

RESTAURANT MARKETING BOOTCAMP

APRIL 25, 2017



Presented By



AGENDA

- Welcome
- dine GPS
- Sysco Riverside
- Open Table
- The Desert Sun
- TravelZoo
- Social Media with Jeff Mindell

dine GPS

dine GPS is a year-round initiative to showcase the Greater Palm Springs restaurant community

Marketing channels to engage with foodies, locals and visitors

- Website
- Social Media
- Public Relations
- Community Partners

dine GPS bootcamp events a couple of times per year



dine GPS

Website: dineGPS.com

Promote Culinary Events Year-Round

- *Greater Palm Springs Restaurant Week*
- Food & Wine Events
- Calendar of Events

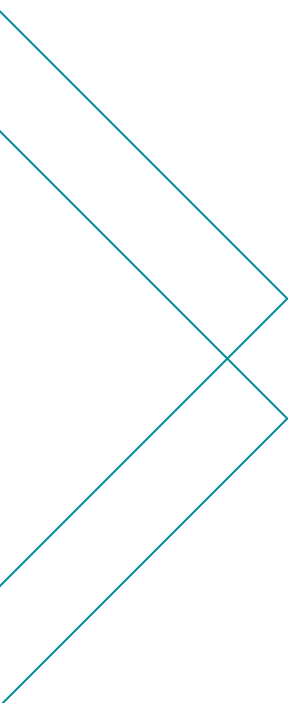
Email Marketing

- Build a strong subscriber base of foodies
- Engage with locals and visitors

Social Media

- Facebook, Twitter & Instagram
- #dineGPS
- Social Media Toolkit

SOCIAL MEDIA TOOLKIT





GREATER
palm springs
RESTAURANT
WEEK
JUNE 2-11
DINEGPS.COM

SOCIAL MEDIA TOOLKIT

We are thrilled to have your restaurant participating in Greater Palm Springs Restaurant Week, and we are happy to share our tips on how to use social media to get diners excited about your restaurant. Social media is influencing where people eat every day, and it's one of the most effective platforms to get the word out that your restaurant is involved in Restaurant Week.

 *"Seventy-five percent of those diners who browse food photos say they have chosen a place to eat based on social media." (Zagat, 2016)*

CONNECT WITH US   

Connect to Greater Palm Springs Restaurant Week Social Channels

-  Like us on Facebook at DineGPS
-  Follow us on Twitter at DineGPS
-  Follow us on Instagram at DineGPS

PRESENTED BY:



For more information, contact Marissa Willman | 760.969.1348 | mwillman@gpscvcb.com







GREATER
palm springs
RESTAURANT
WEEK
JUNE 2-11
DINEGPS.COM

Presented By



RESTAURANT WEEK

A 10 day dining event June 2-11, 2017

Special lunch and dinner menus at set prices

Lunch	\$15	\$20	\$25
Dinner	\$29	\$39	\$49

Celebrate the variety of eateries in all nine cities represented by nine forks in the logo

Restaurant participation fee before 5.1:	\$500
Late registration after 5.1:	\$600

No dining vouchers required



RESTAURANT WEEK

Restaurant Resources

- Online Restaurant Resource Center
- Menu Toolkit
- Social Media Toolkit
- Spanish Materials
- Promotional In-Restaurant Collateral
- Enhanced Marketing & Media

REASONS TO PARTICIPATE IN RESTAURANT WEEK



GAIN NEW CUSTOMERS



INCREASE SALES



BE PART OF THE
LOCAL CULINARY COMMUNITY



GREATER
palm springs
RESTAURANT
WEEK
JUNE 2-11
DINEGPS.COM

CREATIVE



PEACE

LOVE

EAT

FRIDAY, JUNE 2 – SUNDAY, JUNE 11, 2017
For a complete list of participating restaurants and menus go to DineGPS.com

PRESENTED BY

AGUA CALIENTE
Casino · Resort · Spa
RANCHO MIRAGE

SPA RESORT CASINO
DOWNTOWN PALM SPRINGS

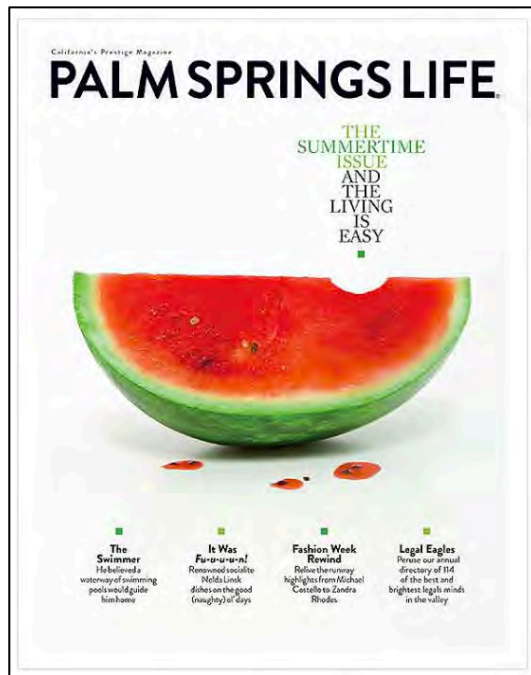
Good things
come from
Sysco
Riverside

 **GREATER**
palm springs
RESTAURANT
WEEK



GREATER
palm springs
RESTAURANT
WEEK
JUNE 2-11
DINEGPS.COM

LOCAL MEDIA



NEW ADVERTISING

PEACE

LOVE

EAT

SAVE THE DATES

GREATER palm springs RESTAURANT WEEK
JUNE 2-11
DINEGPS.COM

BROUGHT TO BY THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

FIND CHILL DEALS

It's a CHILL a minute
in Greater Palm Springs.
Take advantage of the coolest
deals on participating
restaurants, resorts, hotels,
shopping and attractions on
chillpass.com.

chill pass
SEARCH. FIND. CHILL.

POWERED BY THE
GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

RESTAURANTS
JOIN THE LOVE

We're cooking up anticipation for Greater Palm Springs Restaurant Week starting June 2-11. Add your restaurant to our menu of participants throughout our nine cities. Together, we'll celebrate a week of great food and some of the best dining experiences found in Southern California. Join us now at DineGPS.com. Register. Deadline is this Wednesday, March 8 to be included on all printed material. Let's kick off Summer with a great week of exceptional dining and share the love with our fine restaurant community. Bon Appetit!

For all questions, contact 310.871.5333.

PARTICIPATING RESTAURANTS

<p>Amica California Bistro / The River at Rancho Mirage AJ's on the Green and Splash Bar Ballinger / Oros Rancho Las Palmas Resort & Spa Cafe Des Beaux-Arts Cacioli's Ristorante Catalan Mediterranean Cuisine Chez Pierre Bistro Chi Chi / Avaton Hotel and Bungalows Chop House at Jackalope Ranch Copper's Inn Palm Canyon Culibot dish Creative Cuisine EightNine Restaurant & Lounge Espresso / Two Bunch Palms Europa Restaurant / Villa Royale Inn Flamingo Prime Steakhouse & Wine Bar / The River at Rancho Mirage Jackalope Ranch Jake's Johannes</p>	<p>Johnny Coste's Ristorante Kaiser grille / Palm Desert Kaiser grille / Palm Springs King Highway / Ace Hotel and Swim Club Lantana / Hyatt Regency Indian Wells Resort & Spa Lavender Bistro Le Donne Cucina Italiana Le Vallées LC's Prime Steakhouse / Le Quinta LC's Prime Steakhouse / Palm Springs Lulu California Bistro Mélange / The Chateau at Lake La Quinta Michael Holmes' Purple Room Mikado / JW Marriott Desert Springs Resort & Spa Mood Cafe Morton's The Steakhouse Mr. Lyons Steakhouse Palm Greens</p>	<p>Pinetree / The Westin Mission Hills Golf Resort & Spa Purple Palm Restaurant & Bar Colony Palms Hotel Rick's Desert Grill Rio Azul Mexican Bar and Grill Rockwood Golf / JW Marriott Desert Springs Resort & Spa Roy's Restaurant Ruin's Chis Steak House Shale Fats Bar + Kitchen / The Ritz Carlton Sullivan's Steakhouse The Grill at Shadow Ridge / Marriott's Shadow Ridge Golf Club The Nest Tommy Bahama Restaurant, Bar and Store The Gardens on El Paseo Two Restaurants Vicky's of Santa Fe Wally's Desert Turf Workshop Kitchen + Bar Zin American Bistro</p>
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GREATER palm springs RESTAURANT WEEK
JUNE 2-11
DINEGPS.COM

For more information on Greater Palm Springs Restaurant Week and sponsorships, kindly email info@DineGPS.com

BROUGHT TO BY THE GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

Sysco
Riverside

The Desert Sun
PART OF THE USA TODAY NETWORK

GREATER palm springs RESTAURANT WEEK
JUNE 2-11
DINEGPS.COM

REGIONAL MEDIA

LA Ventura & Riverside Counties
Orange County
San Diego County



DIGITAL MEDIA



DINING GUIDE & MAP

FEATURED RESTAURANTS

DESERT HOT SPRINGS

- Resort of Two Beach Palms 70

RANCHO MIRAGE

- Agua Caliente Spa 74
- Barra's Lounge and Supper Club 75
- El Estero de Oro (Restaurant on Palm Springs & Spa) 76
- Corbin's Performance Center 77
- Flamingo's Fine Steaks & Wine Bar 78
- Le Cassegrain House 80
- Frontier of The Water Museum Golf Course & Spa 81
- Ray's Restaurant 82
- Silken Ridge Estate 83
- Shilo Park Bar & Grill at the Rancho Mirage 84
- The Restaurant of Agua Caliente Casino Resort Spa 85
- Wally's Court Cafe 86
- Whites Club of Agua Caliente Casino Resort Spa 87

LA QUINTA

- Club & Park 93
- La Quinta Inn & Suites 94
- La Quinta Clubhouse Golf & Bar 95
- La Quinta Inn 96
- La Quinta Inn & Suites 97
- La Quinta Inn & Suites - La Quinta 98
- Millions of The Chimes 99
- At La Quinta 100
- Salon's Bar & Grill - La Quinta 101
- The Grill on Main 102

INDIO

- Chop House of Antelope Ranch 103
- Indio Valley Inn 104
- Indio Valley Inn 105
- The Big Red Pub 106
- Yee Poo 107

POINTS OF INTEREST

- SPX Driving Performance Center West 201
- Beeman's 202
- Chick's Public Museum 203
- Children's Discovery Museum of the Desert 204
- Coachella Valley Raceway 205
- Coachella Valley History Museum 206
- Desert Adventure Park Jeep Tours 207
- Desert Wine Co. 208
- El Paseo Shopping District 209
- Elmer's Palm Club 210
- Empire Palm Club 211
- Indian Canyon Hiking Trails 212
- Indian Wells Tennis Center 213
- Jackson Tree National Park 214
- La Quinta Inn & Suites 215
- Mayfield Theater 216
- McCallum Theater for the Performing Arts 217
- Marathon Historical District 218
- Old Town La Quinta 219
- Clavin Drive Center 220
- Palm Desert Aquatics Center 221
- Palm Springs Art Museum 222
- Palm Springs Art Museum in Palm Desert 223
- Tahquamenon Hiking Trails 224
- The Lights of the Old Course Hotel 225
- The Living Desert Zoo & Botanical Gardens 226
- The View of Coachella Valley 227
- Village Green Heritage Center Palm Springs 228
- Wildflower Palm Desert Shopping Mall 229
- Wildflower Palm Springs 230

