

20
18

PEACE

LOVE

EAT

RECAP REPORT



GREATER
palm springs
RESTAURANT
WEEK





GREATER palm springs RESTAURANT WEEK

As a way to support the local economy and grow visitation through creative marketing promotions, the CVB marked its second year of managing and executing Greater Palm Springs Restaurant Week in 2018. The event showcased a variety of eateries throughout the Coachella Valley, providing a perfect opportunity for the CVB to support the local economy and grow visitation during what is typically a slower time of year.

In 2018, Greater Palm Springs Restaurant Week continued to promote the expanse of culinary experiences found in our nine-city destination. Restaurant Week showcased more than 100 restaurants, increasing visitor and local awareness of the Greater Palm Springs dining scene. The expanded 17-day event saw a return of nearly 80% of last year's participating restaurants, as well as the addition of many new restaurants.

The 2018 event was a record-breaking year on many fronts, as you will see in this recap report. More than 40% of participating restaurants reported higher sales than the previous year, and three out of four consumers said that dining out for Restaurant Week is the reason they dined out in Greater Palm Springs. In fact, ninety-five percent said they would recommend the event to others next year.

More than half of Restaurant Week consumers said they dined out to "support local restaurants." Nearly 60% of consumers surveyed said they used OpenTable to make reservations, with more than 80% dining at multiple restaurants during the event.

The CVB worked in partnership with sponsors, cities and restaurants to promote Restaurant Week through a series of marketing strategies aimed at driving local awareness and engaging visitors from our drive markets. With our Peace. Love. Eat. campaign, Greater Palm Springs Restaurant Week reached consumers with television ads, digital ads, billboards, social media and geo-fencing notifications.

Using Restaurant Week as a platform, restaurants were able to showcase top menu items and build their culinary reputation. Participating restaurants benefited with incremental sales volume, add-on items and returning visits.

The CVB will continue to invest in opportunities like Greater Palm Springs Restaurant Week to support our local economy by driving tourism to Greater Palm Springs.

Scott White
President & CEO
Greater Palm Springs

TABLE OF CONTENTS

RECAP REPORT | JUNE 1 –17, 2018

4	STATS
6	DINERS
7	MEDIA
10	WEBSITE RE-FRESH
12	ADVERTISING: LOCAL MARKET
14	ADVERTISING: DRIVE MARKET
16	SOCIAL MEDIA
18	COLLATERAL RE-FRESH
20	RESTAURANT RESOURCES
22	PARTICIPATING RESTAURANTS
23	SPONSORS

STATS

PRICE POINTS

\$15 \$20 \$25 LUNCH MENU

\$29 \$39 \$49 DINNER MENU

106

PARTICIPATING RESTAURANTS

19

NEW RESTAURANTS

18% OF ALL PARTICIPATING RESTAURANTS



79%

OPENTABLE RESTAURANTS

75% OF ALL PARTICIPATING RESTAURANTS

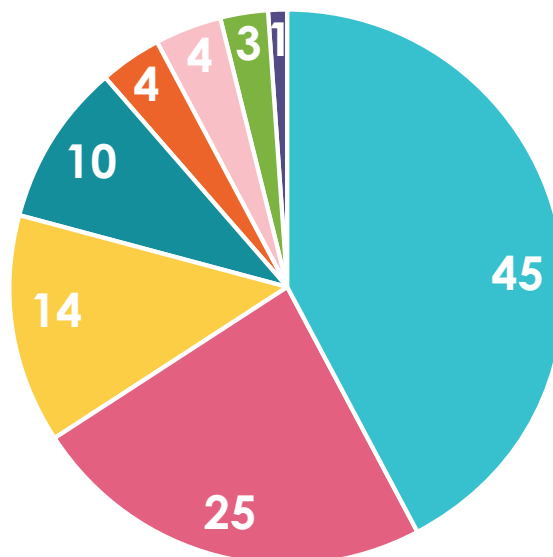
21.11%

INCREASE

IN OPENTABLE DINERS YOY

NUMBER OF RESTAURANTS BY CITY

- 45 PALM SPRINGS
- 25 PALM DESERT
- 14 RANCHO MIRAGE
- 10 LA QUINTA
- 4 INDIAN WELLS
- 4 INDIO
- 3 CATHEDRAL CITY
- 1 DESERT HOT SPRINGS



DINER BEHAVIOR

77%

DINED AT RESTAURANT THAT WAS NEW TO THEM

83%

DINED AT MORE THAN ONE RESTAURANT

88%

ORDERED ITEMS IN ADDITION TO THE RESTAURANT WEEK MENU

95%

RECOMMENDED RESTAURANT WEEK TO FRIENDS & FAMILY



DINER MOTIVATION

67%

TAKE ADVANTAGE OF A GREAT VALUE

53%

SUPPORT LOCAL RESTAURANTS

77%

TRIED A NEW RESTAURANT

68%

RETURNED TO THAT NEW RESTAURANT AFTER RESTAURANT WEEK



DINERS

\$87,500

MEDIAN DINER INCOME



56

MEDIAN AGE

AGE BREAKDOWN

11%

MILLENNIALS

31%

GENERATION X

54%

BABY BOOMERS

4%

SILENT/CI GENERATION

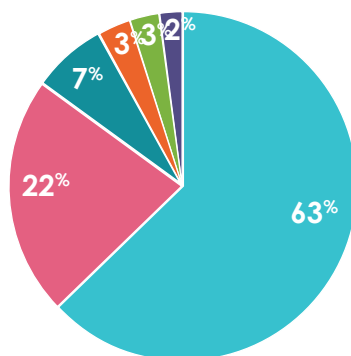


LOCATION BREAKDOWN

37%

RESIDE OUTSIDE OF GREATER PALM SPRINGS

- **63%** GREATER PALM SPRINGS
- **22%** OTHER RIVERSIDE COUNTY CITIES
- **7%** NEIGHBORING COUNTIES
- **3%** OTHER CALIFORNIA REGIONS
- **3%** LOS ANGELES COUNTY
- **2%** OUT-OF-STATE



LUNCH DINERS

30%

LUNCH DATE

46%

BUSINESS ASSOCIATES

19%

FAMILY

12%

OUT-OF-TOWN GUESTS

DINNER DINERS

58%

DINNER DATE

27%

OUT-OF-TOWN GUESTS

25%

FAMILY

9%

BUSINESS ASSOCIATES

MEDIA

PREVIEW EVENT

118

TOTAL ATTENDEES

15

MEDIA ATTENDEES

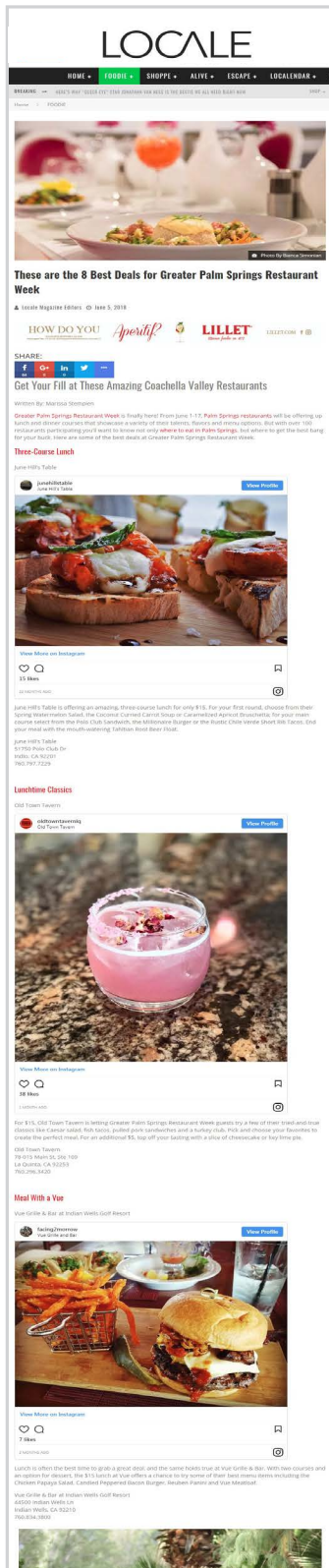
LOCAL, REGIONAL
AND NATIONAL
MEDIA REACH

