



SONOMA COUNTY RESTAURANT WEEK REPORT

INDUSTRY REPORT

2018



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EXECUTIVE SUMMARY

June 2018

The Sonoma County Economic Development Board (EDB) in partnership with Sonoma County Tourism, is pleased to bring you the 2018 Sonoma County Restaurant Week Report.

This report summarizes the results from the 9th annual Restaurant Week. This ten-day celebration of the county's farm fresh food and premier beer and wine featured Sonoma County's top restaurants offering special three course dinners at \$19, \$29, or \$39, and/or lunch at \$10 or \$15.

New this year, Restaurant Week spanned ten, instead of the usual seven days. The extra three days added the preceding weekend, giving diners more chances to order a Restaurant Week meal. Also, restaurants could partner directly with Alcohol Beverage Control-approved adult beverage producers to feature specialized beverage menus directly on their Restaurant Week cards.

In its ninth year, Restaurant Week expanded marketing and media exposure, increased overall participation through partnerships with local chambers of commerce to recruit restaurants, and collected comprehensive survey and economic data.

HIGHLIGHTS

- The event had a total economic impact of \$5.05 million. Over \$400,000 in taxes were generated.
- More than 21, 000 meals were served directly from the lunch and dinner prix-fixe menus, and more than 69,000 meals were served over the week at participating restaurants.
- 60% of restaurants completed the "Post-Restaurant Week Survey" that helped determine economic impact and satisfaction with the event.
- The event was popular with diners and restaurants alike. Almost all diners rated their Restaurant Week experience as good or excellent. 94% of participating restaurants indicated that they were satisfied with their involvement and 97% indicated they will participate again.
- Restaurant Week sponsors were instrumental in the success of Restaurant Week 2017. Jackson Family Wines encouraged restaurants to participate and to use locally produced wine, and Sonoma County Tourism, Sonoma Media Group, the Press Democrat, the Bohemian, Northbay Biz, and Sonoma West Publishers provided advertising. Open Table provided a customized reservation experience, and contributed to promotion as well.
- Restaurant Week participation grew by 12 restaurants, with a total of 147.
- 22% of total diners were from outside of Sonoma County. Additionally, diners came from all over the county to enjoy Sonoma County Restaurant Week.

Because of its success, Restaurant Week will return for its tenth year in 2019.

Sincerely,

Ben Stone
Executive Director

Pamela Chanter
Chair



ADVERTISING EXAMPLES

9th Annual



RESTAURANT WEEK

March 2-11, 2018

LUNCH \$10 / \$15
DINNER \$19 / \$29 / \$39

Presented by:



The Press Democrat
pressdemocrat.com

www.sonomacounty.com/restaurant-week

9th Annual



RESTAURANT WEEK

March 2-11, 2018

LUNCH
\$10 / \$15


DINNER
\$19 / \$29 / \$39

OVER 145
WORLD-CLASS
RESTAURANTS TO
CHOOSE FROM

BOOK A TABLE

[SONOMACOUNTY.COM/
RESTAURANT-WEEK](http://SONOMACOUNTY.COM/RESTAURANT-WEEK)

9th Annual



RESTAURANT WEEK


March 2-11, 2018

LUNCH
\$10 / \$15

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MARK YOUR
CALENDAR
FOR THIS
DELICIOUS
EVENT

Presented by:



The Press Democrat
pressdemocrat.com

Thank you to our sponsors:



Advertising

Above are two examples of physical advertising collateral used to publicize Restaurant Week 2018. The large poster on the left went out to all 147 participating restaurants to hang prominently in their windows to announce that they would be offering a unique menu. The bottom of the large poster features each of the logos of this year's sponsors.

The check cards, or bookmarks, to the right were placed on tables, in checks and handed out to patrons to advertise Restaurant Week. Over 30, 000 pieces of physical collateral were delivered.

Additionally, small posters, comment cards and dozens of digital ads were produced and distributed.



