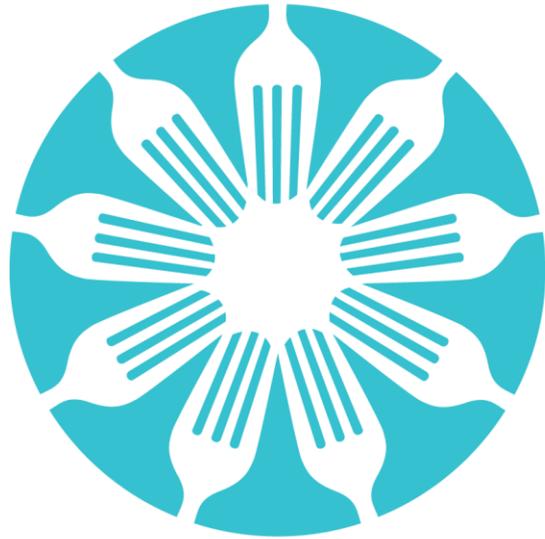


visit  greater
palm springs

RESTAURANT WEEK
2024 RECAP

RESTAURANT WEEK 2024



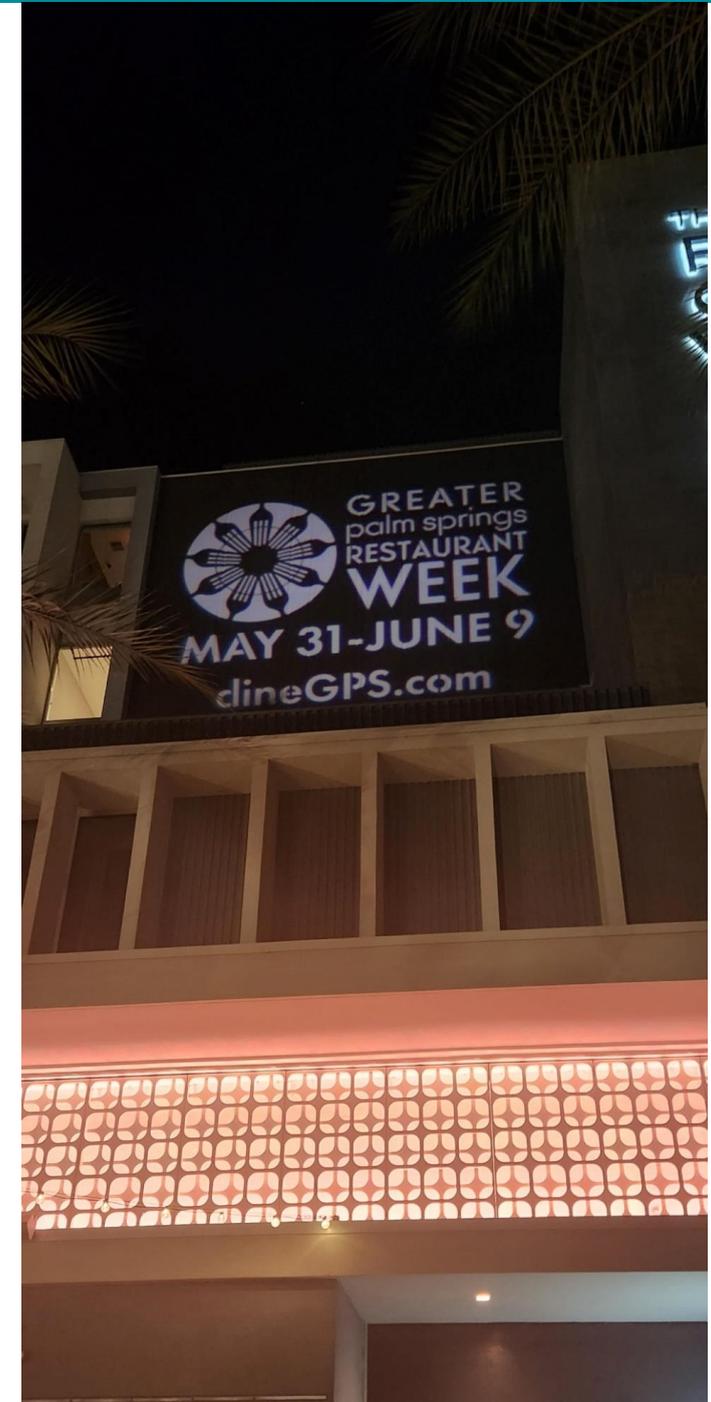
GREATER
palm springs
RESTAURANT
WEEK
MAY 31-JUNE 9, 2024
DINEGPS.COM

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.



