

REGISTRATION TOOLKIT



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



Dine Out Vancouver Festival



@DineOutVanFest
#DOVF

**Every Story Starts With a Reservation
January 20 to February 5, 2017**

BE A PART OF A VANCOUVER INSTITUTION!

Tourism Vancouver's Dine Out Vancouver Festival™ (DOVF) is Canada's largest annual celebration of food and drink, tantalizing tastebuds of over 100,000 local and visiting food and drink enthusiasts. Beginning on the third Friday of January and running 17 consecutive days, DOVF features hundreds of participating restaurants and a full calendar of culinary events 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.

After 14 years, Dine Out Vancouver Festival™ is a true Vancouver institution, offering a breadth of culinary experiences and restaurant opportunities unmatched in the country.

2016 HIGHLIGHTS

- 7+ million visits to dineoutvancouver.com
- 289 participating restaurants
- 45 unique festival events
- 3 million menu views
- Over 90,000 seated diners booked online
- \$4.4 million estimated direct spend in the local economy

WHO CAN PARTICIPATE?

Any restaurant that is a member of Tourism Vancouver is eligible to participate. Simply fill out the registration form linked below and submit payment.

If you are not a member, please contact us directly for further information.



Be a part of a
marketing campaign
that generates
110 million
impression over
10 weeks

TOURISM VANCOUVER MEMBER RATE

Early Registration (September 1 – 30)
\$200 including GST

Standard Registration (October 1 – November 30)
\$350 including GST

NON-MEMBER RATE *

All Registration Periods

September 1 - November 30
\$550.00 including GST

** Non-member registration includes the Tourism Vancouver membership fee valid through to the end of 2016.*

• Due to publishing deadlines, registrants after November 30th can only be guaranteed inclusion in online marketing.

MEDIA LAUNCHES DECEMBER 1, 2016

The DOVF media campaign will include radio, newsprint, magazine, social media, email and online in local and nearby markets including Metro Vancouver, Victoria, Calgary, Edmonton, Toronto, Seattle and Portland.

Key outlets include Vancouver Magazine, Where Magazine, Metro Newspaper, The Georgia Straight, and a breadth of Vancouver and US based radio stations. Additional outlets are added as sponsor rights are negotiated.

We also work with a variety of journalists, bloggers and television broadcasters to solicit story ideas for their audience. In 2016 we secured earned media that reached a total approximate audience of 88 million people.

FESTIVAL GUIDE REACHES 200,000+ READERS

We publish a multipage Festival Guide in Metro Newspaper.

This will list all participating restaurants by price category as well as include the official event schedule and will present opportunities for restaurants, hotels, and sponsors to purchase advertising to supplement their own individual campaigns.

SAVE THE DATES!

Early Rate Registration Deadline
September 30, 2016

Final Registration Deadline
November 30, 2016

Menu Submission Deadline
December 09, 2016

General Restaurant Reservations
January 09, 2017

QUESTIONS?

CONDITIONS OF PARTICIPATION

REGISTER HERE!