RESTAURANT WEEK EXPERIENCE

Background

The inaugural Sonoma County Restaurant Week was held in 2010 and was well received. 85 restaurants participated, 15,000 meals were served, and the event had a total economic impact of almost \$900,000. Each of the subsequent years has seen the number of meals served and the economic impact of the event grow.

Economic Impact

The total economic impact of Restaurant Week 2018 is \$5.05 million. This includes restaurant revenue, taxes, and the value of local ingredients purchased for Sonoma County Restaurant Week prix-fixe menus. This shows the consistently strong impact of the program, and the success of expanding the lunch category.

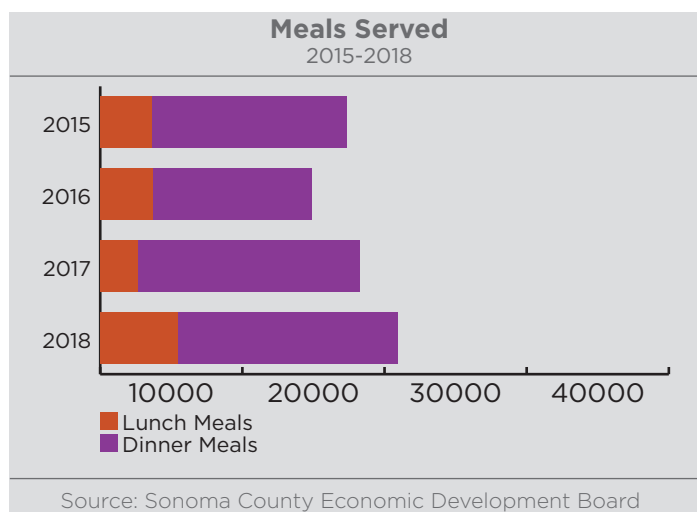
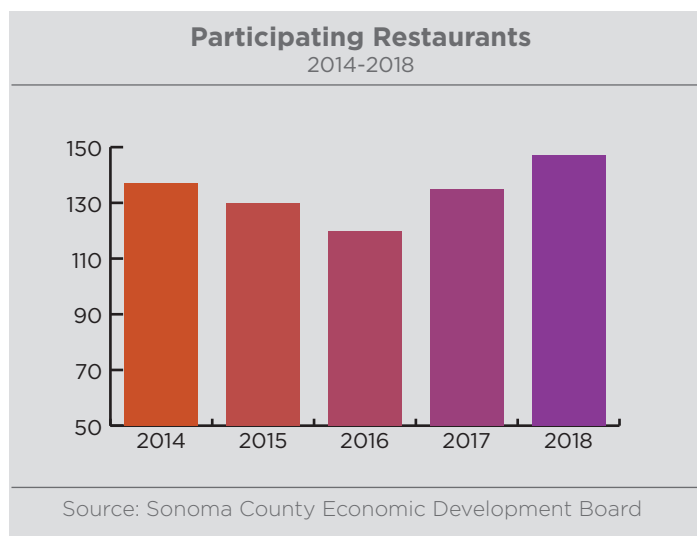
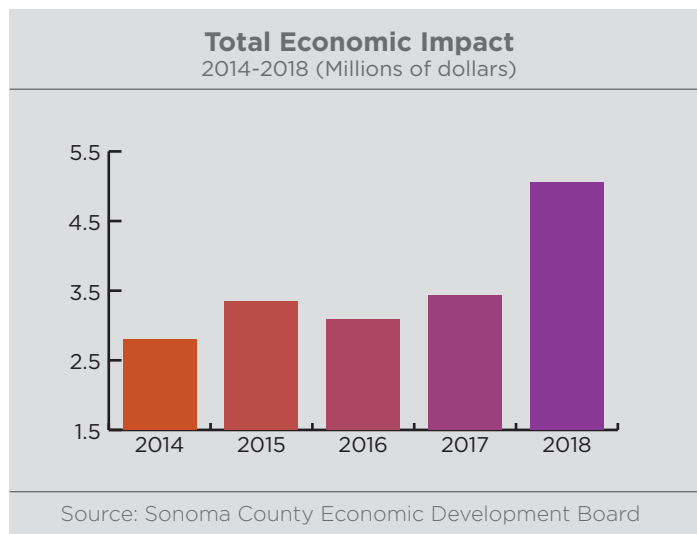
The large increase in economic impact for 2018 can be attributed to the extended length of this year's event, as well as high participation.