52

RESTAURANT
PARTNERS



MEDIA



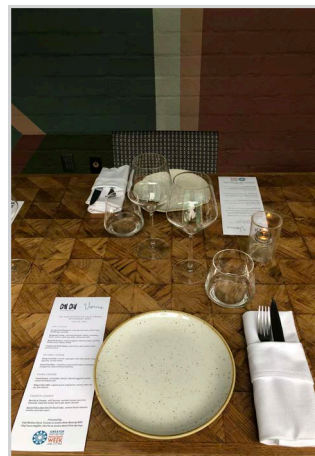
55,127,362

TOTAL PR ARTICLE IMPRESSIONS



NEW IN 2018

Hosted Greater Palm Springs Restaurant Week "Hangover Brunch" Media Event at Hotel Paseo in Palm Desert on April 29, where Chef Andrew Copley offered a sampling of the menu that was showcased during Stagecoach Country Music Festival.



Hosted first-ever GPSRW Media Preview Event in Los Angeles at Hotel Avalon, where Executive Chef Michael Reed of Viviane at Avalon Beverly Hills collaborated with Executive Chef Jason Moffitt of Chi Chi at Avalon Hotel Palm Springs to showcase a delicious menu on May 29.

LOCALE

TheArgonaut

Local News & Culture.

4

SOUTHERN CALIFORNIA

NBC

BAY AREA

THE ORANGE COUNTY REGISTER

Patch

STYLE & SOCIETY

TRAVELHOST

FOODBEAST





Photo By Bianca Simonian

These are the 8 Best Deals for Greater Palm Springs Restaurant Week

Locale Magazine Editors | June 5, 2018

13 DIVE INTO SPLASH HOUSE

June 9, 10 & August 10-12
 Have a fun time splashing around in some of Palm Springs' best pools while listening to the world's top DJ! With prime Palm Springs locations like the Saguaro, Riviera and the Palm Springs Air Museum, it doesn't get much better than this...Oh wait, there's now two more days? I guess it does!
www.splashhouse.com

14 COME CELEBRATE AT LOCALE'S LAUNCH PARTY

May 31
 Enjoy tray-passed appetizers and a welcome drink at ARRIVE Palm Springs' Draughtsman from 7-9 p.m. Let live music whisk you away as we celebrate our Greater Palm Springs May issue release! Your \$10 ticket goes towards the charity spotlight, Desert AIDS Project. See you there!
[locale-draughtsman.com](http://www.locale-draughtsman.com)

15 PARTY AT THIS ULTIMATE SUMMER EVENT

June 7-10
 The Hotel Rock Hotel Utopian Summer this year—an adult only, unique lifestyle event complete with world-renowned DJs and first-class sound and lighting. Get your tickets to one of the hottest parties in the desert this season!
www.luxparties.com

16 LISTEN TO AMY WINEHOUSE CLASSICS

May 12
 Michael Holmes' Purple Room, located in the historic Club Trinidad Hotel, will play host to the surreal sounds of Amy Winehouse. Paying tribute to the sounds of the late Amy Winehouse, this performance brings her music back to life.
[purpleonpalm.com](http://www.purpleonpalm.com)

17 TRY SOMETHING NEW DURING GREATER PALM SPRINGS RESTAURANT WEEK

June 1-7
 Over 100 restaurants are taking part in this tasty event, so there will be something new for everyone! Specially priced lunch and dinner options give guests a taste of what local restaurants are serving up. Reservations are encouraged as you explore this 17-day event with #lineGPS, we're getting hungry already.
www.dinegps.com

20 JAM OUT TO BILLY IDOL LIVE

May 27
 You will be in for a rocker good time with Billy Idol at the Fantasy Springs Resort Casino starting at 8 p.m. Dance to all the classics and hear some new tracks from his latest album, and we promise you'll be fangirling in no time.
www.fantasyspringsresort.com

LOCALE MAGAZINE 17

Greater Palm Springs Restaurant Week 2018

By CM
 Published on May 4, 2018

SHARE | TWITTER | PINTEREST | EMAIL

WHEN: June 1, 2018 – June 17, 2018

WHERE: Greater Palm Springs

CONTACT: Event website

CALENDAR EVENTS

food+drink | Greater Palm Springs Restaurant Week



Home | News | Team | Weather | Entertainment | 79° | Connect

Local | Watch Live | News | U.S. & World | California News | Sports | Car Chase | In the News | NFL in LA | Health | Tech | World | Weather | NewsCenter

worthtrip PRESENTED BY

OUR DAILY LOOK AT DEALS AND GETAWAYS

Savor Delish Deals at Greater Palm Springs Restaurant Week

Fresh ingredients, interesting menus, and a swath of eateries in the resort city to try.

By Alyssa Gray Parmer
 Published at 1:05 PM PDT on May 14, 2018 (Updated at 5:51 PM PDT on May 15, 2018)

Facebook | Twitter | Instagram | LinkedIn

Notes by Cici | FUN | FOOD+DRINK | LIFESTYLE | TRAVEL | ABOUT | CONTACT

PALM SPRINGS LIFESTYLE BLOG

May 26, 2018

Guide to Greater Palm Springs Restaurant Week 2018

The perfect time to explore and visit the Palm Springs region is during the upcoming summer month of June for one very important reason: Greater Palm Springs Restaurant Week.

This fabulous foodie event is taking place Friday, June 1 through Sunday, June 17, 2018, giving diners plenty of opportunities to enjoy some of the most unique and delicious cuisines the desert has to offer. More than 100 local restaurants will showcase a variety of fixed-priced menus for lunch and dinner goes. So, if you're looking to try out some exciting dishes at neighborhood eateries this season or get a taste of new bites in town at special discounted rates, then this event is for you.

Read ALL the details on this annual culinary experience by reading my article on the Greater Palm Springs CVB website titled, Get a Taste of the 12th Annual Greater Palm Springs Restaurant Week.

Trust me on this one...you don't want to miss out!

California's Premier Magazine | PALM SPRINGS LIFE

Current | Status | Calendar | Things To Do | Arts & Entertainment | Food & Drink | Fashion | Hotels & Resorts | Real Estate

Sushi and Sake Take Flight

If you've ever dreamt of sampling nigiri prepared by an Iron Chef competitor, head to Domo Sushi on El Paseo in Palm Desert. Get a discount during Greater Palm Springs Restaurant Week.