Menu Pricing

BREAKFAST/BRUNCH/LUNCH:

2+ items

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

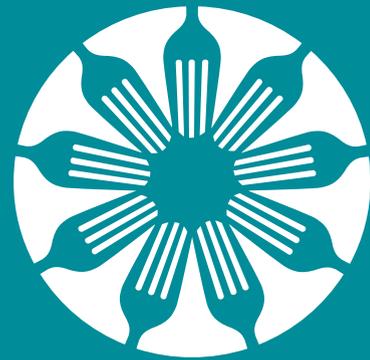
DINNER:

3+ items

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



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



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

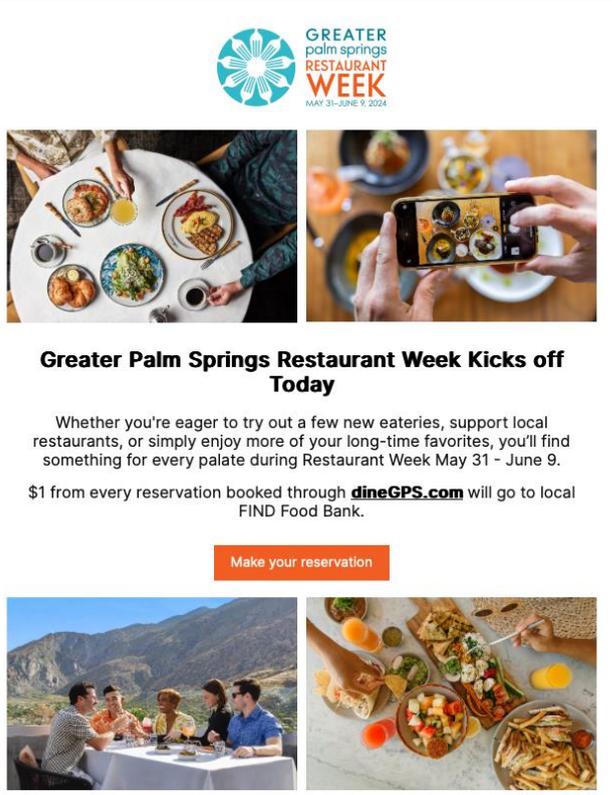
0.37%
AVERAGE
CTR

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
MAY 31–JUNE 9, 2024

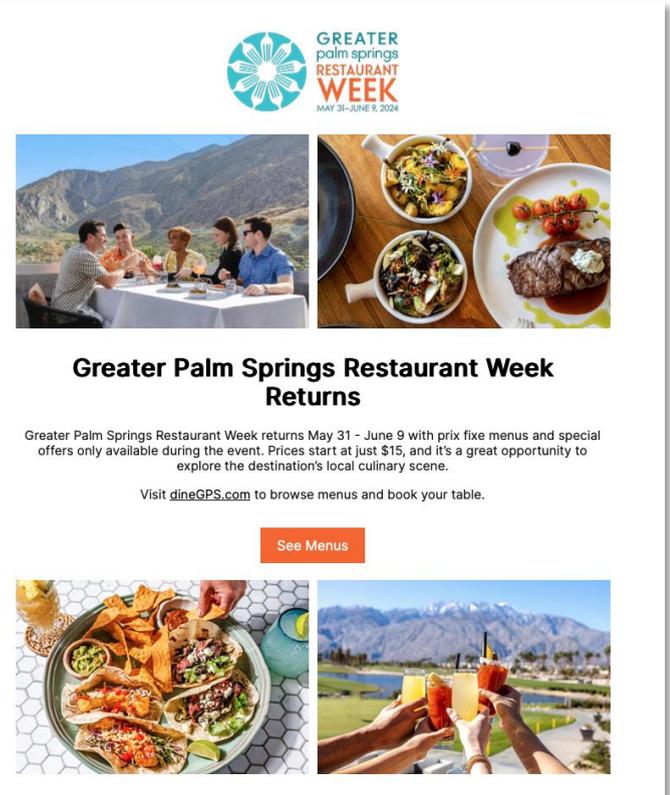


Greater Palm Springs Restaurant Week Kicks off Today

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
MAY 31–JUNE 9, 2024

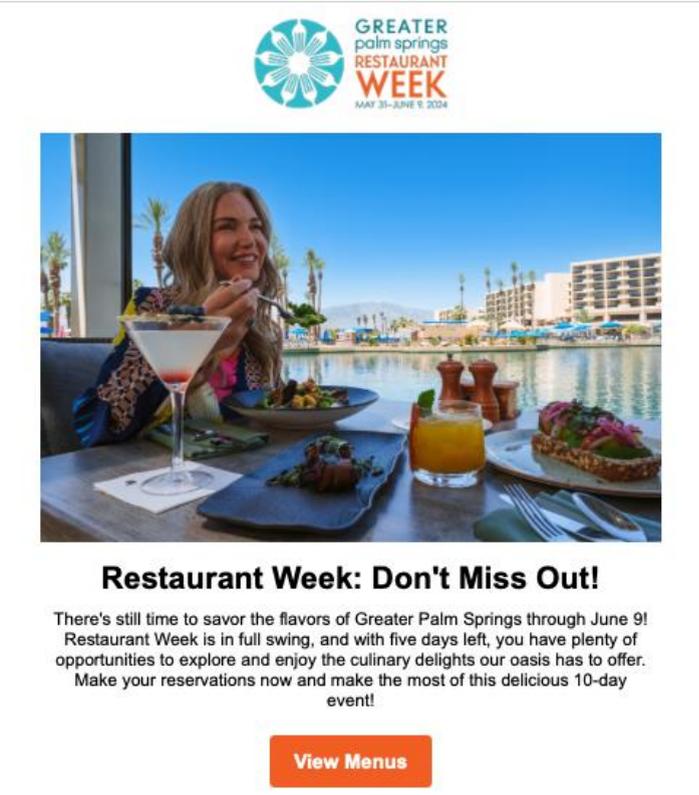


Greater Palm Springs Restaurant Week Returns

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](#)



GREATER palm springs RESTAURANT WEEK
MAY 31–JUNE 9, 2024



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 Pizzeria, Bar & Kitchen
Brunch 101
Café One Eleven
Dane's Table
Sol y Sombra at The Palms Resort

COACHELLA
Café 54 at Augustine Casino

DESERT HOT SPRINGS
Azure Palm Café
Cappi 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
Craspefruit 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
Jacklope 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 Toproom

La Quinta Cliffhouse Grill & Bar
The Sandbar Restaurant
TQIAS Agave Bar & Grill
PALM DESERT
Backstreet Bistro
Chez Pierre Bistro
Cowboy Camina
Custard
Dolly Grill
French Rotisserie Café
The Hideout Kitchen + Bar
Kitchen 86 + Bar
Koutouki Greek Eatatorium
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
Rub's Chris Steak House
Shorebird
Sullivan's Steakhouse
The Terrace at Desert Willow Golf Resort
Waldo's Ristorante & Bar
Wildcat Restaurant + Bar

PALM SPRINGS
360 Sports Palm Springs
4 Saints at Kimpton Rowan
533 Viet Fusion
Alca B.
Amada at the Palm Springs Surf Club
Blackbook Bar & Kitchen
Boozehours

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

RANCHO MIRAGE
Moracos Mexican Cantina & Grill
P.F. Chang's China Bistro at the River
Si Bon Belgian Bistro
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



