



TOURISM VANCOUVER'S
**DINE OUT
VANCOUVER
FESTIVAL**

2017 Frequently Asked Questions FAQ

1. What is Dine Out Vancouver Festival?

Dine Out™ Vancouver Festival (DOVF) is Canada's largest annual celebration of food & drink, tantalizing tastebudes of over 100,000 local and visiting food and beverage enthusiasts. Beginning on the third Friday of January and running 17 consecutive days, the festival features hundreds of participating restaurants (289 in 2016) dozens of promotional hotel offers, and a full calendar of unique culinary events and experiences designed to satisfy even the most discerning appetites.

The festival positions Vancouver as one of the world's great culinary cities, and shines a spotlight on local food and drink and the talented chefs and producers who create our city's unrivalled culinary culture.

2. When is it?

January 20 to February 5, 2017.

3. I own a restaurant, I want to participate. What do I need to do?

Restaurants that want to participate in Dine Out™ Vancouver Festival need to be a member of Tourism Vancouver by paying the combined membership and festival registration fee. [You can contact Tourism Vancouver by email.](#)

You must also register for Dine Out online by the deadline at www.dineoutvancouver.com

4. As a participating restaurant, how do I get involved?

To make Dine Out™ Vancouver Festival 2017 a delicious success, all participating restaurants must play their important part in promoting the event and offering great value, service and products to the customers. Participating restaurants will receive PR and marketing support from the Dine Out™ Vancouver management team.

Prompt response to requests for media exposure, as offered by any of our media partners, will give you a greater chance of being included in the numerous opportunities available during the campaign period.

Restaurants are further encouraged to augment their exposure by using Twitter (#DOVF @DineOutVanFest) and Facebook to get their message out. Tweet and re-tweet. Post. You may also wish to purchase additional advertising in publications, especially those that are offering a DOVF discount. In addition, do participate in any media campaigns as organized by the Dine Out™ Vancouver Festival marketing team. These campaigns

are generally complimentary and paid for by Tourism Vancouver and sponsors, though they may require some time to attend interviews or other functions.

5. What is a Festival Menu?

Festival Menus are specially crafted by participating restaurants and are available to customers throughout the Dine Out™ Vancouver festival period. For the consumer, they are a great-value way to try out new restaurants or revisit those establishments that might usually be less accessible. For restaurants, they are an opportunity to showcase how creative, sustainable and delicious their food can be.

Ideally, your Festival Menu is something new, and not normally available throughout the rest of the year. This is an opportunity to be different and cutting edge. Consumers base their reservations on menu offerings... so the more tempting the menu, the greater the return. With the greater number of participating restaurants, you need to stand out in the crowd. Past success has been significant for those restaurants that step out of the box and offer more unique items.

Dine Out™ Vancouver Festival Menus must be available at dinner throughout the entire Dine Out period. You may also offer a Dine Out Festival Lunch Menu.

Once you have chosen your dinner price point, you will want to create your Dine Out™ Vancouver Festival Menu. We suggest offering the customer more than one choice for each course and to also consider vegetarian and Gluten Free options when designing your menu.

You may begin to develop your Festival Menus at any time though you cannot upload your menu until mid November. Participating restaurants will be emailed the upload information directly, and menus are uploaded manually into a pre-set text form online. You may manipulate the form to accommodate more than 3 courses.

6. What are the Dine Out Festival Menu price categories for 2017?

Dinner

- Three or more courses for \$15 * (15th anniversary special pricing)
- Three or more courses for \$20
- Three or more courses for \$30
- Three or more courses for \$40

Restaurants can only be promoted in one price category for the duration of the program. Restaurants may choose however, to offer a lower or higher priced menu in-house, in addition to their official menu price category. Restaurants may also choose to be featured in the \$15 – 15th anniversary category in addition to one of the other price points.

If you are unsure of what category your restaurant should fall into, please contact us to go over your questions and menu to determine your appropriate price category that will support the spirit of the promotion and provide customer value as well as generate the most reservations for your restaurant.

Dine Out™ Vancouver Festival is about driving business, providing customer value, and generating repeat clientele. You may find that positioning yourself in a lower category and offering superior value will generate more profitable results for your restaurant.

7. What is the deadline for submitting a menu?

Friday, December 9th, 2016. This is done online through Tourism Vancouver's Extranet starting in November. Instructions will be provided to registered restaurants.

8. Should I pair my courses with BC VQA wines?

YES! As Dine Out™ Vancouver Festival is intended to celebrate both food and drink, restaurants are asked to pair their menus (or each course) with BC VQA wine. The British Columbia Wine Institute (BCWI) is a Festival Partner of Dine Out™ Vancouver Festival.

We will ensure that all restaurants are contacted early in the registration process to offer assistance, recommendations and supply contact information for British Columbia Wine Institute member wineries. The wines you complement your Festival Menus with **MUST** be members of the British Columbia Wine Institute. Only those wines which are from wineries that are members of the British Columbia Wine Institute will be listed online. We will provide you with a list of member wineries with your registration.