TIFFANY CARTER | MAY 23, 2018 | CURRENT DIGITAL, RESTAURANTS, WATCH & LISTEN - RESTAURANTS

The Hot Nights Roll stazes with a painterly display of sauce.
 PHOTOGRAPH BY STEVEN SALISBURY

Master sushi chef Jin Young, who was a runner-up on Food Network's *Iron Chef: Series* in 1998, aims to transport his diners to Japan through awe-inspiring dishes focused on traditional flavors, precision slicing, and elegant plating at Domo Sushi on El Paseo, newly opened in Palm Desert. Young's sushi bar will join more than 100 participating restaurants for Greater Palm Springs Restaurant Week, June 1-17.

"This restaurant concept is the art of sushi, and the beautiful plating is from the imagination of chef Jin," says Bella Walker, who is a sushi artist in her own right and works directly under Young. "His menu is very different. It's simple, clean, and the flavors and tastes are very fresh."

VIDEO: Watch Chef Bella Walker prepare the Caliente Roll.

Taste: Domo Sushi on El Paseo, Palm Desert | PALM SPRINGS LIFE

and a smooch of sabbies on the resort, does so? | Oh, yeah... | 17, 2018

Let it be said, can expand well beyond their lives ever reached a Friday after a few hectic days, ay, well... It can seem as though Monday happened no longer weeks, weeks that stretch well beyond but aren't about errands and mistakes and stress-fueled on food, and new bites, and fresh, a host of elements that can make a person wish no longer.

RESTAURANT WEEK... is one such boundary-gn in the kitchen. The temporal part? This, yes, meaning you can enjoy it for over half of June, 2018, plus a couple of days beyond the middle of it through 17. And the boundary-pushing? The menus, where a line-up of budget-chefs create out in what is truly one of California's biggest foodie

are on the we're-joining-in list, including Cantala at it The Saguaro Hotel & Pool, and Johannes. The several desert resort teams popping up, meaning you 3 Springs and back again. Lunch and dinner menus, spectacular, shall I say. How will you ever dine at it pick your favorites, and set your path where to go, that a 17-day week grows even longer in years

TRENDING STORIES

1. Thunderstorm Promptly Squashes at Santa Monica Beach
2. Why? Top Chef's Restaurant Receipts Spook Conservation
3. No Badge Required: Things to Do Outside the Convention Center
4. Three County Public Forest Ends in Santa Clara