 GREATER palm springs RESTAURANT WEEK
MAY 31—JUNE 9

Browse menus & book tables



 GREATER palm springs RESTAURANT WEEK
MAY 31—JUNE 9

Browse menus & book tables



 GREATER palm springs RESTAURANT WEEK



 GREATER palm springs RESTAURANT WEEK

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



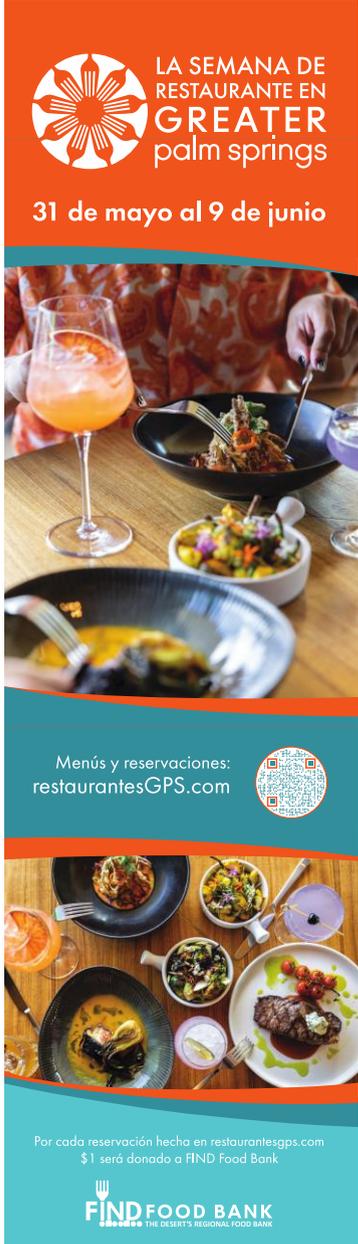
LA PRENZA – SPANISH LANGUAGE PRINT



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


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 



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

Menús y reservaciones:
restaurantesGPS.com 

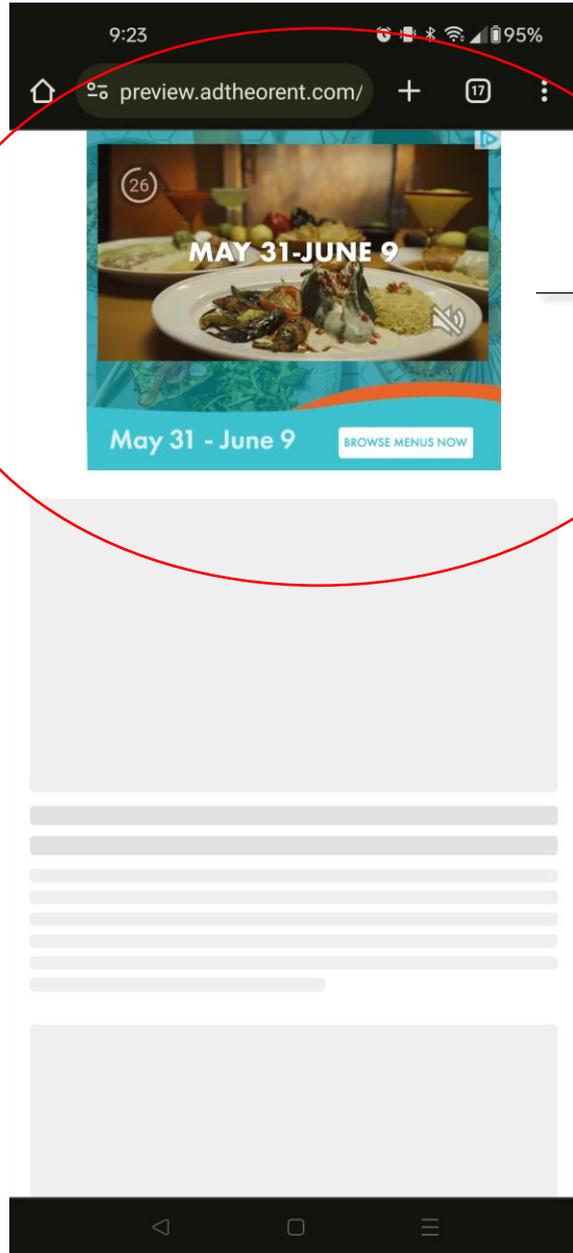
Por cada reservación hecha en restaurantesgps.com
\$1 será donado a FIND Food Bank


THE DESERT'S REGIONAL FOOD BANK

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 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 Restaurant Week with exclusive menus and dining offers.

