente Casinos, kicks off May 29 and keeps the stoves simmering and cocktails well-iced through June 7.

USA TODAY

Greater Palm Springs Restaurant Week



View more on Instagram

Foodies, rejoice: The annual Greater Palm Springs Restaurant Week returns this month with local eateries serving up delicious meals at special prices. Just some of the participating restaurants include: Brunch 101 in Cathedral City, Coachella Firehouse Bar & Grill in Coachella, Delicias Mexican Cuisine in Desert Hot Springs, The Nest in Indian Wells,

yahoo/creators Search the web

6 Places to eat in Greater Palm Springs (outside of Palm Springs)



Fiona Chandra
Creator of Gourmet Pigs • Follow
Updated Mon, May 25, 2026 at 8:18 AM PDT · 3 min read



Palm trees fill the foreground with mountains visible in the background under a clear sky. This scene captures the natural beauty of Palm Springs during daylight. ...More

Southern California's famous desert oasis doesn't just consist of Palm Springs. The Greater Palm Springs area actually encompasses nine distinct cities that each has plenty to offer. There are, of course, numerous restaurants worth dining and drinking at in Palm Springs proper, but the surrounding cities are also home to some great restaurants.

EARNED COVERAGE SUMMARY





















































CONSUMER SURVEY

GREATER
palm springs
RESTAURANT
WEEK

CONSUMER SURVEY OVERVIEW

Conducted June 8–
June 25, 2026

GREATER palm springs RESTAURANT WEEK

INTRODUCTION: Event Survey Group collaborated with Visit Greater Palm Springs to conduct a survey of 2026 Restaurant Week Consumers and Non-Consumers. The 2026 Greater Palm Springs Restaurant Week was held Friday, May 29 - Sunday, June 7, 2026. Participating restaurants offered pre fixe menus or "Special Offer" menus for breakfast, lunch, and/or dinner. The 2026 questionnaire provides insight into new opportunities as well as consistency or changes in consumer behavior. Some of the consumer results include:

- Attitudes toward sponsors.
- Preferences for prix fixe or "Special Offers" menus.
- New features to consider.
- Determination of changes or consistency in consumer behavior and demographics.
- 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, 205 completed surveys are included in the final dataset. Among the completed surveys:

- 68.8.% (137 respondents) ordered from a participating restaurant during 2026 Greater Palm Springs Restaurant Week and are considered "consumers".
- 33.2% (68 respondents) indicated they did not order from a participating restaurant and are considered "non-consumers".

2026 CONSUMER SURVEY

69% of consumers view sponsoring businesses more (or much more) positively

“I appreciate their support of local restaurants”



GREATER
palm springs
RESTAURANT
WEEK

PRESENTED BY
AGUA CALIENTE CASINOS

MAY 29 - JUNE 7, 2026



2026 CONSUMER SURVEY

PROFILE OF RESTAURANT WEEK RESPONDENTS

68
MEDIAN AGE

$125K
MEDIAN INCOME

78%
RIVERSIDE COUNTY RESIDENT

9%
OUT-OF-STATE RESIDENT
(up from 6% in 2023)

23%
FIRST TIME DINING AT RESTAURANT WEEK

FEEDBACK FROM RESTAURANT WEEK RESPONDENTS

96%
WILL DEFINITELY OR PROBABLY RETURN NEXT YEAR
(up from 92% in 2025)

84%
MEAL VALUE GOOD OR EXCELLENT

GREATER palm springs RESTAURANT WEEK

2026 CONSUMER SURVEY



TOP CONSUMER CHANNELS TO LEARN ABOUT RESTAURANT WEEK

Social Media	39%
Greater Palm Springs visitor website	33%
Participating Restaurant	28%
Newspaper or Magazine ads	20%
DineGPS Email	20%



2025 CONSUMER SURVEY

CONSUMER MOTIVATIONS TO DINE OUT DURING RESTAURANT WEEK

Tried a restaurant new to them	82%
Dined out specifically because of Restaurant Week	72%
Support local restaurants	67%
Perceived as a great value	61%

CONSUMER BEHAVIORS DURING RESTAURANT WEEK

Ordered beyond the set menu	86%
Added alcoholic beverages	71%
Dined at two or more restaurants **(2.6 average)**	67%
Returned to a restaurant they tried from previous Restaurant Week	58%



PARTNERSHIP

GREATER
palm springs
RESTAURANT
WEEK

FIND FOOD BANK

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

FIND FOOD BANK
THE DESERT'S REGIONAL FOOD BANK

$5,763
DONATION
RESERVATIONS

GREATER palm springs RESTAURANT WEEK
MAY 29–JUNE 7, 2026

RESTAURANT WEEK KICKOFF EVENT

Agua Caliente Resort Casino Spa, Rancho Mirage, May 27, 2026

10 Restaurants Showcased at the Restaurant Week Kickoff Event









Participating Restaurants

- Desert Pearl
- Double Date Italian Table
- Jackalope Ranch
- Lulu California Bistro
- The Restaurant at The Palm Springs Surf Club
- Trio Palm Springs
- Waters Café
- Wildest Restaurant + Bar
- Workshop Kitchen–Bar
- Zin American Bistro

Presenting Sponsor

AGUA CALIENTE
CASINOS