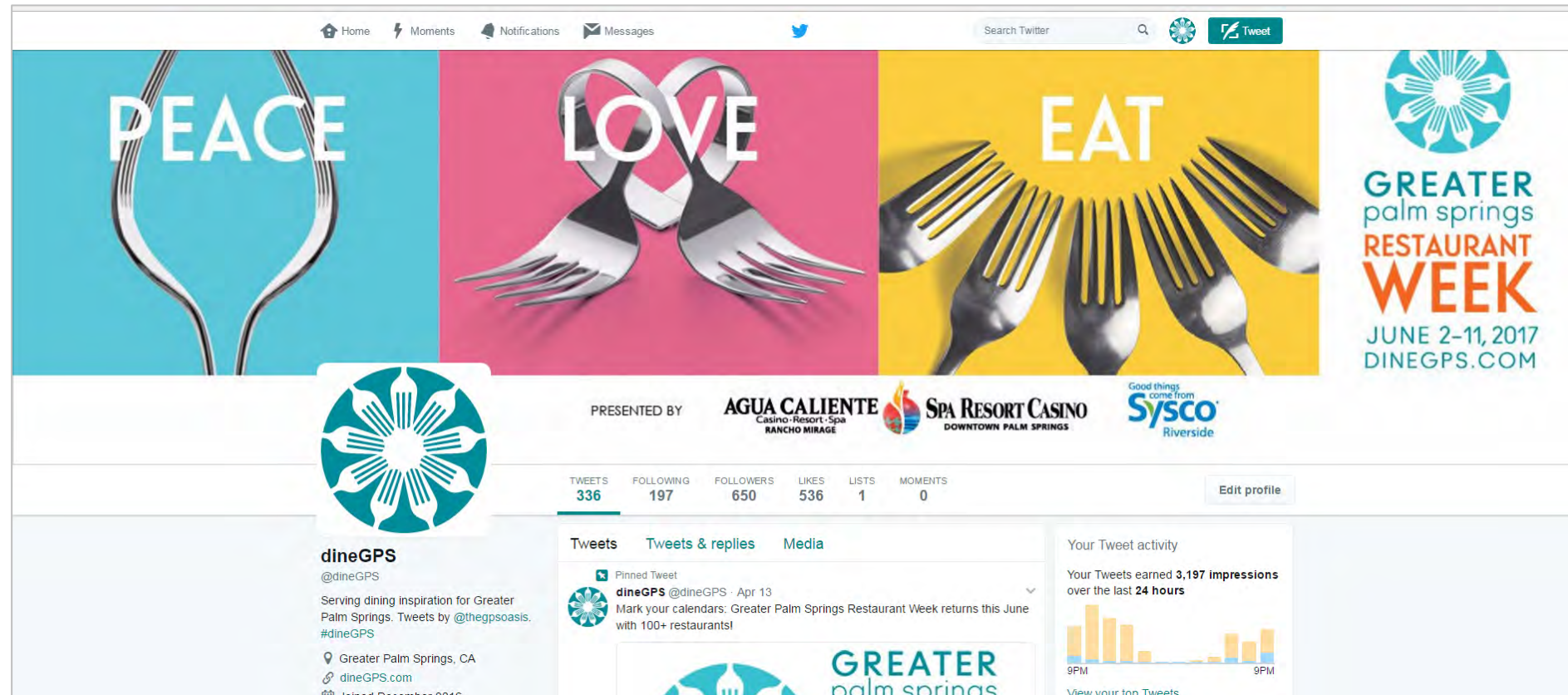
MAP KEY

- FEATURED RESTAURANTS
- POINTS OF INTEREST

FOR A COMPLETE LIST OF FEATURED RESTAURANTS GO TO DINEGPS.COM

PRESENTED BY: **AGUA CALIENTE SPA RESORT CASINO**

SOCIAL MEDIA



#dineGPS



PUBLIC RELATIONS



- Live Media Promo's
- Press Releases
- Journalist & Blogger Destination Visits
- Media Preview Event Friday, May 19

TOP TIPS FOR SUMMER SUCCESS

1. Participate & Engage in Restaurant Week
2. Use the Resources & Menu Toolkit
 - Train Staff
 - Create Great Menus
 - Distribute Promo Materials & Dining Map
3. Connect and Engage with @dineGPS and #dineGPS

SYSCO MENU TIPS & SOLUTIONS

Nate Johns
Business Resource Consultant



DEVELOPING A MENU FOR RESTAURANT WEEK

- What do you want to get out of restaurant week?
- Do you want to make some quick money?
- Create loyal guests that turn into regulars?

RESTAURANT WEEK

2017

CHOICE OF ONE FROM EACH BELOW

FIRST

Yellow Split Pea Soup • Manakintowne Spring Lettuces • Southern-Fried Chapel Creek Oysters
Pork Rinds & Pimento Cheese • Grilled Broccolini • Chesapeake Crab Cake

SECOND

Market Fish • Lamb Shank Ragu • Black Quinoa • Bacon-Wrapped Meatloaf "V.L.P."
Petite Filet Mignon • Grilled Pork Chop

THIRD

Chocolate-Bourbon-Walnut Bread Pudding • Torched Appleton Rum-Soaked Bananas
Champagne-Poppy Seed Bundt Cake



3 COURSES • \$29.17 PER PERSON • EXCLUDES TAX & GRATUITY
\$4.17 OF EACH MEAL SERVED TO BENEFIT FEEDMORE
KITCHENONCARY.COM • P: 804.643.1315

KITCHEN ON CARY SUPPORTS CULINARD, THE CULINARY INSTITUTE OF VIRGINIA COLLEGE.

MAKE CASH FAST

How are you going to increase your profits?

- Manhattan steak instead of a filet
- Putting a few less shrimp in your shrimp scampi

TIP: Create an upsell opportunity



MEET NEW REGULARS

- Serve your best foods
- Stick to your top performers



Sysco Menu Services on Demand

- **SELF SERVICE TOOL:** Design menus and marketing materials anytime, anywhere with OnDemand, our online tool.
- **MARKETING CAMPAIGNS:** Create personalized marketing promotions using templates featuring holidays, events and industry trends.
- **PROFITABILITY CALCULATOR:** Calculate the additional profits you can make with a few simple price changes.
- **MENU ANALYSIS & ENGINEERING:** Partner with one of our Industry Experts to optimize your menu.

SOLUTIONS

A collection of solutions supported by a team of industry experts and innovative technology.



BUSINESS SERVICES FOR HOSPITALITY OPERATORS

Andrea De La Piedra
Hispanic Segment Manager



CULINARY CONSULTATION

- Menu Development
- Cost Saving
- Alternate Products
- New & Exclusive Items
- Recipe Creation
- Product Comparisons
- Current Culinary Trends
- Product Specialists



OPERATIONS

- Marketing Strategies
- Inventory Control
- Cost Tracking
Daily/Weekly/Monthly
- Menu Engineering
- Employee training
- Work Flow Assessment
- Equipment Sourcing
- Sustainability
Recommendations



Thank you For Joining Us



Celebrate DineGPS

HEIDI SULZMAN
RESTAURANT RELATIONS MANAGER
HSULZMAN@OPENTABLE.COM



**OpenTable is the
world's leading
provider of
online restaurant
reservations**

Over **21 million diners** seated a month.

More than **40,000 restaurants** on the OpenTable network.

\$47 billion spent by OpenTable diners at partner restaurants since 1998.

More diners in your restaurant

Online marketing channels help drive additional visibility and awareness to Greater Palm Springs Restaurant Week program.

DINER DISCOVERY



Channels

OpenTable sites & apps

Search

Display

Social Media

Email

Blog Posts



Promotion

GPS Restaurant Week website

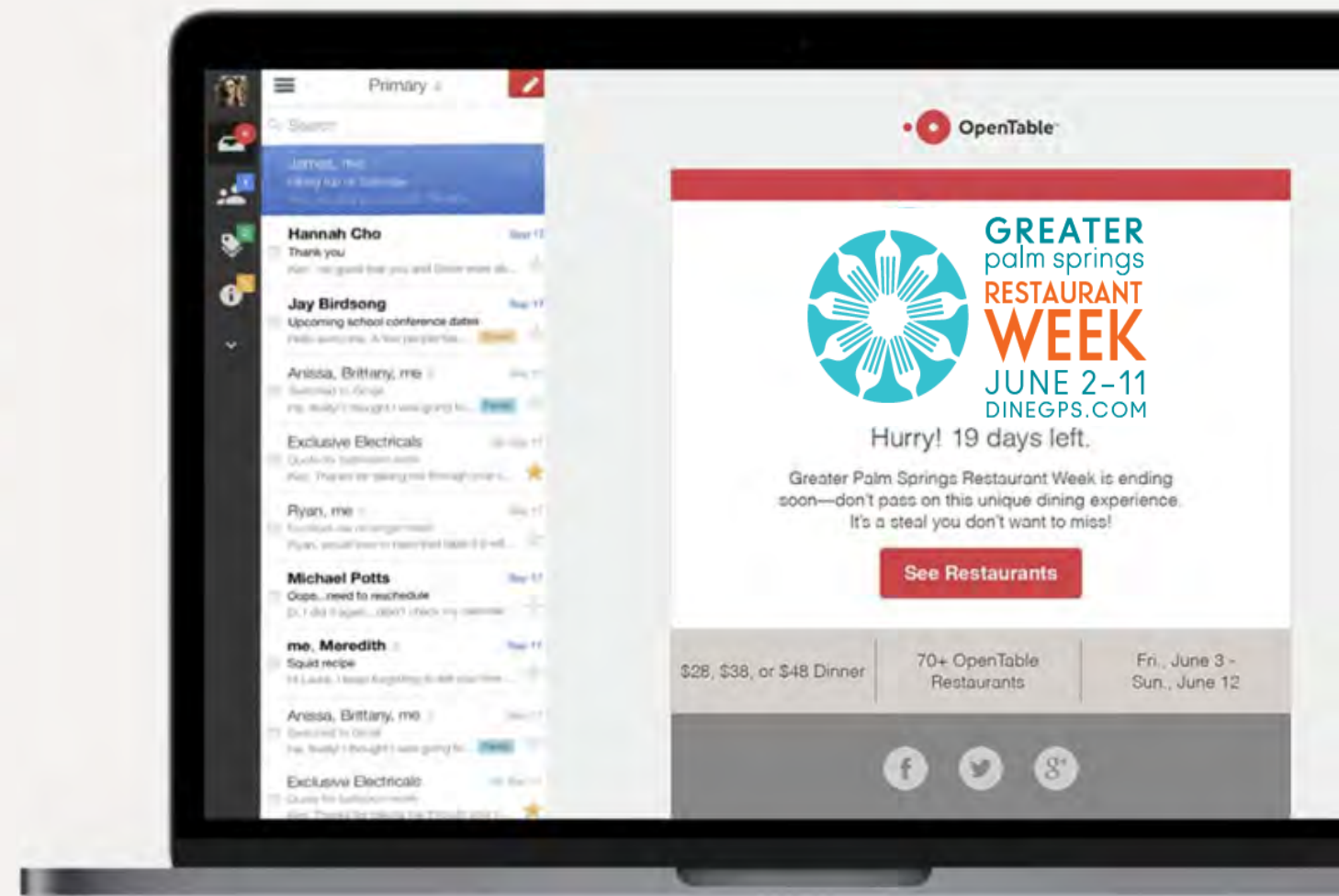
Promo page on OpenTable



Results

More diners seated in
your restaurant

Greater Palm Springs Restaurant Week Promotions



Restaurant Week diners

88% of Restaurant Week diners are trying a restaurant for the first time on OpenTable.