WEATHER FORECAST

HEALTHY ALERTS

Los Angeles, CA

79° Clear
 Fresh Line 51°

WEBSITE RE-FRESH

ENGAGED WEBSITE VISITORS

5.5%

INCREASE

IN RETURNING VISITORS YOY

8%

DECREASE

IN TIME PER SESSION YOY

20.7%

DECREASE

IN BOUNCE RATE YOY

NEW LAYOUT PROVIDED EASY ACCESS TO SEARCH RESTAURANTS AND MENUS



OpenTable®

RESERVE NOW BUTTONS ON THE HOME PAGE AND ON RESTAURANT PAGES ALLOWED FOR EASY ONLINE BOOKING

USER ACCESS

3,764

MORE VISITORS ON MOBILE OVER DESKTOP

26%

INCREASE IN ORGANIC SEARCHES

992%

INCREASE IN PAID SEARCHES

19%

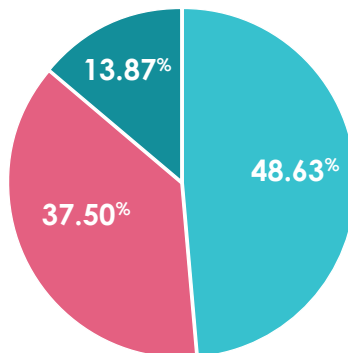
INCREASE IN DIRECT VISITORS

126%

INCREASE IN VISITORS FROM EMAIL CAMPAIGNS

WEBSITE VISITORS BY LOCATION

- 48.63%** GREATER PALM SPRINGS
- 37.50%** OTHER RIVERSIDE COUNTY CITIES
- 13.87%** NEIGHBORING COUNTIES



OVER

255,000

ONLINE PAGE VIEWS

42,249

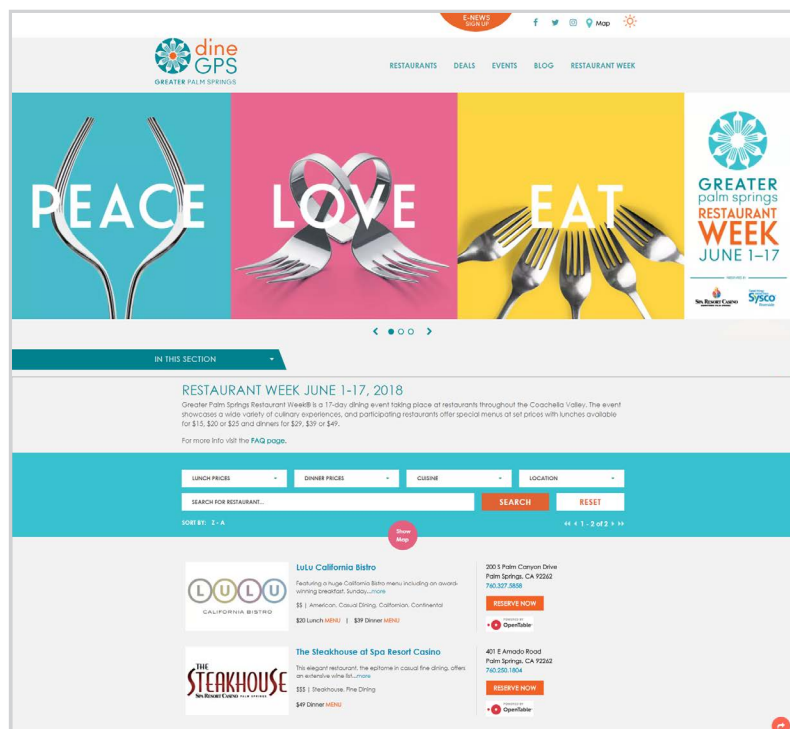
VISITORS TO dineGPS.com

6:44 MIN

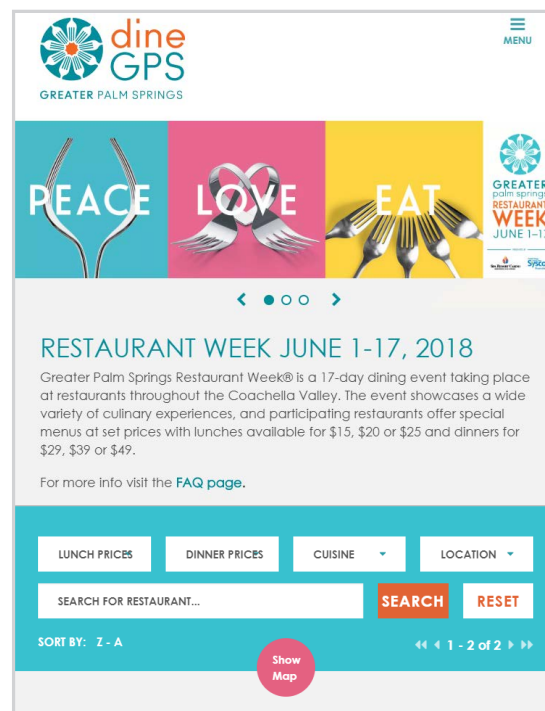
AVERAGE TIME ON WEBSITE



NEW WEBSITE HOMEPAGE

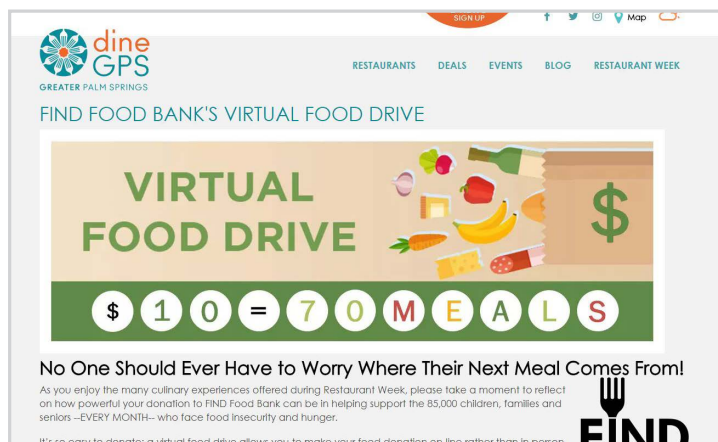


MOBILE HOMEPAGE



FIND FOOD BANK PARTNERSHIP

This year the CVB partnered with FIND Food Bank to create a virtual food drive during Restaurant Week. People could donate as little as \$1 online with all the money going directly to FIND Food Bank to support the more than 85,000 local residents in need.



ADVERTISING: LOCAL MARKET

LOCAL PRINT ADVERTISING GENERATED

5,117,810 IMPRESSIONS

(18% INCREASE YOY)

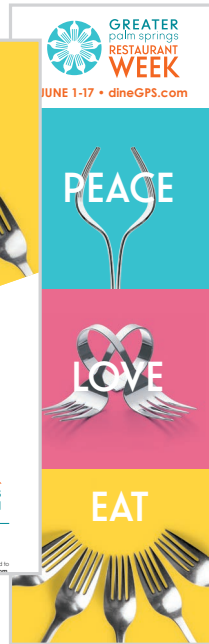
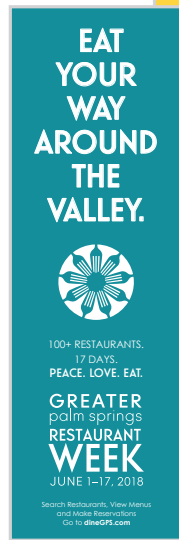
LOCALE

THE DESERT SUN

DESERT ENTERTAINER

TRAVELHOST

LA PRENSA



LOCAL RADIO ADVERTISING GENERATED

16,449,000 IMPRESSIONS

ALPHA MEDIA

8,910,000 IMPRESSIONS

MARKER BROADCASTING

5,259,000 IMPRESSIONS

KEZN

1,036,000 IMPRESSIONS

KUNA

626,000 IMPRESSIONS

KLOB

618,000 IMPRESSIONS

LOCAL TELEVISION ADVERTISING GENERATED

23,580,000
IMPRESSIONS

(13% DECREASE YOY)

COMMERCIALS ON LOCAL TELEVISION

KMIR

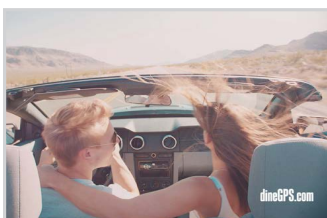
4,917,000
IMPRESSIONS

KPSP

3,820,000
IMPRESSIONS

TIME WARNER
CABLE

14,843,000
IMPRESSIONS

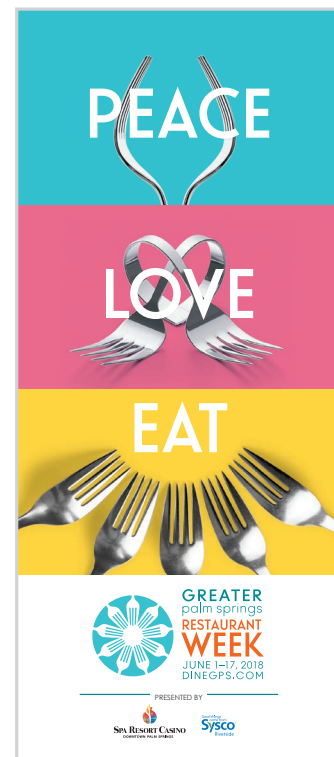


LOCAL BILLBOARDS



EVENT COLLATERAL

- PROMOTIONAL POSTCARDS
- PROMOTIONAL RACK CARDS
- TABLE TENTS
- WINDOW CLING



ADVERTISING: DRIVE MARKET

DRIVE MARKET OUT-OF-HOME GENERATED

8,927,451
IMPRESSIONS

(78% INCREASE YOY)

10 DIGITAL BILLBOARDS IN LOS ANGELES AND SAN DIEGO (20 TOTAL)



DRIVE MARKET TELEVISION GENERATED

559,634,000
IMPRESSIONS

(48% INCREASE YOY)

TIME WARNER CABLE

267,017,000 IMPRESSIONS

KTLA

292,617,000 IMPRESSIONS



ONLINE DIGITAL ADVERTISING GENERATED

4,960,000
IMPRESSIONS

(58% INCREASE YOY)

DESERT GAY GUIDE

PALM SPRINGS LIFFE

THE DESERT SUN

PANDORA

EXPEDIA

TRAVELZOO

LOCALE



SOCIAL MEDIA

DINEGPS SOCIAL CHANNELS

facebook **7,260**
PAGE LIKES

INCREASED FOLLOWERS BY **242%** SINCE 2017 RESTAURANT WEEK

*NEW - PROMOTED **DINEGPS FACEBOOK EVENT PAGE**, GENERATING THE HIGHEST ORGANIC ENGAGEMENT WITH OVER **50,000 IMPRESSIONS**, **585 RESPONSES** AND NEARLY **300 WEBSITE CLICKS**.

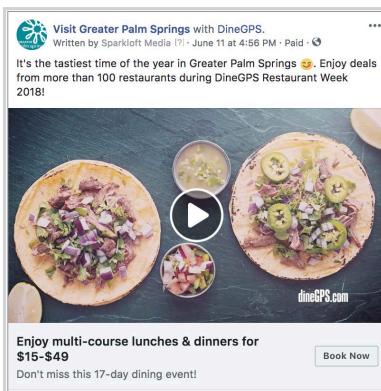
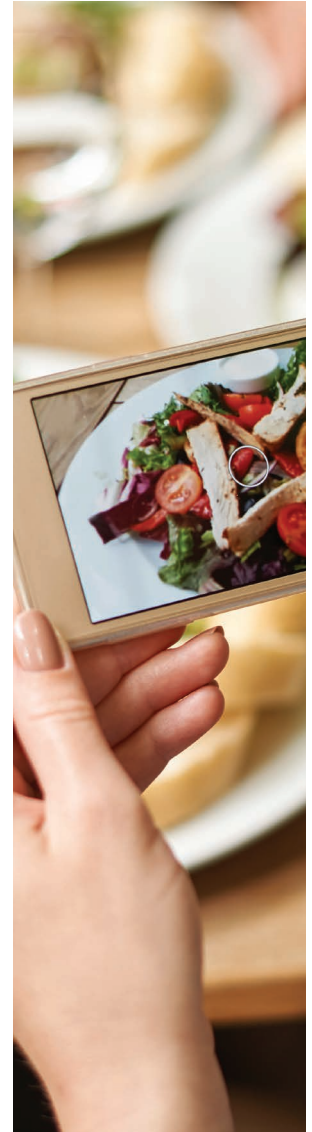
twitter **2,750**
FOLLOWERS

INCREASED FOLLOWERS BY **89%** SINCE 2017 RESTAURANT WEEK

Instagram **819**
FOLLOWERS

INCREASED FOLLOWERS BY **152%** SINCE 2017 RESTAURANT WEEK

*NEW - **INSTAGRAM STORIES** WAS OUR HIGHEST PERFORMING AD WITH OVER **120,000 IMPRESSIONS**; OVER **5,000 VIDEO VIEWS** AND NEARLY **1,000 WEBSITE CLICKS**.