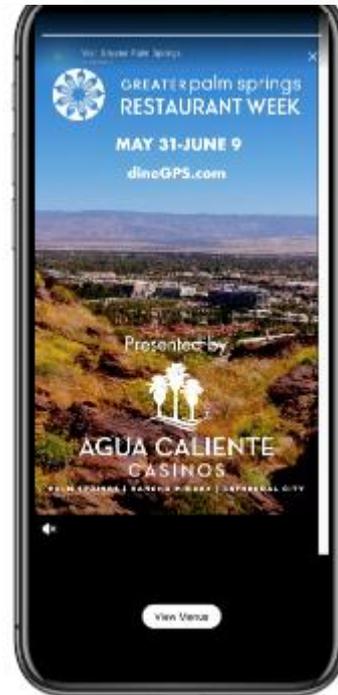
By Visit Greater Palm Springs

[Learn More](#)



Savor Every Bite at Greater Palm Springs Restaurant Week

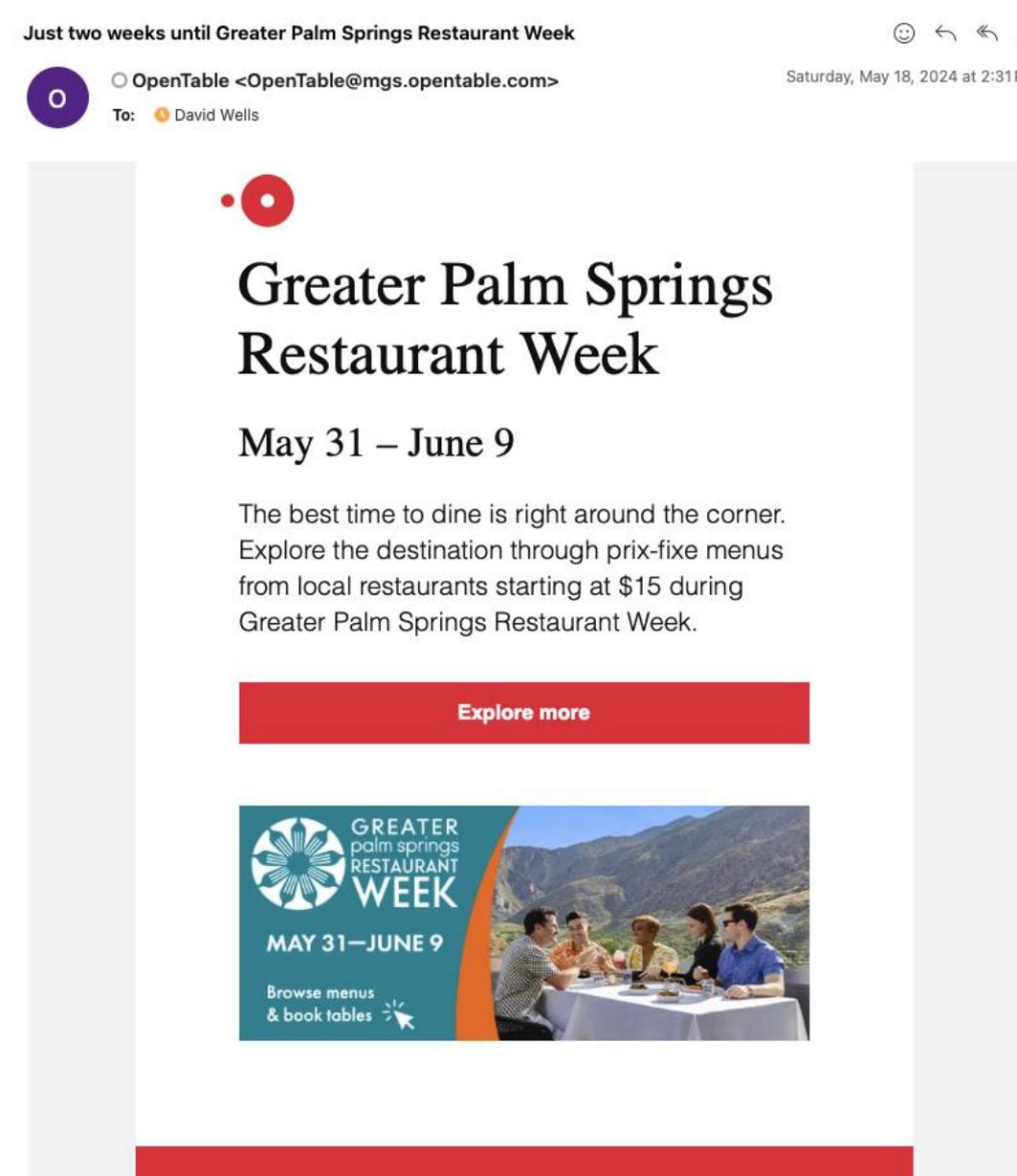
Restaurant Week returns! Enjoy prix fixe menus and special dining offers.