QUICK TIPS



Open your books

+12% higher shoulder time bookings during Restaurant Week.



Take note!

Tag and track Restaurant Week diners with a Guest Code/Tag to market to in the future and recognize accordingly when welcoming back.



Couple up

60% of reservations are 2-tops (compared to 52% during non-RW period), so configure tables accordingly to maximize reservations.



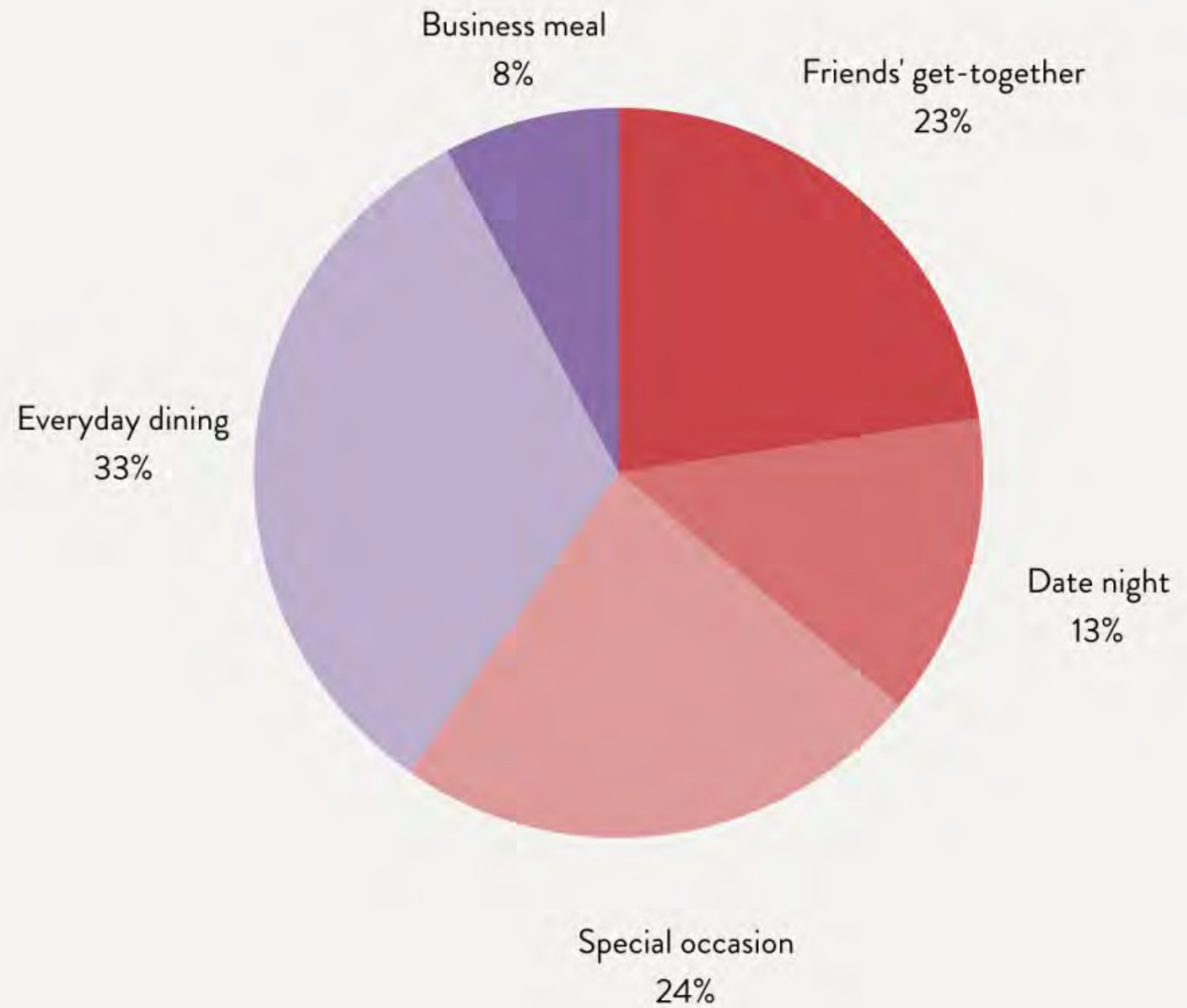
Plan ahead

Restaurant Week reservations are booked on average 8 days in advance as opposed to 1-2 days in advance during non-RW periods.

Diners Described



What's the occasion?

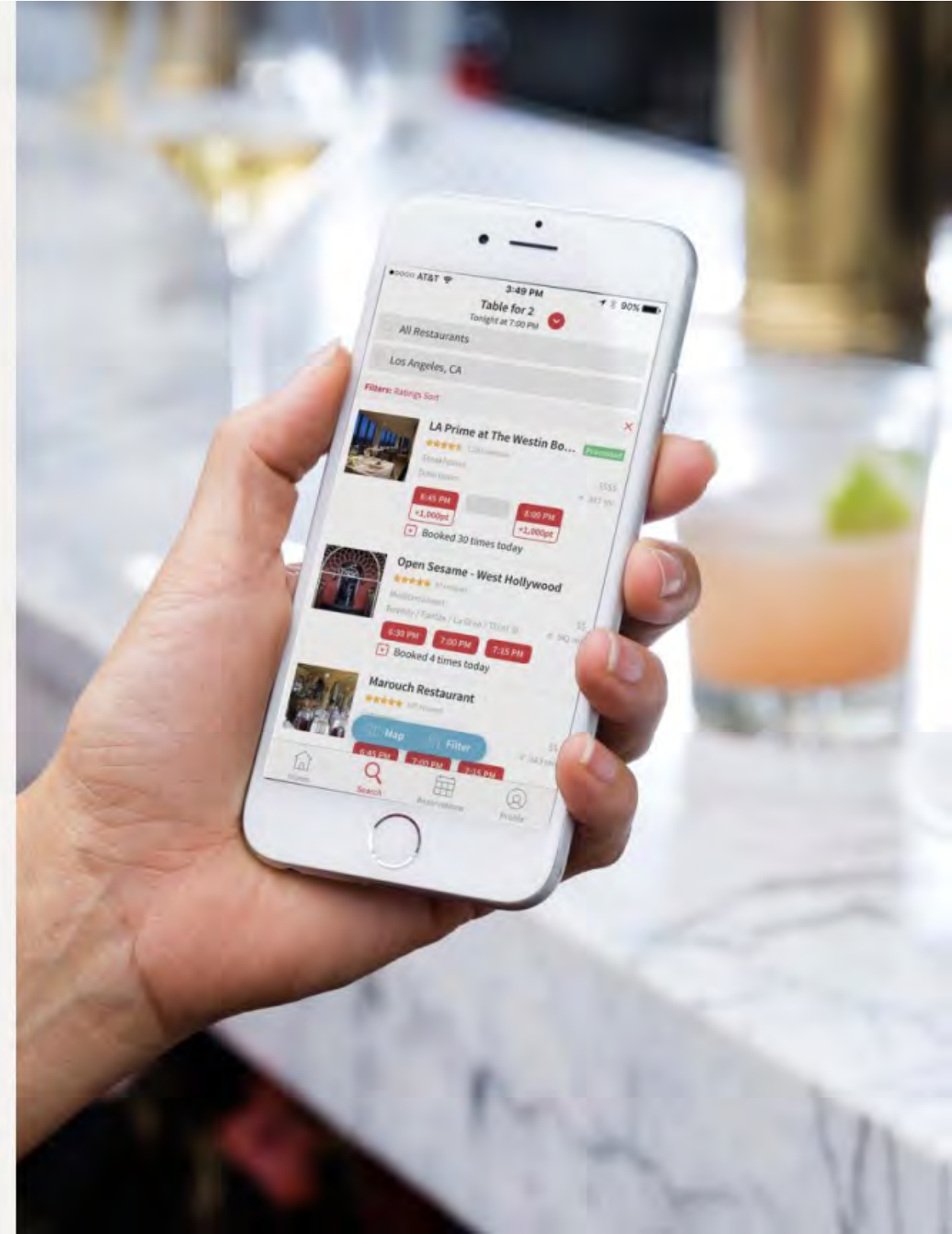


It's all about mobile

>50% of bookings are via mobile

>50% of mobile reservations are same day

~25% are within 90 minutes on iOS app



Tapping into travelers

~65% of reservations in Palm Springs were booked by out of town diners in 2016.