INSTAGRAM CONTEST

237
ENTRIES

EAT. LOVE. SHARE SWEEPSTAKES FROM JUNE 1 - 17, 2018



SOCIAL MEDIA CAMPAIGN TOTALS

194,322
IMPRESSIONS

585

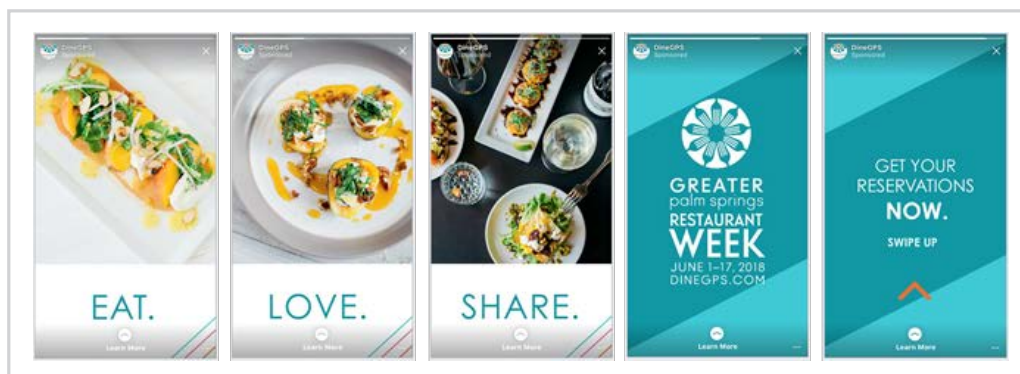
FACEBOOK EVENT RESPONSES

7,720
ENGAGEMENTS

194

NEW NEWSLETTER SUBSCRIBERS

31,526
VIDEO VIEWS



COLLATERAL RE-FRESH

EMAIL MARKETING

9

TOTAL CAMPAIGNS

MAY-JUNE

23,868

TOTAL EMAILS DELIVERED

25.5%

OPEN RATE

11.3%

CLICK-THROUGH RATE

JOIN IN

GREATER palm springs RESTAURANT WEEK
JUNE 2-11, 2017

YOU'RE INVITED TO PARTICIPATE

EVENT DATES
Friday, June 2 through Sunday, June 11, 2017

MENU PRICING

LUNCH
2 course minimum
\$13, \$25 or \$35

DINNER
3 course minimum or small plates
\$25, \$35 or \$45

PARTICIPATION FEE
\$500 per restaurant

REGISTRATION DEADLINE
Wednesday, March 1, 2017

REASONS TO PARTICIPATE IN RESTAURANT WEEK

- GAIN NEW CUSTOMERS
- INCREASE SALES

BE PART OF THE LOCAL CULINARY COMMUNITY

REGISTER NOW

UPDATED RESTAURANT RESOURCES

RESTAURANT BOOTCAMP FOR ALL RESTAURANTS

MEDIA PREVIEW EVENT FOR LOCAL, REGIONAL AND NATIONAL MEDIA

UPDATED DESERT DINING GUIDE & MAP

NEW RESOURCES AND TOOLS FOR PARTICIPATING RESTAURANTS

TRANSLATED MATERIALS TO REACH SPANISH-SPEAKING RESTAURATEURS

GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018

LOVE Dad

PLAN YOUR GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018

MAKE YOUR DINNER RESERVATIONS

FIND A NEW LOCAL FAVORITE

THE STEAKHOUSE
IMPECCABLE SERVICE. PERFECTLY AGED PRIME CUTS. DELECTABLE EXPERIENCE.
YOUR TABLE AWAITS

GREATER Palm Springs Convention & Visitors Bureau
This email was sent by Greater Palm Springs CVB, located at 70100 CA 111, Rancho Mirage, CA 92270
[Unsubscribe from this list.](#)

GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018

PEACE out.

UNTIL 2019 GREATER palm springs RESTAURANT WEEK

THANK YOU
FOR DINING OUT DURING GREATER PALM SPRINGS RESTAURANT WEEK.

Give us the dish on your dining experience.
Take our survey, and you could win 1 of 10 \$25 gift cards from OpenTable.

CLICK HERE TO TAKE SURVEY

Spa Resort Casino
Serving the Greater Palm Springs Area

Sysco
PowerSource

GREATER Palm Springs Convention & Visitors Bureau

GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018

PEACE
Begins with Lobster Mac & Cheese

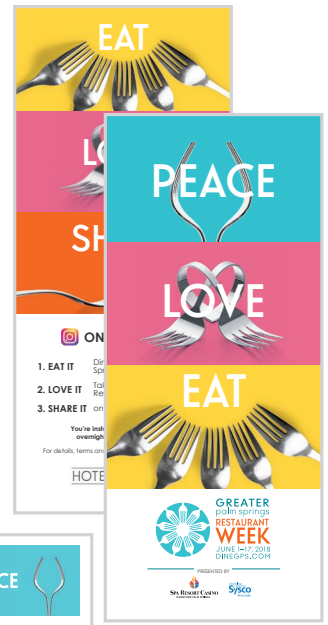
PLAN YOUR GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018

DINNER MENUS \$29 | \$39 | \$49

RESTAURANT WEEK STARTS HERE

RESTAURANT RESOURCES

ONLINE RESTAURANT RESOURCE CENTER
 EVENT INFORMATION IN BOTH ENGLISH AND SPANISH
 MENU TOOLKIT
 MENU TEMPLATES
 VIDEO TIPS FOR A SUCCESSFUL RESTAURANT WEEK
 RESTAURANT WEEK POSTER
 SOCIAL MEDIA TOOLKIT



ENBERGADO POR: **Sysco**

POWERED BY: **Sysco Rewards**

GREATER palm springs RESTAURANT WEEK
 JUNE 1-17, 2018

Greater Palm Springs Restaurant Week is a 17-day dining event that showcases a variety of eateries throughout the Coachella Valley. Participating restaurants offer special lunch and dinner menus at set prices. The event not only introduces new customers to restaurants, but also enhances the economic vitality of Greater Palm Springs.

