



2018 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 (284 in 2017) 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 19th to February 4th, 2018.

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

Register for Dine Out participation online by the appropriate deadline at <http://www.dineoutvancouver.com/about/restaurant-registration/>

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

To make Dine Out™ Vancouver Festival 2018 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](#), [Instagram](#) (#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 2018?

Lunch and/or Dinner

- 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.

Lunch: Restaurants may also elect to offer a lunch menu at one of the prescribed rates above. A restaurant may also elect to only offer lunch and not a dinner menu. All restaurants must pay the registration fee regardless of which meal category they select.

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 creating great dining experiences, providing customer value, driving business 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 8thth, 2017. This is done online through Tourism Vancouver's Extranet starting in mid-November. Instructions will be provided to registered restaurants.

8. Should I pair my courses with a beverage?

YES! Dine Out™ Vancouver Festival is intended to celebrate both food and drink. Research shows that suggesting a paired beverage with each course will also lead to increased revenue for your restaurant.

Wine: When pairing to wine, restaurants are required to pair their menus (or each course) with a BC VQA wine that is a member of the British Columbia Wine Institute. The British Columbia Wine Institute (BCWI) is a Festival Partner of Dine Out™ Vancouver Festival. We will provide a list of eligible wineries in advance of menu submissions.

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.

Beer or Cocktails: You may elect to pair your courses to beer or cocktails. We currently do not have any restrictions on pairing to specific beer or spirits producers.

9. Do I need to accept online reservations?

No. While reserving online is the preferred method of booking, it is not a mandatory feature. That said, using an online reservations platform will increase the number of reservations you generate. Online reservations will likely result in higher bookings.

If you use online reservations, you must use OpenTable or YPDine/Bookenda. *Only Preferred Online Reservations Partners will be eligible for online reservations on dineoutvancouver.com*

10. Do I have to provide a gift certificate to you?

Yes. Restaurant gift certificates are used for contesting and other marketing promotions of the Dine Out™ Vancouver Festival 2018 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.

11. 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.

\$20 Menu - \$50 Gift Certificate

\$30 Menu - \$75 Gift Certificate

\$40 Menu - \$100 Gift Certificate

Note: Gift Certificates must not have an expiry date.

12. When can I start taking reservations for Dine Out™ Vancouver Festival 2018?

On Monday January 8th, 2018, Aeroplan cardmember reservations will commence. Only Aeroplan members will have access to your menus online.

On Thursday January 11th, 2018, 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 11th, 2018 except 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 19th, 2018 but can be extended up until February 9th, 2018.

13. 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. Event participation has it's own Participation Guidelines. Please refer to these for additional information. The deadline for proposals is October 1st, 2017, and can be submitted directly to Katrina Dekur, kdekur@tourismvancouver.com.

Tickets for events are scheduled to go on sale November 1st, 2017.

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

Restaurant registration for Dine Out™ Vancouver Festival 2018 is as follows:

- Tourism Vancouver Members
 - Early Registration (September 8 – 30): \$225 plus GST
 - Standard Registration (October 1 – 31): \$350 plus GST

- Non-Member Restaurants
 - Standard Registration (September 8 – October 31): \$525 plus GST

Payment by credit card is due at time of registration. Registration fees are non-refundable. Payment by cheque is not permitted.

15. 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](#), [Instagram](#) and [Twitter](#) to keep in the know. We will keep you updated every step of the way.

16. 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
Restaurant Registration, Kevin Pals: kpals@tourismvancouver.com
Festival Events, Katrina Dekur: kdekur@tourismvancouver.com

17. Where do I sign up?

[Register ONLINE](#)

*** The **FINAL DEADLINE** for registration is **October 31st, 2017**.

*** Only those restaurants that register before October 31st, 2017 will be guaranteed inclusion in all collateral material (all of print, online and mobile).