Connoisseurs

Dining out lets me explore and cultivate my love of food

Scenesters

Dining out at trendy places makes life more exciting

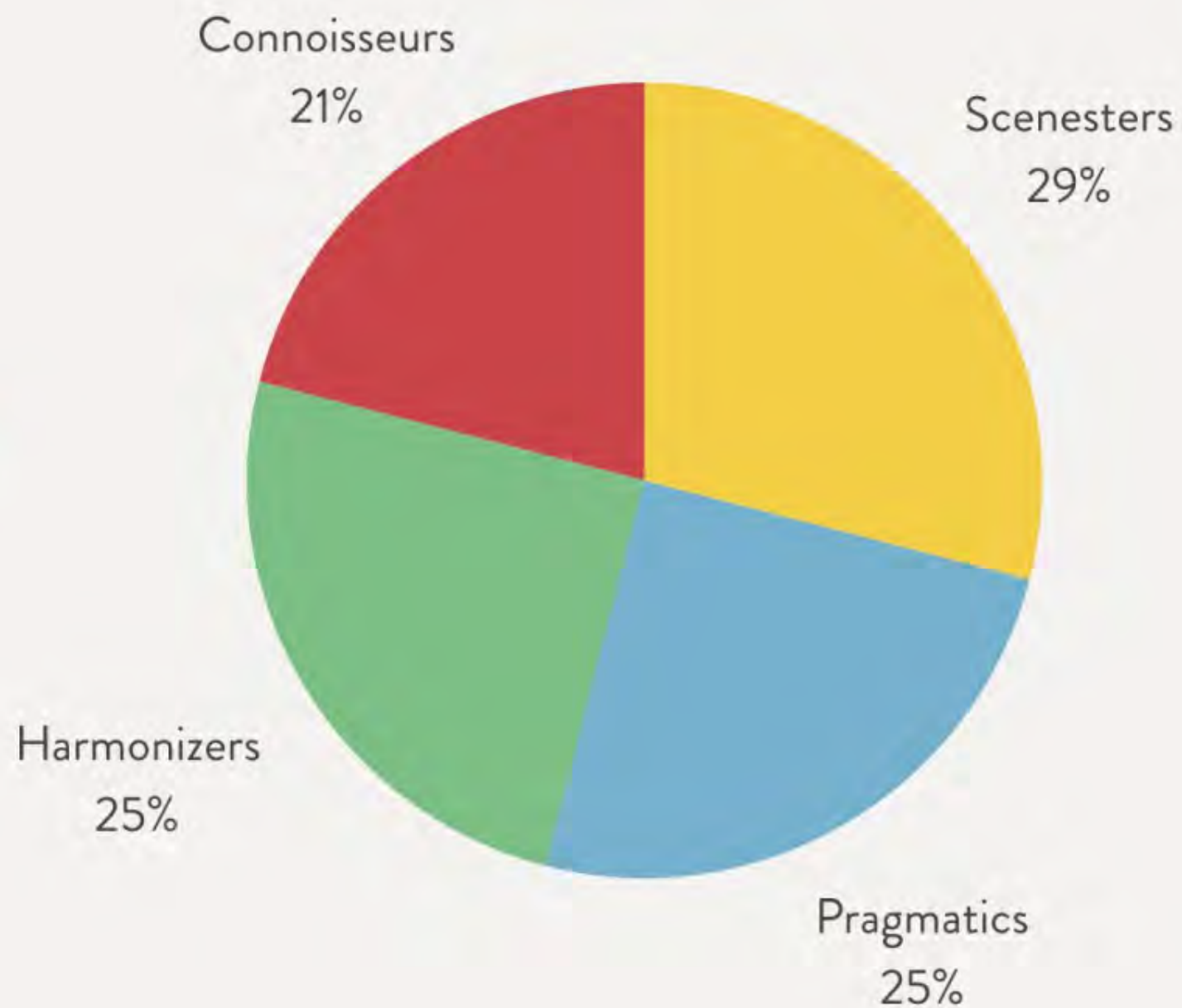
Harmonizers

Dining out helps me bond with others

Pragmatics

Dining out is a convenient way to eat

SoCal: All about the scene



MEET THE

Connoisseurs



“Food has to be flavorful, but it also has to represent the cuisine accurately. You can taste more flavors as your palate becomes more refined.”

MEET THE

Connoisseurs



Discerning
Opinionated
Self-reliant



Culinary
adventure



Tastes that wow
Hidden gems
High-quality food



Craving
Inspiration
Control

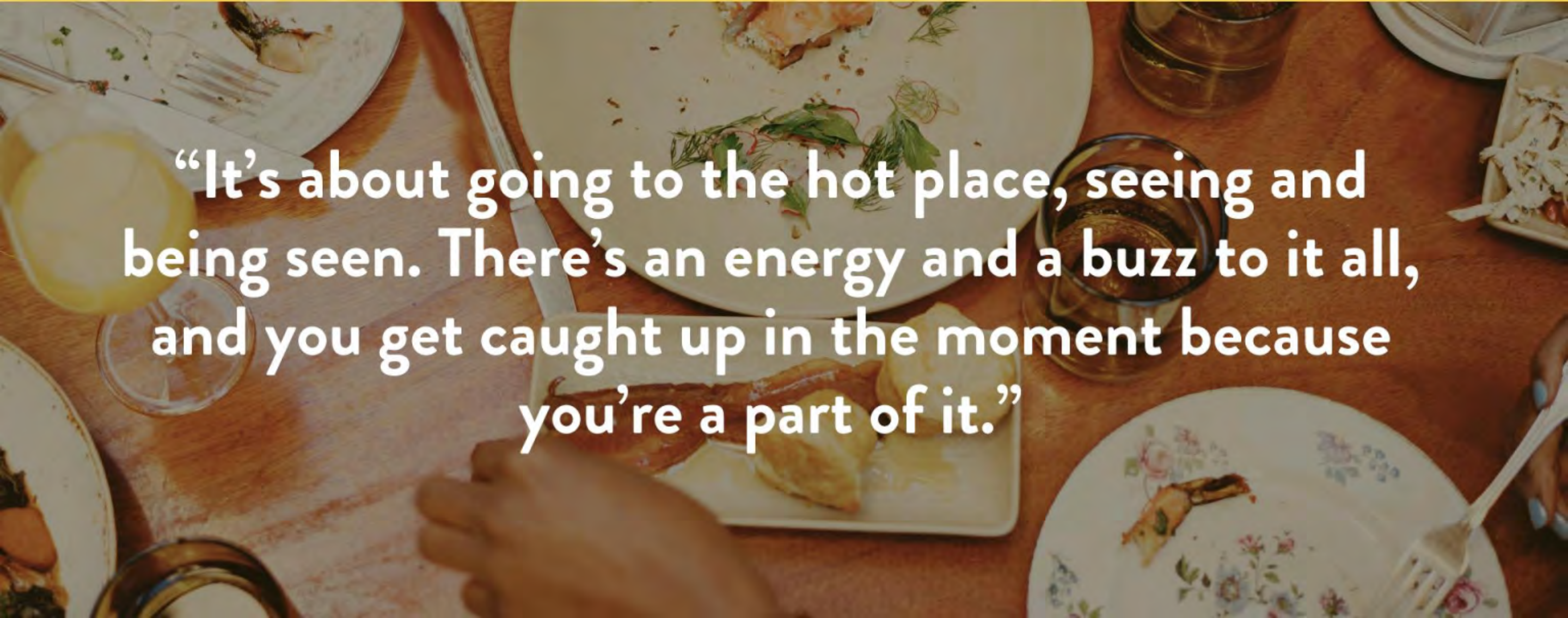
MEET THE

Connoisseurs

- Food they've never tried
- Romanticizing ingredients and preparation methods
- Knowledgeable wait staff
- Attention to detail in presentation
- A restaurant "backstory" or heritage
- A dish they want to talk about

MEET THE

Scenesters



“It’s about going to the hot place, seeing and being seen. There’s an energy and a buzz to it all, and you get caught up in the moment because you’re a part of it.”

MEET THE

Scenesters



Instinctive

Escapist

Image-oriented



Entertainment



The scene

Talk value

Fun



Anticipation

Access

Recognition

MEET THE

Scenesters

- Celebrity chefs
- See queues and waits as a sign of popularity
- A lively/good looking crowd having fun
- New restaurant openings
- Chic ambience
- Novel concepts
- Bar scene

MEET THE

Harmonizers



“The restaurant allows for socializing more than most other activities. You’re at the table looking at the other person. There’s a lot of time to talk and get to know someone over a meal.”

MEET THE

Harmonizers



Relational

Spontaneous

Flexible



Connection



Welcoming service

Intimate ambience

Hearty meal



Flexibility

Community

MEET THE

Harmonizers

- Welcoming service
- Intimate ambience that facilitates connections
- A hearty meal
- Community-like atmosphere that can spark new conversations and relationships

MEET THE

Pragmatics



“Most of the time, we revisit the same restaurants we’ve been to. It makes it less stressful when we know we’re going back to a particular restaurant. I can relax and I feel comfortable.”

MEET THE

Pragmatics



Determined

Pragmatic

Cautious



Habit



Value

Sense of familiarity

Convenience



Certainty

Specificity

Relief

MEET THE

Pragmatics

- Food that seems familiar
- Consistency in experience
- Discounts, coupons, or rewards
- A broad menu that meets everyone's needs
- Large portions that suggest value
- No wait times, no lines, not crowded

How do you get them into your restaurant?

Connoisseurs

Blogs/PR

Promote awards/
Top 10 lists

Featured in
OpenTable emails

Scenesters

Blogs/PR

Social media
marketing

Featured in
OpenTable emails

Harmonizers

Open books for
large parties

Highlight your
experience/ambiance

Word of
mouth/PR

Pragmatics

Location based
advertising

Promote Specials/deals/
1,000 point tables

Include a map
in your ads

What would you want to do in-service to ensure a great time

Connoisseurs

Unique menu offerings/meals

Storytelling about the restaurant/dishes/drinks

Good lighting for photos/social posting

Scenesters

Seat them in the prime viewing spots

Google them ahead of time

Good lighting for photos/social posting

Harmonizers

Booths/round tables

Extra-attentive service/hospitality

Give them plenty of time to dine

Pragmatics

Broad menu offering

Deals/specials prominently displayed

Give them a “freebie”

Remember them by name

How do you get them back?

Connoisseurs

Continuously changing menu/offering

Creative special events

Scenesters

Engage with them on social

Creative special events

Participate in local tasting events

Harmonizers

Open books for large parties

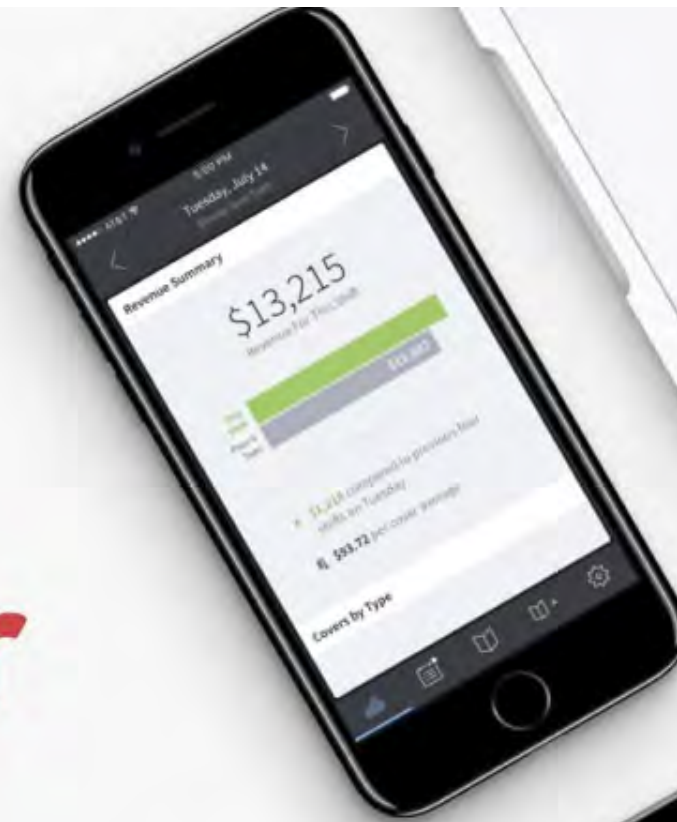
Remind them of past visit (anniversary note)

Pragmatics

Bounce-back offers

Stay top of mind (retargeting/email)

GuestCenter



Redesigning our approach to hospitality

Real time data

Multiple Apps

Unlimited Accounts

“Actually, could we sit at the bar?”

Offering seating options anticipates your guests' needs. Booking is now more seamless than ever for your guests, and your host is more confident when they arrive.