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.

CONTENT – NEWSLETTERS & E-BLASTS

2
E-BLASTS

6.25%
CLICK-TO-OPEN
RATE

38.7%
OPEN RATE



visit greater palm springs



**GREATER palm springs
RESTAURANT WEEK**
MAY 31–JUNE 9, 2024

Let the culinary countdown begin!

Greater Palm Springs Restaurant Week returns May 31 - June 9, with prix fixe menus and exclusive special offers at restaurants throughout our nine-city oasis.

Whether it's a cozy dinner for two or a fun outing with family and friends, this annual event is the perfect opportunity to discover new flavors and relish local favorites (all while feasting your eyes on beautiful blue skies and views).

[SAVE THE DATE](#)

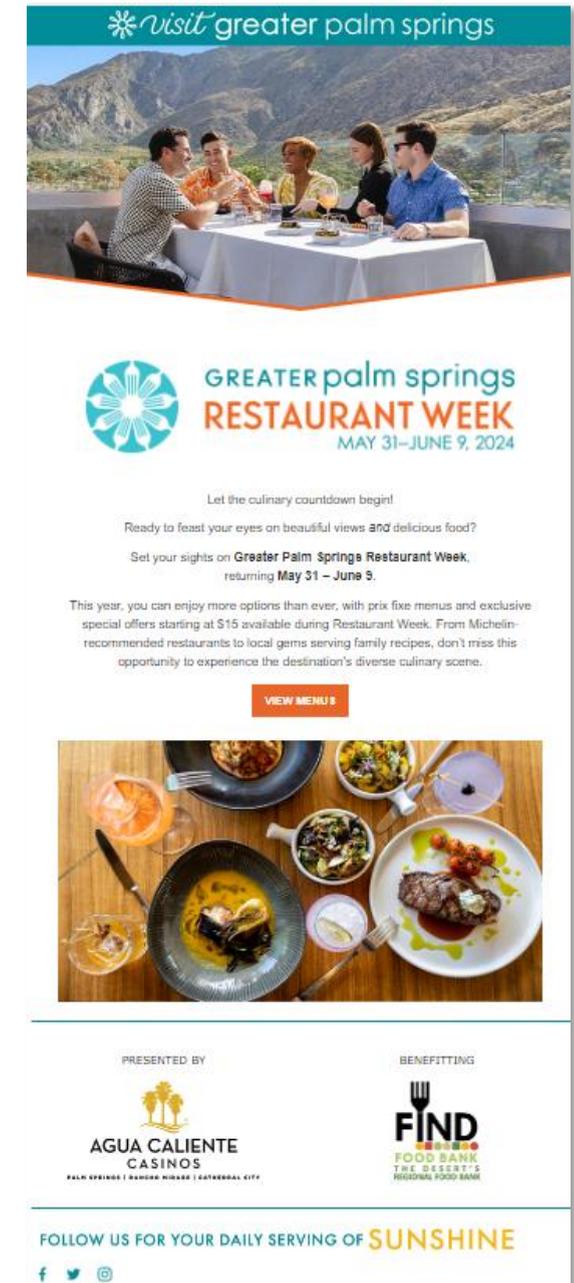


PRESENTED BY

**AGUA CALIENTE
CASINOS**
PALE SPRINGS | BISHOP VALLEY | VENTNORA CITY

FOLLOW US FOR YOUR DAILY SERVING OF **SUNSHINE**

f t @



visit greater palm springs



**GREATER palm springs
RESTAURANT WEEK**
MAY 31–JUNE 9, 2024

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 **May 31 – June 9**.

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

[VIEW MENU S](#)



PRESENTED BY

**AGUA CALIENTE
CASINOS**
PALE SPRINGS | BISHOP VALLEY | VENTNORA CITY

BENEFITTING

FIND
FOOD BANK
THE DESERT'S
HUNGRY FOOD BANK

FOLLOW US FOR YOUR DAILY SERVING OF **SUNSHINE**

f t @

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



GREATER
palm springs
RESTAURANT
WEEK

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



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

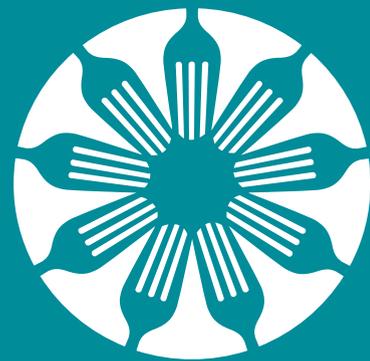
 **ocfoodandview** 2w
I want the mushroom pasta!!! 😍😍🍝