REASONS TO PARTICIPATE IN RESTAURANT WEEK

- AUMENTAR NUEVOS CLIENTES** (Increase New Customers)
- INCREMENTAR LAS VENTAS** (Increase Sales)
- BE PART OF THE LOCAL CULINARY COMMUNITY**

EVENT DATES
 Friday, June 1 through Sunday, June 17, 2018

MENU PRICING
 LUNCH: 2 course minimum \$15, \$20 or \$25
 DINNER: 3 course minimum or small plates \$29, \$39 or \$49

PARTICIPATION FEE
 \$500 per restaurant

REGISTRATION DEADLINE
 Thursday, February 15, 2018

REGISTRATE
 Regístrate antes del 15 de Febrero

REGISTER ONLINE: DineGPS.com/Register
 Register by February 15, 2018 to receive all promotional benefits

For more information, contact Polly Peak
 310.591.5533 | PPeak@DineGPS.com

ENBERGADO POR: **Sysco**

POWERED BY: **Sysco Rewards**

GREATER palm springs RESTAURANT WEEK
 JUNE 1-17, 2018

A marketing, advertising and public relations campaign with a media value of over \$500,000 will promote Greater Palm Springs Restaurant Week and the participating restaurants throughout the Coachella Valley and beyond. The campaign will generate millions of consumer impressions in the local area and in the regional drive markets prior to, during and post Restaurant Week.

PUBLICIDAD
 Anuncios de televisión en KTLA, KVCB, KVCN y a San Diego.

COMBO ELECTRÓNICO
 Se envían como promociones a los propietarios de restaurantes.

STWO WEB
 Sitio web con descripción de restaurantes, fotos, logotipo, descripción, dirección y mapa.

BENEFICIOS DE GREATER PALM SPRINGS
 Incentivos a los socios de restaurantes por CVB, que incluyen:

- Orientación y resolución de CVB
- Compromiso de mejoramiento por CVB
- Eventos exclusivos exclusivos para CVB

OPORTUNIDADES DE COMUNICACIONES
 Acceso a los medios de comunicación de la ciudad, así como oportunidades de prensa local, nacional e internacional.

ACCESO A EXHIBIT
 Acceso a los eventos de la Feria CVB de la ciudad.

- Publicación de artículos especiales y eventos
- Acceso a la Feria de la Feria CVB de la ciudad
- Activación de la Feria de la Feria CVB de la ciudad

REGISTRATE
 Regístrate antes del 15 de Febrero

REGISTER ONLINE: DineGPS.com/Register
 Register by February 15, 2018 to receive all promotional benefits

For more information, contact Polly Peak
 310.591.5533 | PPeak@DineGPS.com

dine GPS
 Greater Palm Springs Restaurant Week

EAT

INSTAGRAM

If you're not marketing on Instagram, you're missing out! Post your photos to include key information about your restaurant: address, hours of operation, and link to your Restaurant Week menu.

Share great food photos of your Restaurant Week dishes leading up to and during the event.

Use Instagram Stories to bring your photos to life with exclusive content. Don't forget you can tag #dineGPS in your posts.

For more info: 760.967.1237 | Kwamena@dinegps.com

dine GPS
 Greater Palm Springs Restaurant Week

PEACE

SOCIAL MEDIA TOOLKIT

We are excited to have your restaurant participating in Greater Palm Springs Restaurant Week, and we are happy to know our tips on how to use social media to get others 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.

CONNECT WITH US

CONNECT TO GREATER PALM SPRINGS RESTAURANT WEEK SOCIAL CHANNELS

- [FOLLOW US ON FACEBOOK AT DINEGPS](#)
- [FOLLOW US ON TWITTER AT DINEGPS](#)
- [FOLLOW US ON INSTAGRAM AT DINEGPS](#)

For more info: 760.967.1237 | Kwamena@dinegps.com

dine GPS
 Greater Palm Springs Restaurant Week

GREATER PALM SPRINGS

Create a consistent voice for your restaurant. Be conversational and creative in your copy. Remember that social media is not just a one-way street. Encourage your customers to share their experiences. Invite them to tag your restaurant in their photos and on their social media accounts.

- Tag all your social posts #DineGPS and #dineGPS to get on our radar and reach people outside your current circle of followers.
- Engage, respond, and interact with your followers by replying, re-tweeting, and responding to comments.
- Collaborate with influencers to share their dining experiences at your restaurant with their followers.
- Make all social handles easily accessible in your restaurant and on menus to ensure you reach those that experience, include the #dineGPS hashtag, as well.
- Also utilize on social media before, during the event, and after posting beautiful shots of your Restaurant Week dishes and drinks.
- Post regularly on a schedule that both keeps you top-of-mind with your audience and is responsible to address the needs of your team.

LIGHTING
 Good lighting will make a subject more appealing.

- Use natural light when possible.
- Use soft lighting, avoid harsh shadows and higher ISO. Using a professional photographer will make a huge difference in your photography output. Do not use flash; it will create harsh highlights and deep shadows.

COMPOSITION
 Think about the subject: Focus on welcome, but don't let them take over the shot. Try to get the subject first then consider what to add to give the photograph more context. Double-check that everything in the frame is what you want.

For more info: 760.967.1237 | Kwamena@dinegps.com

dine GPS
 Greater Palm Springs Restaurant Week

LOVE

FACEBOOK

63% percent of American families use Facebook® (Facebook, 2015).

Create a voice for your restaurant that will be the voice you use on Facebook. Remember that Facebook (and social media in general) wants best when your tone is more conversational and less robotic.

Post a link to your Restaurant Week menu on Facebook.

Show photos of your featured dishes and the unique ambience of your restaurant. Remember, Restaurant Week is about more than just your delicious food; it's about the full dining experience.

Use Facebook Live and videos to show behind-the-scenes content featuring your chef, staff preparation, recipes, etc.

Show links to articles that your restaurant is featured in.

Consider setting aside a small portion of your monthly preparation for Restaurant Week as a reward. Rewarding is great for just \$5 on average the number of people you reach for hundreds of users.

For more info: 760.967.1237 | Kwamena@dinegps.com

dine GPS
 Greater Palm Springs Restaurant Week

GREATER PALM SPRINGS

Twitter has over 317 million monthly active users.*

Show the excitement about what's happening now in preparation for Restaurant Week as a reward. Rewarding is great for just \$5 on average the number of people you reach for hundreds of users.

Post a link to your Restaurant Week menu - we like to use tabs.com to share your link.

Show special events, menus and photos leading up to Restaurant Week.

Use hashtags to help your content get found. In addition to #dineGPS, you can use #dineGPS in conjunction with the CVB. Also try incorporating with popular hashtags like #CoachellaValley, #dineGPS, #dineGPS and #dineGPS.

For more information, contact Polly Peak
 760.969.1327 | Kwamena@dinegps.com

SAMPLE RESTAURANT MENUS



GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018



RUTH'S CHRIS STEAK HOUSE

DINNER MENU

Ruth's Chris Steak House

First Course
Steak House Salad
Iceberg, baby arugula, baby lettuces, grape tomatoes, garlic croutons, red onions
Suggested wine pairing: Santa Margherita - Pinot Grigio \$18

Seared Ahi Tuna
Complemented by a spirited Sauce with hints of mustard & beer
Suggested wine pairing: Kim Crawford, Sauvignon Blanc \$14

Roasted Tomato & Crab Bisque
Suggested wine pairing: Sonoma Cuvée, Chardonnay, Russian River Ranches, Sonoma Coast \$17

Second Course
6oz. Filet ~ Tender corn-fed USDA Midwestern Beef topped with a horseradish, parmesan, and panko breadcrumbs crust
Suggested wine pairing: Stages Leap Wine Cellars, Napa, Red Blend \$16

12 oz. New York USDA Prime full-bodied cut
Suggested wine pairing: Dry Creek Vineyard, Zinfandel, Heritage, Sonoma County \$13