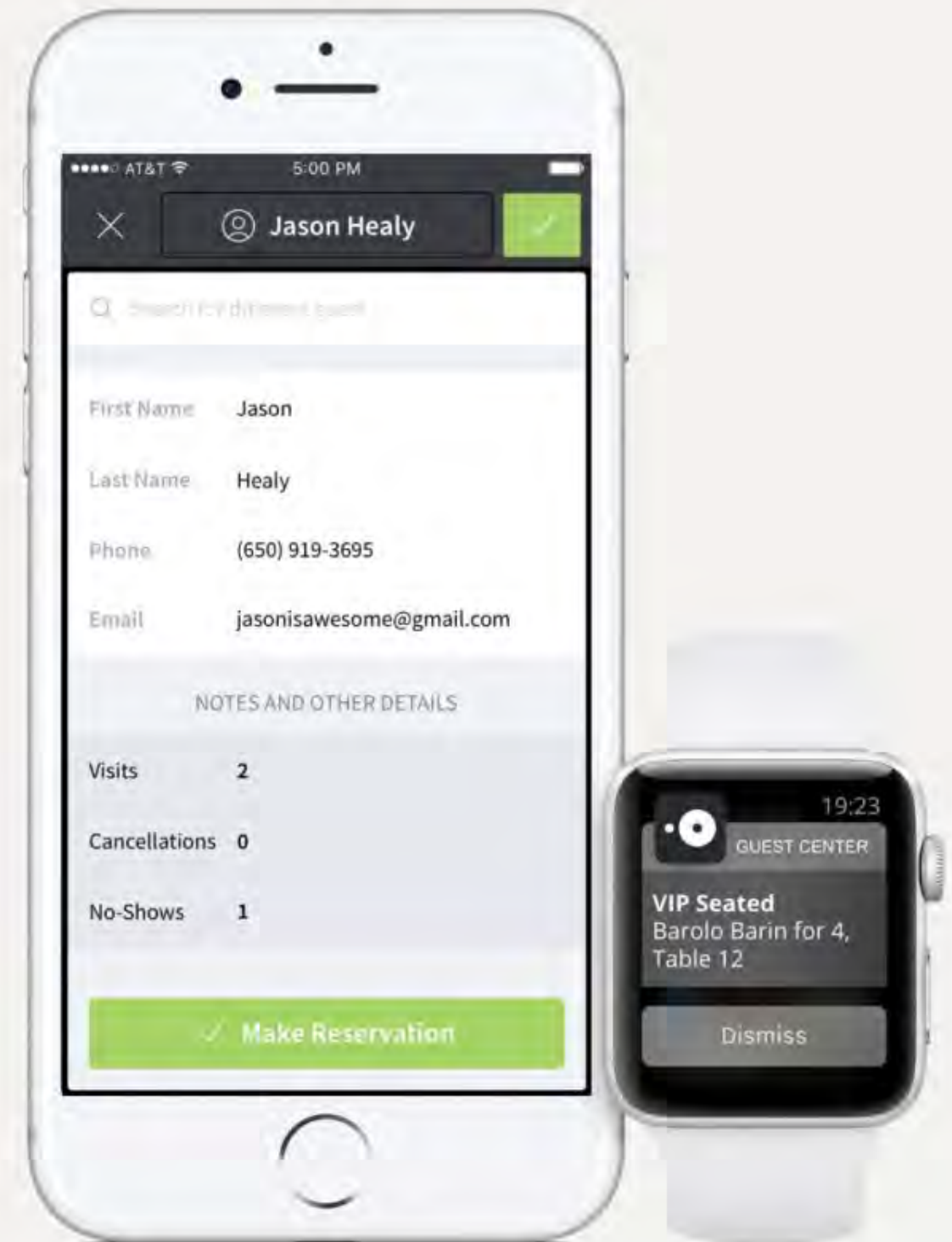
AVAILABLE NOW



Manage on the go

Manage your restaurant on the go with the owner app. Make reservations, add or review guest notes all from your iPhone. While in service, benefit from push notifications that let you know when a VIP has arrived or is seated.

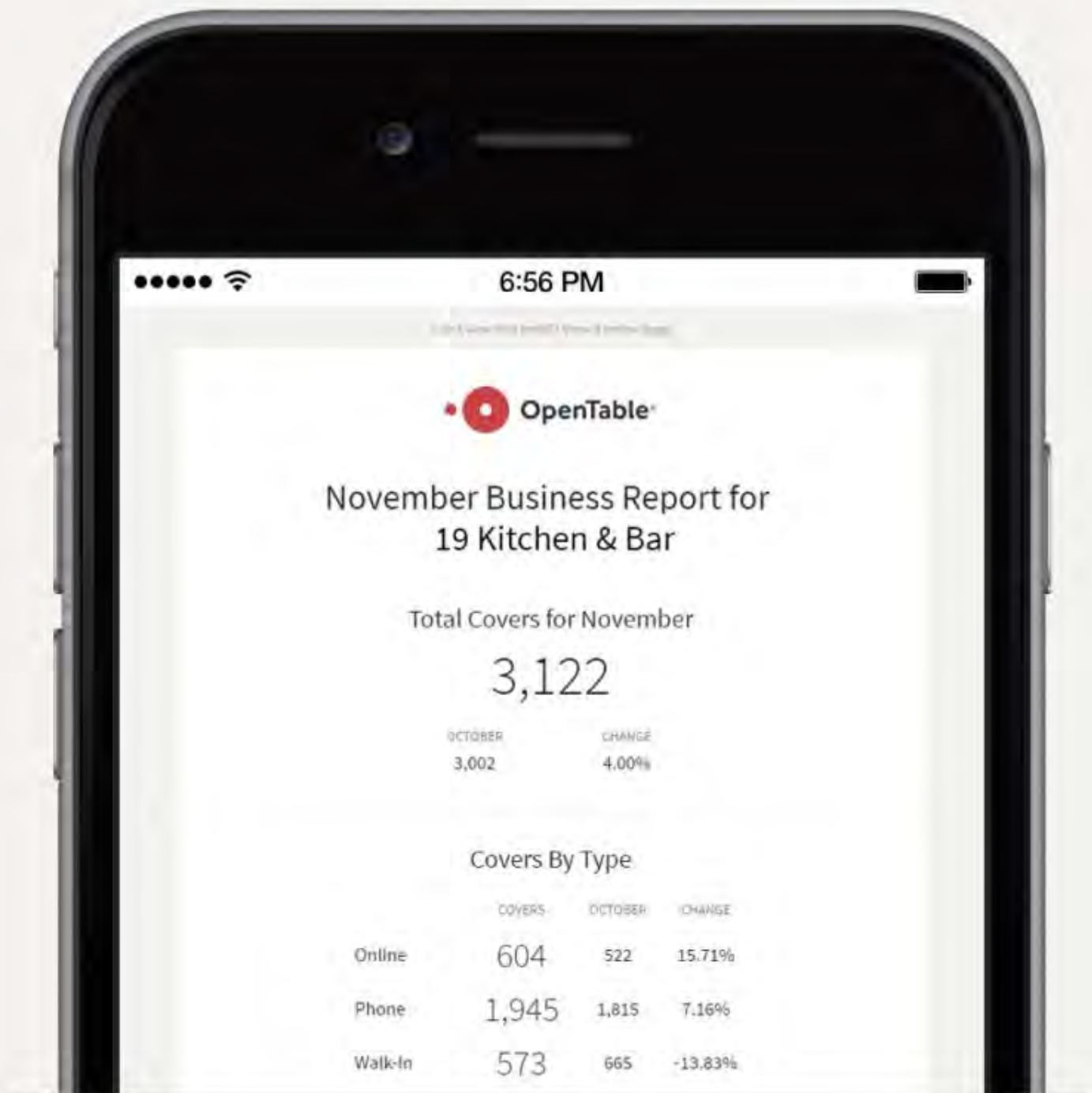
AVAILABLE NOW



Insights in your inbox

Owners and GMs are busy keeping their business performing. Proactive email reporting brings the important answers to them, ensuring they stay informed while making the important decisions.

AVAILABLE NOW



A close-up photograph of a person's hand holding a glass filled with a pink, bubbly beverage. The drink is topped with a large, round, pink shaved ice or snowball. A red and white striped paper straw is inserted into the drink. A fresh green mint leaf is perched on the rim of the glass. The person holding the glass is wearing a dark blue top with a red and white patterned necklace. The background is softly blurred, showing a white wall and a patterned fabric.

Cheers!

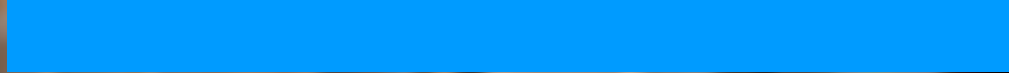
[GO.OPENTABLE.COM/GUESTCENTER](https://go.opentable.com/guestcenter)
1-800-OPENTABLE





A blurred photograph of a restaurant interior. The scene shows rows of wooden chairs with red upholstered seats and backs, arranged around tables. In the foreground, a round table with a white tablecloth is partially visible. The ceiling features several large, glowing, teardrop-shaped pendant lights. The background is out of focus, showing a bar area and large windows. The overall atmosphere is warm and modern.

Insights on Restaurant Week Diners



Consumers looking for restaurants like yours are using...



SEARCH

Searching for local businesses and clicking on results.



SOCIAL

Reading local business reviews and listening to others.



DISPLAY

Influenced by local business display ads, in both in print and digital.

WE KNOW LOCAL BUSINESS.



mediagroup

PART OF THE USA TODAY NETWORK



Do you participate on any of these social networks?