Reply

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

 **parisamoayediofficial** 2w
😍😍😍😍
Reply

 **ghoulhost** 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

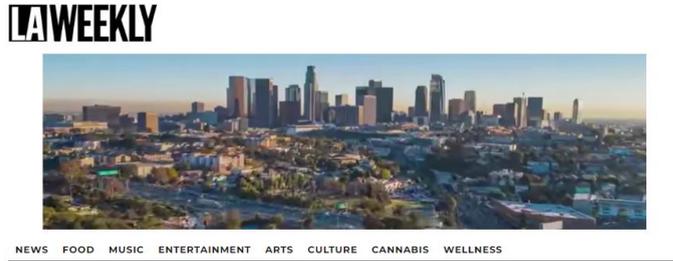
MOD 107.3 FM

KPLM Big 106

SoCal Restaurant Show on
Sports Radio AM 830 KLAA



PR/COMMS: EARNED COVERAGE



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

MICHELE STUEVEN • MAY 13, 2024



Palm Springs staple Trio will offer an expanded restaurant week three-course menu with a long list of choices including a juicy, locally sourced heirloom tomato salad that goes way beyond the burrata. It's nestled in creamy mozzarella, with chile, arugula, farro, cilantro and basil, served with garlicly grilled sourdough. The famously best crab croquettes in the Coachella Valley also are on the menu, as well as Alaskan halibut and wild mushroom pasta made with local Canyon Creek mushrooms. Three dessert choices include sticky toffee pudding made with local dates.

The Azure Palm Hot Springs & Day Spa Oasis in Desert Hot Springs, which features five flow-through mineral pools surrounded by blooming desert foliage, has breakfast and lunch deals in the cafe, including a \$6 breakfast burrito stuffed with organic eggs, roasted onions, diced tomatoes, organic baby spinach, cheddar cheese, avocado and a smoky house-made Fresno Salsa. For lunch, the \$29 menu includes a choice of taro chips and hearts of palm dip or hummus and pita, a sesame seared wild caught tuna bowl with spicy Thai almond sauce or avocado chicken wrap and a choice of beverages, like their signature fresh pressed juices.