Stuffed Chicken Breast
Oven roasted free-range double Chicken breast, garlic herb cheese, lemon butter
Suggested wine pairing: Meomi, Pinot Noir \$16

Choice of one Side
Garlic Mashed Potatoes ~ Creamed Spinach ~ Sautéed Mushrooms

OPTIONAL SUPPLEMENTAL DISHES
Lobster Tail \$17
Oscar Style Crab Cake, Asparagus & Béarnaise Sauce \$15
Six additional Large Shrimp \$15
Lobster Mac & Cheese ~ tender Lobster, three cheese blend, mild green chilies \$20.50

Course Three
Chocolate Sin Cake ~ Flourless Chocolate cake with a hint of espresso
Ruth's Coffee - Frangelico, Baileys, Irish Cream, brandy, Whipped Cream, drizzle of chocolate \$12.5
Cheesecake ~ Creamy homemade cheesecake served with fresh berries
Graham's Port, Porto, Six Grapes \$11

\$39.00 per/person | Not including tax and gratuity

RESTAURANT WEEK AT JAKE'S LUNCH
TWO COURSE MENU \$20
JUNE 1-17, 2018
Please choose either starter or dessert to go with main dish

STARTERS

Watermelon Gazpacho- topped with feta cheese & avocado

Petite Crabcake- chipotle aioli

MAINS

Turkey BLTA Sandwich- fresh roasted turkey breast, apple smoked bacon, romaine lettuce, tomato and avocado on nine grain bread with green onion aioli

Miami Vice Salad - chopped shrimp, romaine, avocado, Roma tomato, onion, capers, feta cheese with a key lime caper vinaigrette

Spicy Southwest Salad - (vegetarian) avocado, black beans, roasted corn, yellow peppers, chopped romaine, pico de gallo and sour cream with a spicy roasted red pepper lime vinaigrette, tortilla strips

Chicken Milanese Sandwich- breaded & lightly sautéed chicken breast with melted Gruyere cheese, frisee and tarragon dijonaise on ciabatta roll

Truffle Mac n Cheese- rigatoni, parmesan cream sauce, truffle oil

DESSERTS

chocolate cupcake or vanilla salty caramel cupcake

COCKTAIL SPECIALS

Tequila Mockingbird....12
jalapeno infused tequila, watermelon puree, sweet and sour shaken and served up

Empress Vespa Lemondrop....12
Empress gin, Svedka citron, triple sec, sweet and sour, served up with sugar rim

Ginger Spritz12
Mont Marcal Cava, Lillet, ginger beer served on the rocks



AC3 RESTAURANT + BAR

RESTAURANT WEEK
JUNE 1 - JUNE 17, 2018 | 5PM - 10PM | \$29

STARTERS (CHOOSE ONE)

CHILLED CORN VICHYSOISE
Lobster, Sweet White Corn, Fresno Chiles, Fennel

BLISTERED SHISHITOS
Firecracker Sauce, Sesame Seeds

SEAFOOD DEVICHE
Coconut, Lime, Coriander, Jalapeno, Radish, Corn, Fried Corn Chips

AC3
Local Greens, Carrots, Cucumbers, Pickled Onions, Tiny Tomato, Farm Radishes, Lemonette, Ranch Popcorn

TOMATO - MELON
Watercress, Feta, Pickled Onions, Fennel, Lemon Poppy Seed Emulsion

ENTREES (CHOOSE ONE)

GRILLED SHRIMP + PORK BELLY
Edamame Fried Rice, Summer Squash, White Barbeque Sauce, Basil

ROASTED JIDORI CHICKEN BREAST
Brown Butter Panzanella, Heirloom Tomatoes, Zucchini, Kale, Olive, Basil Vinaigrette

SEARED SALMON
Black Lentils, Grapefruit, Tinker Bell Peppers, Dinosaur Kale, Mushrooms, Smoked Citrus Butter

PAPPARDELLE CARBONARA
Dijon + Garlic Cream + Bacon, Spring Peas, Sunny Up Egg, Tendrils, Aged Grana Padano

HARRIS RANCH NEW YORK STEAK
Truffle Pommes Frites, Charred Broccolini, Demi Glace

DESSERT

CHEFS DUO
Chocolate Indulgence + California Citrus

RESTAURANT WEEK MENU AVAILABLE FROM 5:00PM TO 10:00PM | BREAD SERVICE AVAILABLE UPON REQUEST
Our Green commitment: Whenever possible AC3 serves sustainably/organic seafood, all natural/organic meats & seasonal local produce. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness. Please do not separate checks. Split or shared plates \$8. Corkage fee \$20 (two bottles maximum). Restrictions apply. 18% gratuity will be added to parties of six or more.

Restaurant Week at Bernie's
\$29 PRE-FIXE MENU

FIRST COURSE
CHOICE OF ONE

Grilled Peach & Tortata Salad
TOASTED PISTACHIOS, BABY ARUGULA, HONEY-WHITE BALSAMIC VINAIGRETTE

Chilled Sweet Corn Bisque
LUMP CRAB & MICRO BASIL SALAD, CHIVE OIL

Day Scallop Ceviche
ORO BLANCO GRAPEFRUIT AGUACHILE, ENGLISH CUCUMBER, RED ONION, MINT, ENDIVE

SECOND COURSE
CHOICE OF ONE

Roasted Beef "Petite Tender"
BEEF TERES MAJOR STEAK, ROSEMARY-WHIPPED YUKON GOLD POTATOES, TOMATO JAM

Risotto "Prima Vera"
SWEET PEAS, FAVA BEANS, BABY CARROTS, CRIMINI MUSHROOMS, GRANA PADANO CHEESE

Petite-Cut Prima Rib
GARLIC BROCCOLINI, TRADITIONAL YORKSHIRE PUDDING, BEEF JUS

Grilled Jumbo Prawns
MARINATED BABY HEIRLOOM TOMATOES, SWEET FENNEL, HERBED POLENTA

THIRD COURSE
CHOICE OF DESSERT OR DRINK

DESSERTS

Vanilla Bean Panna Cotta
STRAWBERRY COULIS, WALNUT COOKIES

Frangolion & Summer Tortitas
CLASSIC ITALIAN CUSTARD, ALMOND BISCUITS

Warm Date Cake
GINGER GELATO

DRINKS

Muddslide
VODKA, BAILEY'S, KAHLUA

Brandy Alexander
BRANDY, CRÈME DE CACAO, CREAM




GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018



GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018



Cuvistot

DINNER MENU

FIRST COURSE

Wild Mushroom Soup
House Specialty

House Salad
Organic Field Greens with House Dressing

Soup de Pistou
Dicel Vegetable Soup

Sauzon sur son Lit de Pomme de Terre
Chef Bernard's favorite dish

SECOND COURSE

Poulet Basquaise
Chicken with Basque Sauce

Truite Véronique
Trout with Fresh Grapes

Lamb Chop and Leg Gigot
over Cassoulet Beans with Vegetable Brunaise

Damier de Sole et Saumon
Sauce aux Truffes

Sole à Saumon with 3 Truffle Sauce

Paré au Poivre Noir et Roquefort
Flat Iron Steak with Black Pepper and Roquefort

DESSERT
A choice of

Flourless Chocolate Cake
topped with Chocolate House & Fresh Raspberries

Floating Island
over Fresh made Vanilla Sauce

Hot Apple Tarte
with Vanilla Ice Cream

Profiteroles
with Warm Chocolate Sauce

\$39 per/person | Not including tax and gratuity



GREATER palm springs RESTAURANT WEEK
JUNE 1-17, 2018



Melwyn's
AT THE INGLESIDE INN

DINNER MENU

FIRST COURSE
A choice of

Fried Brie
house-made jalapeno jelly

Melwyn's Crab Cake
remoulade with capers, cornichons, roasted jalapenos

Classic Caesar Salad
romaine, white anchovies, herbed croutons, parmesan crisp

Wedge Salad
baby gem lettuce, chopped hard boiled eggs, almonds, crispy bacon, creamy blue cheese dressing