Restaurant Week Diners

86.5%
Facebook

65.9%
YouTube

45.7%
Instagram

44.9%
Twitter

16 minutes of every hour spent online is on a social network

75% of small businesses are using social media to improve brand exposure

63% of small businesses find social media create more loyal customers



Restaurant Week Diners

89.9%
Google

32.1%
Yahoo

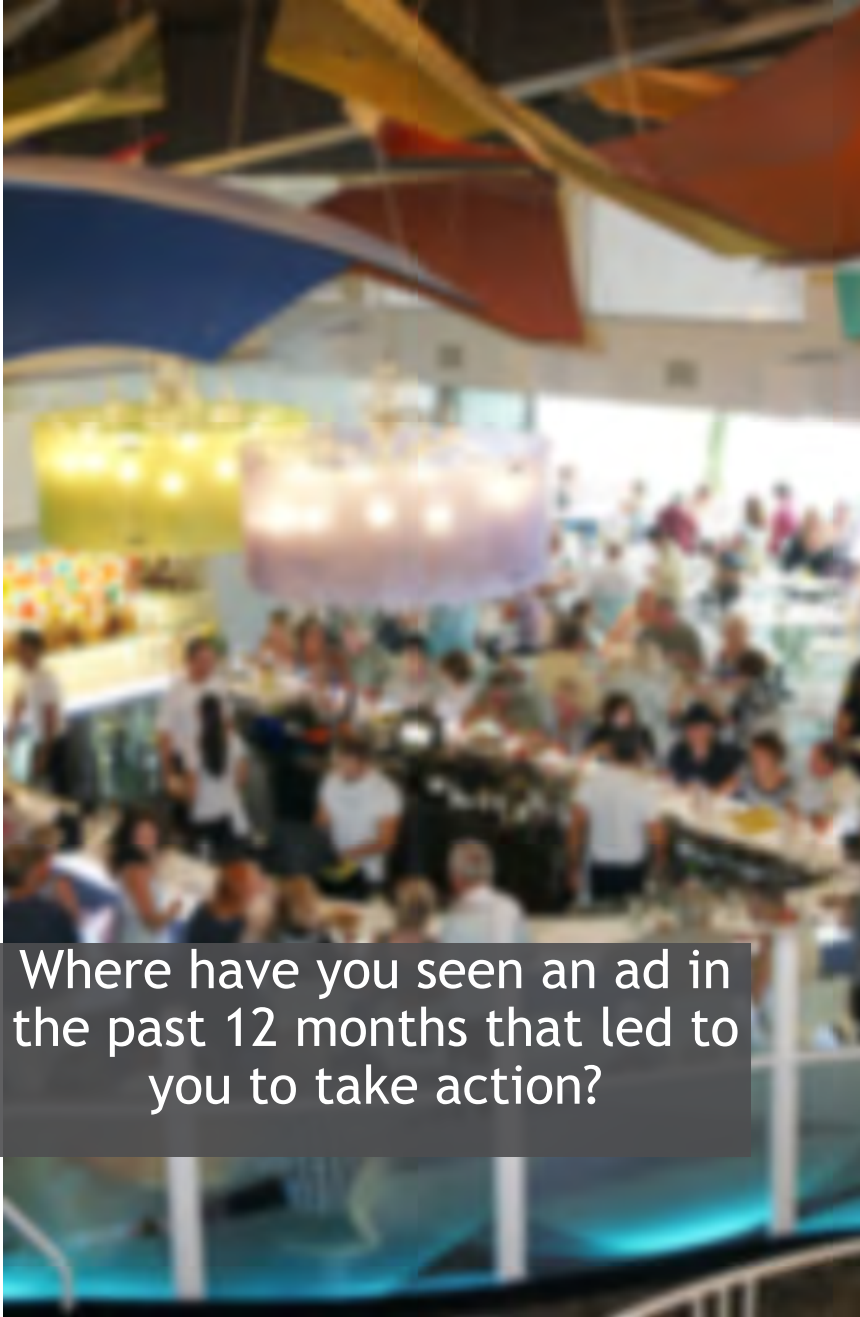
28.5%
Bing

80% of consumers use the internet to find local businesses.

50% of consumers who search for a type of business on a mobile device call or visit within 24 hours

46% Paid search accounts for nearly half of all search revenue

Which Internet Search Engine
Do you Use Most Often



Restaurant Week Diners

60.1%
Newspaper
(print & online)

58.9%
Magazine
(print & online)

58.8%
Ad on a Social Network

56.1%
Mobile Smartphone App

71% of adults with high household incomes read a print newspaper or access newspaper digital content in an average week

46% of newspaper website users spend an average of ten or more hours engaging in a variety of activities online during an average week

30% conversion rate increases can be attributed to digital display

Where have you seen an ad in the past 12 months that led to you to take action?

"Take action" defined as: doing an Internet search, going to a website, downloading an app, buying a product or calling/visiting a business.
SOURCE: 2016 AudienceSCAN®

How it works together

SEARCH

119% sales lift

When search ads are combined with display ads.

DISPLAY

50% higher clicks

on paid search ads when consumers are exposed to both brand-specific social media and paid search ads.

97%

of marketing decision-makers have seen an improvement in revenue attributed to integrated marketing.

Source: Forrester Research, The Interplay of Search and Social Media, October 2009; The Effects of Display Media on Search Traffic, August 2009; Social Media Examiner, 2013

SOCIAL

74% of brand marketers saw an increase in website traffic

after investing in just 6 hours per week on social media.

WE KNOW LOCAL BUSINESS.



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March 2017 ENGAGED AUDIENCES

Desktop



2,144,961 page views
358,740 unique visitors

Mobile



1,089,386 page views
438,133 unique visitors

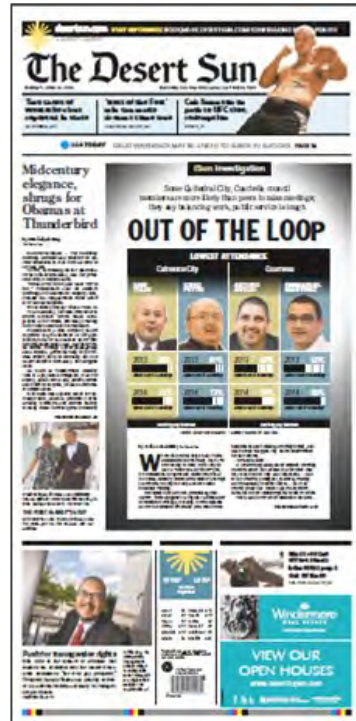
Tablet



139,825 page views
3,509 unique visitors

Total of all devices

3,374,172 page views
800,382 unique visitors



Paid Circulation:
29,370
(2016 Annual Average)

Digital only subscribers:
3,566



20,192
Email opt-in
Subscribers



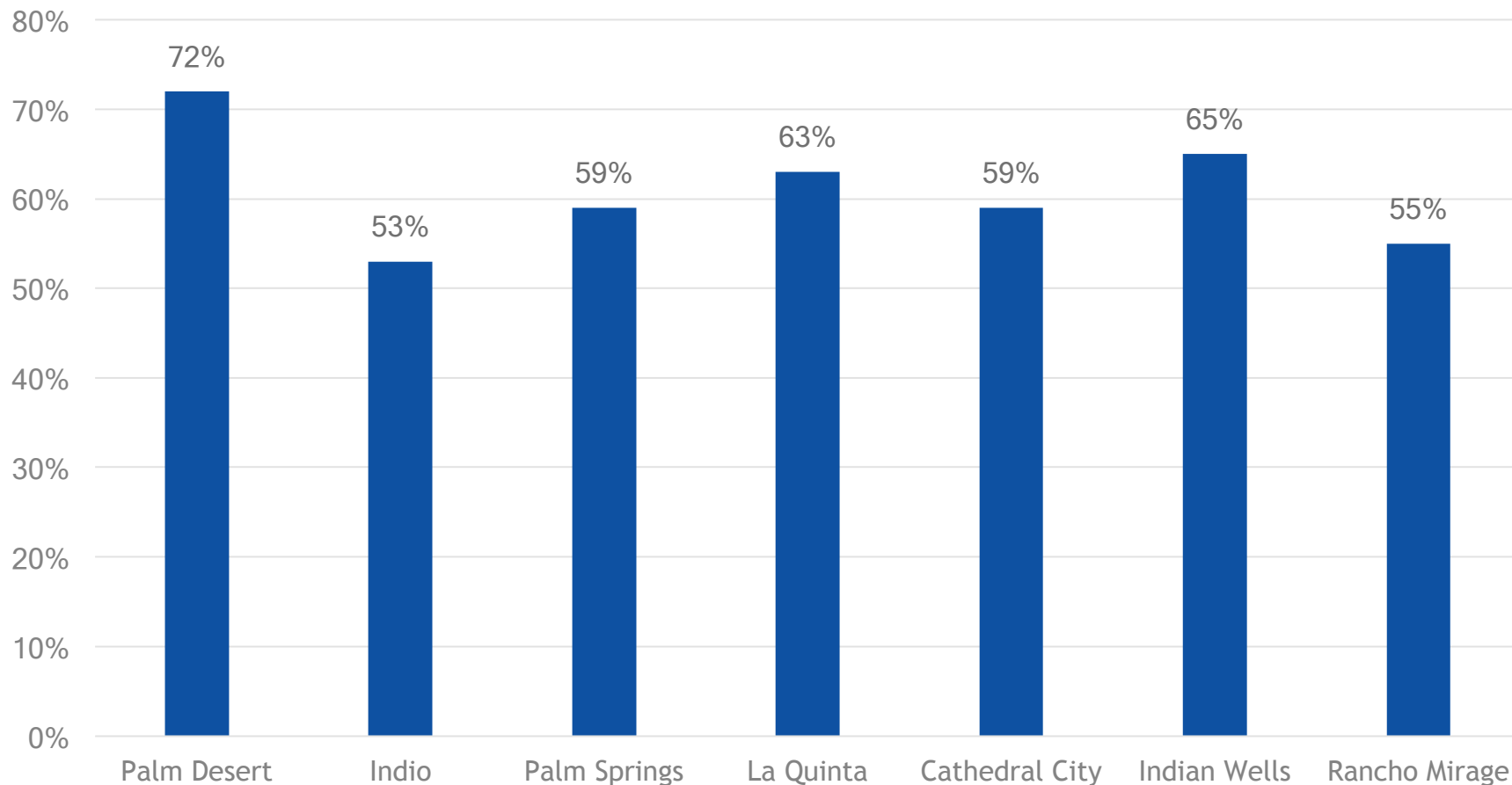
2,491,145
PageViews

56,116
Visitors
E- Edition

Source: Alliance for Audited Media, Q1 - Q4, 2016; Adobe Analytics, February 2017

Desert Sun Media Group Reaches Your Guests

Coachella Valley Reach By City



Sources: Scarborough Palm Springs 2016. Daily or Sunday print newspaper or E-edition or desertsun.com weekly reach or Neighbors or Desert Magazine or Desert Outlook magazine past 6 months readership.

DESERT MAGAZINE - June Issue - May 28, 2017



- A lifestyle magazine for adventurous gen-xers, millennials and boomers
- Typical DESERT magazine reader is between 35-64 years of age and is collecting new experiences in the Coachella Valley
 - 40,000 copies distributed to Desert Sun Sunday subscribers plus area locations (CVB, top hotels, medical and real estate offices)
 - Photo Listing approx. 2.25" x 4.5"



Neighbors - East and West Valley Editions



- Engages your customer at the neighborhood level to 85,000 households. Reaches subscribers and non-subscribers every Friday starting May 5, 2017
 - East - Palm Desert, LQ, IW, Indio
 - West - Palm Springs, RM, Cathedral City
 - Photo listing approx. 1.52" x 4.5"



Dining Deals - Thursday



- Reach 115,000 Desert Sun weekly readers in our proven restaurant marketplace starting Thursday, May 4, 2017
 - 4.92" x 3" color ad



Special Restaurant Week Promotion Package



6 Week Package - May 4 - June 9

- 6 ads in Neighbors - Fridays
- 6 ads in Restaurant Week Dining Deals Special Section - Thursdays
- 1 ad in June DESERT magazine special section

4 Week Package - May 18- June 9

- 4 ads in Neighbors - Fridays
- 4 ads in Restaurant Week Dining Deals Special Section - Thursdays
- 1 ad in June DESERT magazine special section

Digital Add-ons Opportunities

- Geo Fencing \$500 per month
- 40K Cross-platform
- 1 ad in June DESERT magazine special section



TRAVELZOO[®]

Palm Springs Marketing Bootcamp

April 25, 2017

Traditional Marketing challenges

2010: A new solution

Perceptions around the model

How Travelzoo can help

Traditional marketing challenges for restaurants



- Bringing in new customers
- Filling tables during quiet times
- Marketing is expensive
- Online marketing is constantly evolving

2010: A new solution (sounds too good to be true)

Marketing
with no up-front
cost

If it doesn't
work, you pay
nothing

Revenue is
shared with the
publisher



The rise of the daily deals industry

- The market became very crowded very quickly
- Thousands of restaurants fighting against each other – and other businesses
- A marketplace full of discounted products
- Volume produced challenges for all parties
- The bubble burst