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

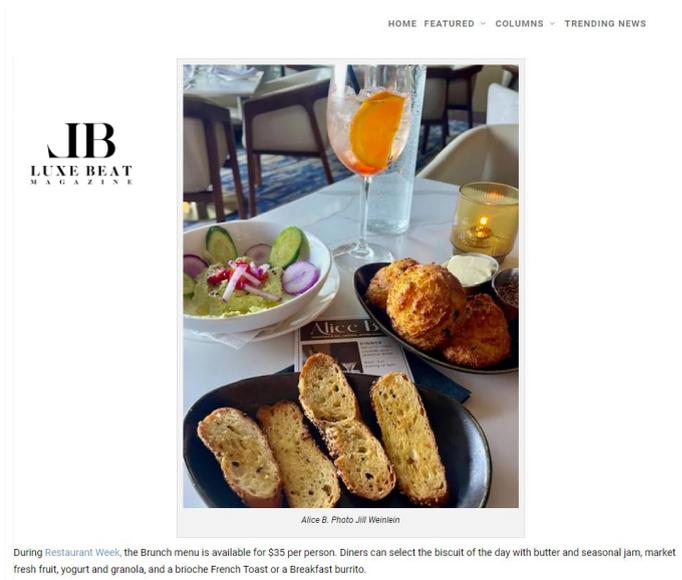
Sam Morgen Palm Springs Desert Sun
Published 4:10 p.m. PT June 3, 2024 | Updated 4:11 p.m. PT June 3, 2024



More than 100 eateries in the Coachella Valley are participating in Restaurant Week. Jacco WH/ 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?



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.

15.6M
Unique
Monthly Views

265K
Audience/
Circulation

\$65K
Ad Value
Equivalency

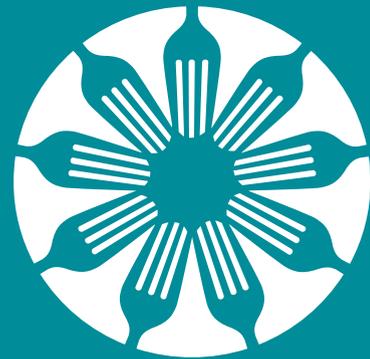
82
Total
Placements



KESQ DESERT CHAT - INTERVIEW



CONSUMER SURVEY



GREATER
palm springs
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.).

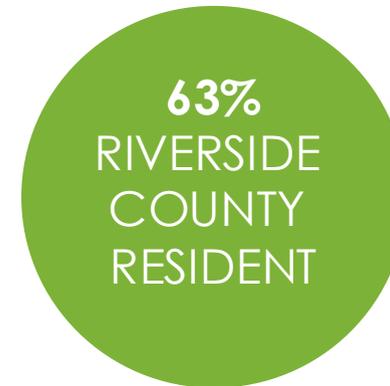
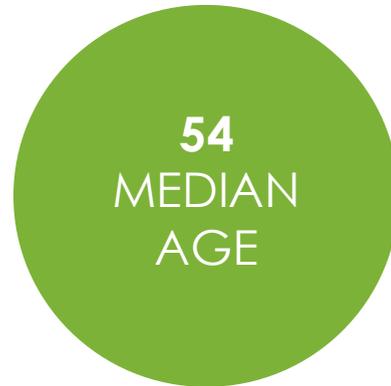
METHODOLOGY: Invitations to complete the survey were sent by Visit Greater Palm Springs to their proprietary database of contacts. Links to the survey were also posted on Visit Greater Palm Springs social media accounts.

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



2024 CONSUMER SURVEY



GREATER
palm springs
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

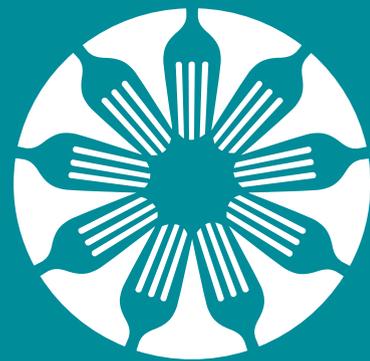
AGUA CALIENTE
CASINOS

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**

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