Burrata Panna Cotta
heirloom tomatoes, watermelon, roasted tomato vinaigrette

SECOND COURSE
A choice of

Risotto
asparagus, English peas, wild mushrooms, mascarpone

Chilean Sea Bass
fave bean, wild mushroom & pancetta brown butter sauce, Yukon mashed potatoes, asparagus

Chicken Paillard
parmesan crust, Yukon mashed potatoes, sautéed swiss chard, caper butter sauce

Grilled Kurobuta Pork Chop
caramelized apple and parsnip puree, fennel slaw, broccolini

Steak Diane
filet mignon medallions, cognac-mushroom demi, potato gratin, asparagus

DESSERT
A choice of

Cheesecake
vanilla bean citrus sauce

Chocolate Molten Cake
Cognac pancakes, raspberry coulis

Gelato or Sorbet
Please ask for today's selection

\$39 per/person | Not including tax and gratuity

2018 RESTAURANT WEEK • FEATURED RESTAURANTS

PALM SPRINGS

533 VIET FUSION
AL DENTE TRATTORIA
TOSCANA & BAR
ALEBRIJE BISTRO MEXICO
AZUCAR AT LA SERENA
VILLAS
CAFÉ PALMETTO AT RIVIERA
PALM SPRINGS
CANTALA AT RIVIERA PALM
SPRINGS
CHI CHI AT AVALON HOTEL
AND BUNGALOWS
CHICKEN RANCH
COPLEY'S ON PALM
CANYON
DRAUGHTSMAN AT ARRIVE
PALM SPRINGS
EIGHT4NINE RESTAURANT &
LOUNGE
EL JEFE AT THE SAGUARO
HOTEL & POOL
ESCENA LOUNGE & GRILL
FUZION FIVE
JAKE'S
JOHANNES
JUNIPER TABLE AT THE
KIMPTON ROWAN
JUSTAPAS
KAISER GRILLE
KING'S HIGHWAY DINER AT
ACE HOTEL
LE VALLAURIS
LG'S PRIME STEAKHOUSE
LULU CALIFORNIA BISTRO
MELVYN'S RESTAURANT AT
INGLESIDE INN
MICHAEL HOLMES' PURPLE
ROOM
MR. LYON'S STEAKHOUSE
PEAKS RESTAURANT
POMME FRITE
PS UNDERGROUND
PURPLE PALM RESTAURANT
RESERVOIR AT ARRIVE PALM
SPRINGS

PALM SPRINGS CONT.

RICK'S DESERT GRILL
RIO AZUL MEXICAN BAR
AND GRILL
SAMMY G'S TUSCAN GRILL
SO•PA AT L'HORIZON
RESORT & SPA
SPENCER'S RESTAURANT
THE STEAKHOUSE AT SPA
RESORT CASINO
THE TROPICALE RESTAURANT
THREE SIXTY NORTH
TRIO RESTAURANT
TRUSS & TWINE
VILLAGE PUB BAR & GRILL
WATERCRESS VIETNAMESE
BISTRO
WORKSHOP KITCHEN + BAR
ZIN AMERICAN BISTRO

RANCHO MIRAGE

ACQUA CALIFORNIA
BISTRO
BERNIE'S LOUNGE AND
SUPPER CLUB
BLUEMBER
CATALAN MEDITERRANEAN
CUISINE
DRINGK EATERY + BAR
FLEMING'S PRIME
STEAKHOUSE & WINE BAR
KOBE JAPANESE
STEAKHOUSE
LAS CASUELAS NUEVAS
PINZIMINI
ROY'S RESTAURANT
STATE FARE BAR + KITCHEN
THE STEAKHOUSE AT AGUA
CALIENTE CASINO RESORT
SPA
WALLY'S DESERT TURTLE
WATERS CAFÉ AT AGUA
CALIENTE CASINO RESORT
SPA

PALM DESERT

AC3 RESTAURANT + BAR
CAFE DES BEAUX-ARTS
CASTELLI'S RISTORANTE
CHEZ PIERRE BISTRO
CUISTOT
DAILY GRILL
DOMO SUSHI ON EL PASEO
FRESH AGAVE MEXICAN
BAR & GRILL
JC'S CAFE
KAISER GRILLE
LE DONNE CUCINA
ITALIANA
LE PAON RESTAURANT
MIKADO JAPANESE
STEAKHOUSE
MITCH'S ON EL PASEO
PRIME SEAFOOD
MORTON'S THE
STEAKHOUSE
PACIFICA SEAFOOD
RESTAURANT
RISTORANTE MAMMA GINA
ROCKWOOD GRILL
RUTH'S CHRIS STEAK HOUSE
SCHNITZELHAUS PALM
DESERT
STUFF PIZZA BAR & GRILL
SULLIVAN'S STEAKHOUSE
THE GRILL AT SHADOW
RIDGE
TOMMY BAHAMA
RESTAURANT
WILDEST GREENS

DESERT HOT SPRINGS

ESSENCE AT TWO BUNCH
PALMS

CATHEDRAL CITY

JUSTIN EAT & DRINK
NICOLINO'S ITALIAN
RESTAURANT

CATHEDRAL CITY CONT.

PIAZZA TRILUSSA
RISTORANTE

INDIAN WELLS

CITRUS & PALM
RESTAURANT
THE NEST
VICKY'S OF SANTA FE
VUE GRILLE & BAR

LA QUINTA

CORK & FORK
LA BRASSERIE BISTRO & BAR
LA QUINTA CLIFFHOUSE
GRILL & BAR
LAVENDER BISTRO
LG'S PRIME STEAKHOUSE
MÉLANGE AT THE CHATEAU
AT LAKE LA QUINTA
OLD TOWN TAVERN
BARBECUE & MORE
SOLANO'S BISTRO
STUFF PIZZA BAR & GRILL
THE GRILL ON MAIN

INDIO

CHOP HOUSE AT
JACKALOPE RANCH
JACKALOPE RANCH
JUNE HILL'S TABLE AT
TRILOGY POLO CLUB
TACK ROOM TAVERN AT
THE EMPIRE POLO CLUB



GREATER
palm springs
RESTAURANT
WEEK
DINEGPS.COM

PRESENTED BY



SPA RESORT CASINO
DOWNTOWN PALM SPRINGS

Good things
come from
Sysco[®]
Riverside

COMMUNITY PARTNERS



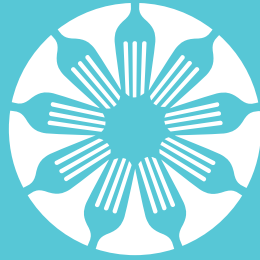
INDUSTRY PARTNERS



CITY PARTNERS



20
18



GREATER
palm springs
RESTAURANT
WEEK