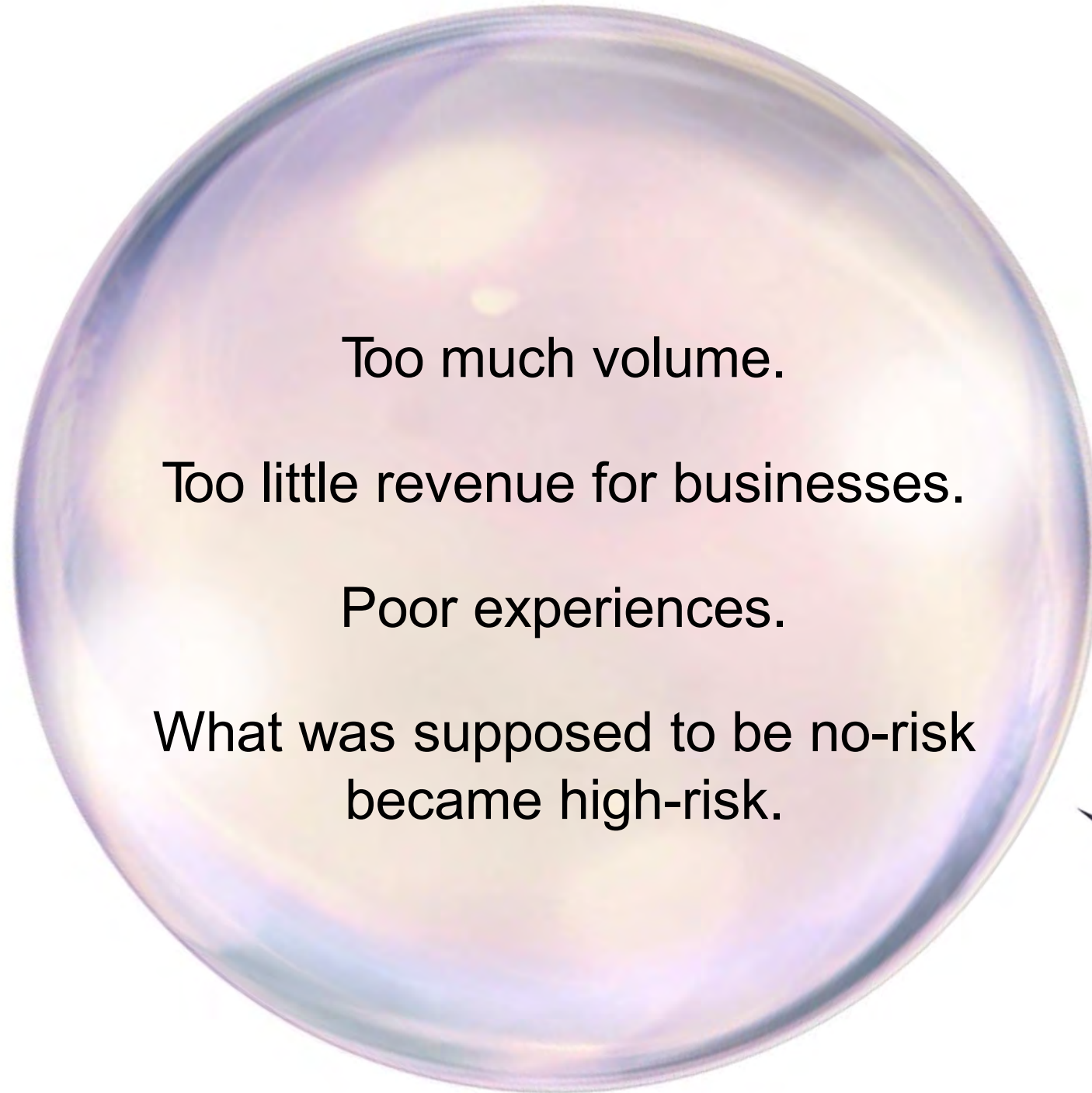
Why did the bubble burst?

Too much volume.


Too little revenue for businesses.

Poor experiences.

What was supposed to be no-risk
became high-risk.



The market today



The market
still exists, but
is **CALMER**
and more
STABLE

Business
have learned
how to **MAKE**
IT WORK

Consumers
love a deal, but
VALUE THE
EXPERIENCE
more

The perceptions around discounting



Discounting devalues the brand

Only if you do it too frequently or too widely

- Even luxury brands have sales once/twice a year



You attract the wrong crowd

Not if you appeal to the right audience

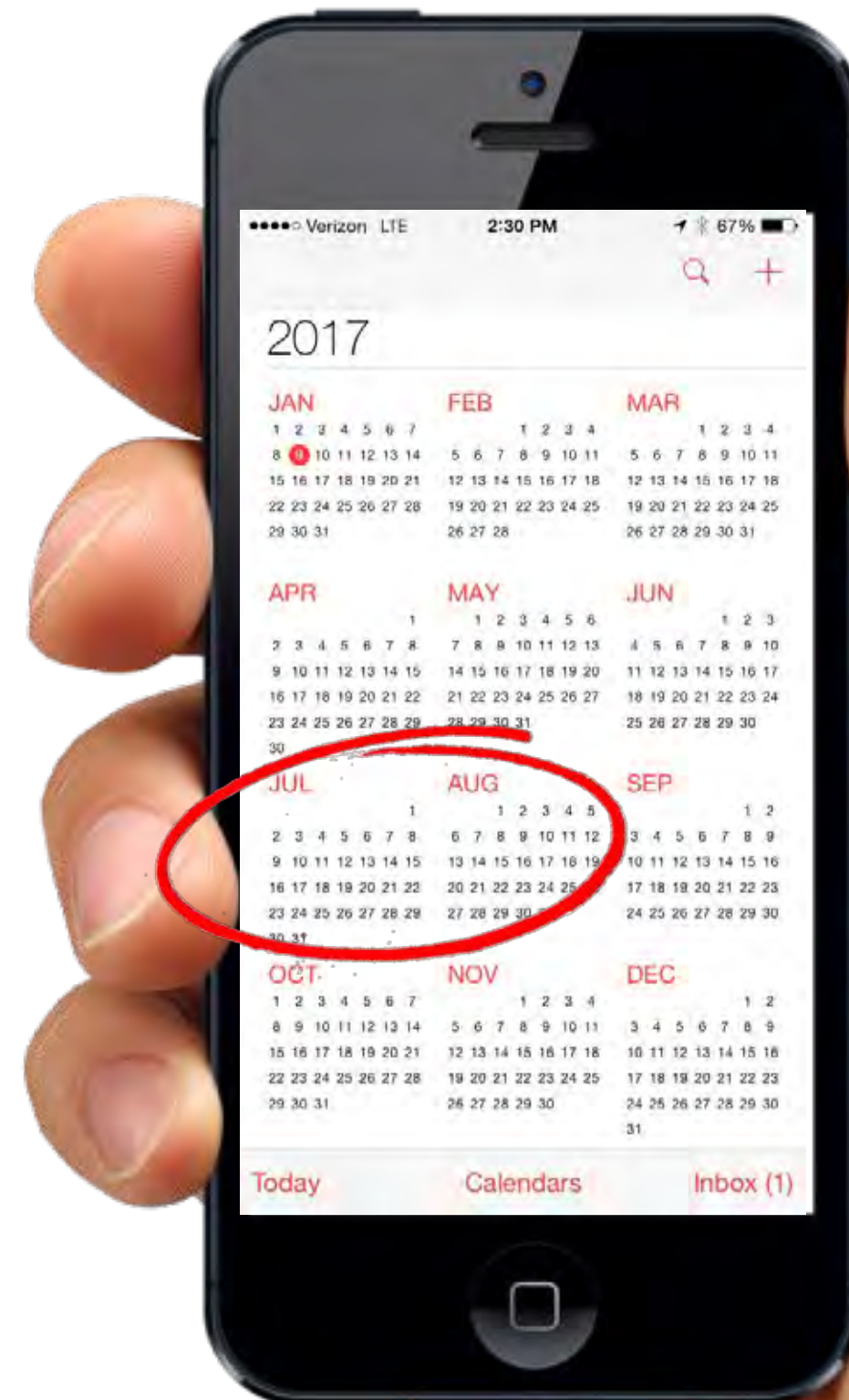


People will only come for the discounts

Not if you give them a fantastic experience

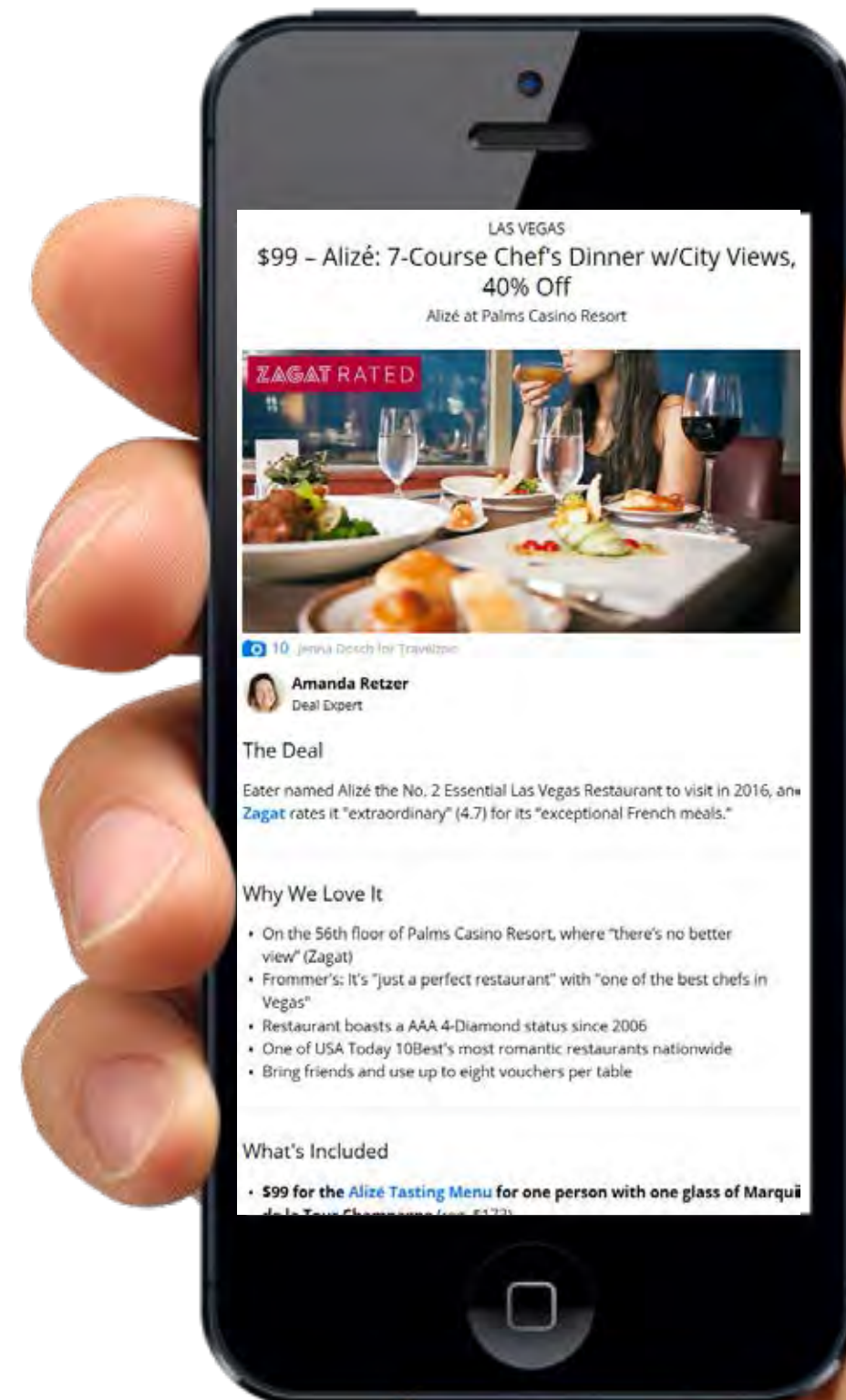
How Travelzoo can help

- We can put you in front of the right audience
 - Our audience is mature and educated with high disposable income
- You can offer higher-priced packages
- You can target specific key need periods