9. Do I need to accept online reservations?

No. While reserving online is the preferred method of booking, it is not a mandatory feature. Using online reservations however will likely result in higher bookings. If you use online reservations, only Preferred Online Reservations Partners will be eligible for online reservations on dineoutvancouver.com. These include *Opentable* and *YPDine/Bookenda*.

10. Do I need to accept American Express?

No. American Express is not a sponsor of Dine Out™ Vancouver Festival.

11. Why do I have to provide a gift certificate to you?

Restaurant gift certificates are used for contesting and other marketing promotions of the Dine Out™ Vancouver Festival 2017 program. **Providing your gift certificate early will increase the chances of your restaurant being chosen for radio and web promotions and therefore increasing your restaurant's profile and awareness to the public.** Please ensure you read the [Conditions of Participation](#) thoroughly to ensure your gift certificate is presented to us correctly.

12. What is the value of the gift certificate?

Gift certificates must be provided to Tourism Vancouver in the following denominations, which parallel your menu price point.

\$15 Menu - \$50 Gift Certificate*
\$20 Menu - \$50 Gift Certificate
\$30 Menu - \$75 Gift Certificate
\$40 Menu - \$100 Gift Certificate

Note: Gift Certificates must not have an expiry date.

* If you are offering a \$15 menu in addition to a regular DOVF menu price, the higher menu price Gift Certificate option applies.

13. When can I start taking reservations for Dine Out™ Vancouver Festival 2016?

On Monday January 9th, 2017, general reservations will commence and all consumers will have access to your menus online.

Restaurants cannot publicize their involvement in Dine Out™ Vancouver Festival prior to January 9th, 2017 or as otherwise determined by Tourism Vancouver.

Additionally, Dine Out™ Vancouver Festival Menus may not be served prior to the start of the festival on January 20th, 2017 but can be extended up until February 10th, 2017.

14. What is a Festival Event?

A Dine Out™ Vancouver Festival Event is an opportunity for restaurants to dial-up their participation by offering guests an exclusive one-time only experience during the Festival dates. These can be a special wine-maker's lunch, an afternoon cocktail & canapé competition, a one night pop-up restaurant transformation, or some other creative culinary experience. These are apart from and in addition to the regular DOVF Menu that restaurants offer. Restaurants can collaborate together or work alone, and are encouraged to be as creative and "off the plate" as they want. These events are held during the Dine Out Vancouver™ Festival dates and will be promoted on www.dineoutvancouver.com/events as a component of the official schedule of events.

Restaurants will be responsible for all creative aspects, logistics and expenses, and will be encouraged to promote their side event to their clients via email and social media in addition to the marketing that will be a part of the Dine Out™ Vancouver Festival campaign.

Tickets MUST BE SOLD through Tourism Vancouver's box office, Tickets Tonight.

Marketing support will be provided by the Dine Out™ Vancouver Festival team at Tourism Vancouver and Tickets Tonight.

Restaurants that are not part of DOVF but wish to host a festival event must pay a registration fee of \$200 plus GST which includes the Tickets Tonight administration fee. The deadline for proposals is October 15th, 2016, and can be submitted directly to Lucas Pavan, lpavan@tourismvancouver.com.

Tickets for events are scheduled to go on sale November 20th, 2016.

15. What does it cost to be part of Dine Out™ Vancouver Festival?

Restaurant registration for Dine Out™ Vancouver Festival 2016 is as follows:

- Early Registration (September 5 – September 30)
 - Tourism Vancouver Member Rate \$200 incl. GST
 - Non-Member Rate \$550 incl. GST

- Standard Registration (October 1 – November 30)
 - Tourism Vancouver Member Rate \$350 incl. GST
 - Non-Member Rate \$550.00 incl. GST

Payment is due at time of registration. Non-member rates include the Tourism Vancouver membership fee which is valid through to the end of 2016.

Both the Dine Out™ Vancouver Festival participation fee and any Tourism Vancouver annual membership fees must be paid in full in order for a restaurant to participate in the program. These fees are non-refundable.

16. Where can I learn more about Dine Out™ Vancouver Festival?

Dineoutvancouver.com has up-to-date information on the Festival.

Also keep an eye out in your email inbox for our regular updates and special information. Visitors (general public) can sign up to our mailing list to receive more information. You can also follow us on [Facebook](#) and [Twitter](#) to keep in the know. We will keep you updated every step of the way.

17. Who can I speak to?

If you have specific questions about the Dine Out™ Vancouver Festival please contact Festival Coordinator, Lucas Pavan: lpavan@tourismvancouver.com

18. Where do I sign up?

It's cheaper to register early. [Register ONLINE](#)

*** The **FINAL DEADLINE** for registration is **November 30th, 2016**. Note that only those restaurants that register before this time will be ensured inclusion in all collateral material (all of print, online and mobile).