Create an offer that suits your business

- We want you to showcase the best your restaurant has to offer
- We'll talk about why we love your restaurant
- You offer our members:
 - Tasting menu package
 - A la carte package
 - Prix-fixe package
 - General spend



Why Travelzoo is different



- We're not, and have never been, a "daily deals" company
- We have an audience of affluent travelers who love to dine out
- We only work with high-quality, highly-rated restaurants
- We'll only send a restaurant offer once a week
- We can put you in front of audiences in key drive markets
- We can also target travelers who have booked to come to Palm Springs

Our partners



1 million+ members in Southern California

Over **28 million** globally

Our audience

MATURE
74%
are age 45+

TRAVELERS
71%
took 3+ trips
last year

WORLDLY
85%
have a valid
passport

AFFLUENT
41%
have HHI over
\$100k

SMART
91%
are college
educated

CONSUMERS
64%
are female



Summary



- The model still works
- Find the right publisher partner
- Create a package that showcases the best your restaurant has to offer
- Limit the times of year you discount to the time you need the most help



THANK YOU

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**LEVERAGING
INSTAGRAM:
SOCIAL MEDIA
TIPS & TRICKS**

 **@JEFFMINDELL**

**I JUDGE A
BUSINESS
BY THEIR
SOCIAL
MEDIA
PRESENCE.**



**YOUR
INSTAGRAM
PROFILE:**

**THE MUST-
HAVES**

1. ADDRESS

2. HOURS

**3. CONTACT (WEBSITE,
PHONE NUMBER, EMAIL)**

5. QUALITY CONTENT

6. A PLAN!



MY FAVORITE EDITING APPS:



VSCO
SNAPSEED
A COLOR STORY
PLANN

**HOW TO:
TAKE A GREAT
FOOD SHOT!**



**FIND
YOUR
LIGHT!**



CONSIDER PATTERN & TEXTURE!



COMPOSITION IS KEY!



#HASHTAGS

**THINK OF THEM AS
SEARCHABLE TERMS
OR A MEANS OF
AGGREGATION FOR YOUR
OWN ACCOUNT.**

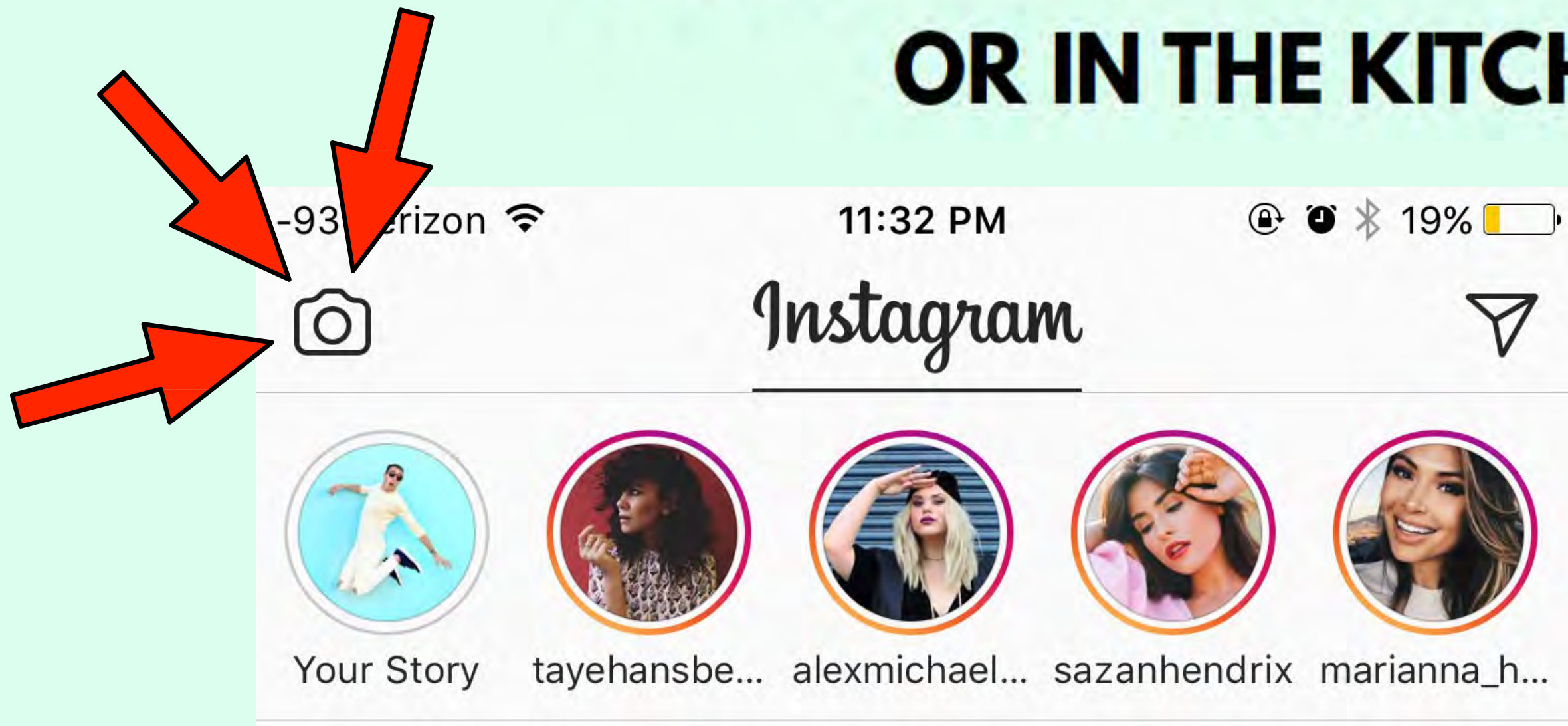
#DINEGPS



INSTAGRAM STORIES + LIVE

THE PLATFORM'S NEWEST WAY OF
CONNECTING WITH YOUR CUSTOMERS.

THINK BEHIND-THE-SCENES
OR IN THE KITCHEN!

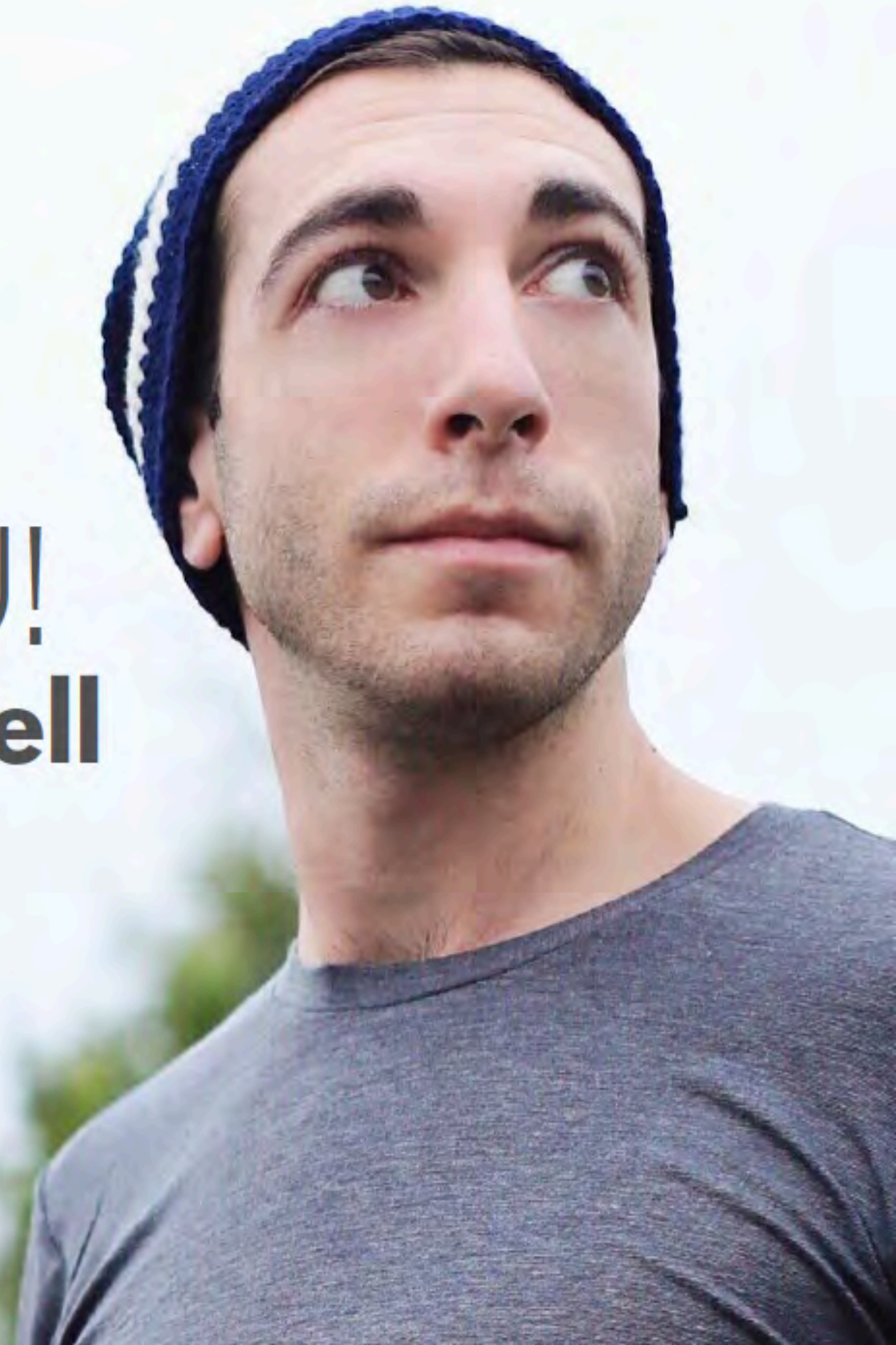


SOME IDEAS:

- **MEET THE TEAM**
- **DAILY SPECIALS**
- **KITCHEN TOURS**
- **WEEKLY SERIES**
- **EXCLUSIVES**



THANK YOU!
@JeffMindell



Happy Hour
Hosted by



Thank You

Enjoy A Gift Bag