Restaurant Participation

Total restaurant participation reached 147 restaurants, the largest participation in the event's history.

Restaurant Week Meals

More than 21,000 restaurant week meals were served from participating restaurants during Restaurant Week. This number includes 5,435 lunches and 15,541 prix-fixe dinners.



CUSTOMER & RESTAURANT FEEDBACK

Comment Card Feedback

Comment cards were given to diners during the week in order to measure the effects of the event. Diners were asked a variety of questions, including where they are from, whether or not they had eaten at the restaurant before, whether the promotion encouraged them to dine out, and if they ordered from the special menu. In 2018, nearly 3,000 comment cards were returned back to the Economic Development Board.

Restaurant Week Encouraged Customers to Dine Out

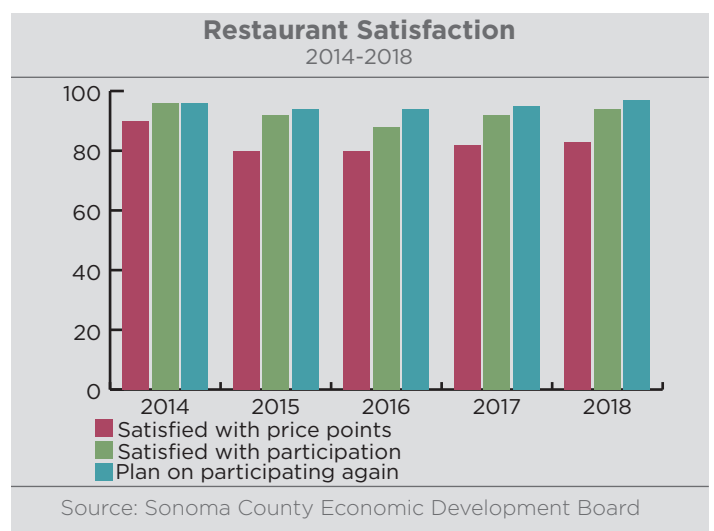
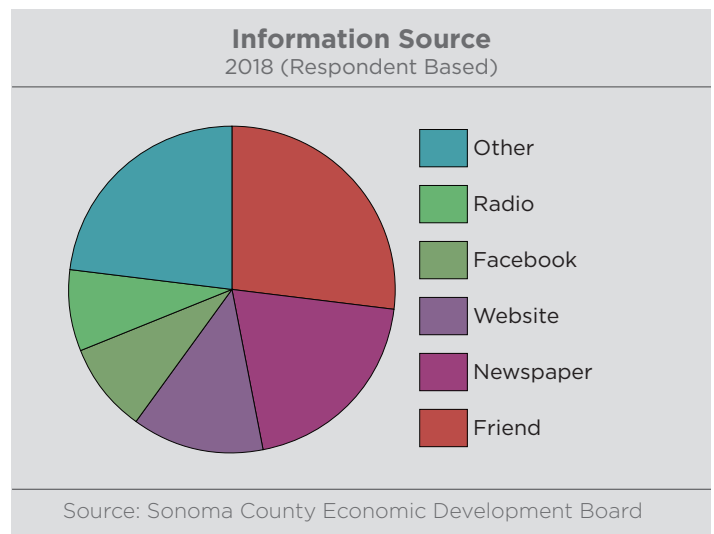
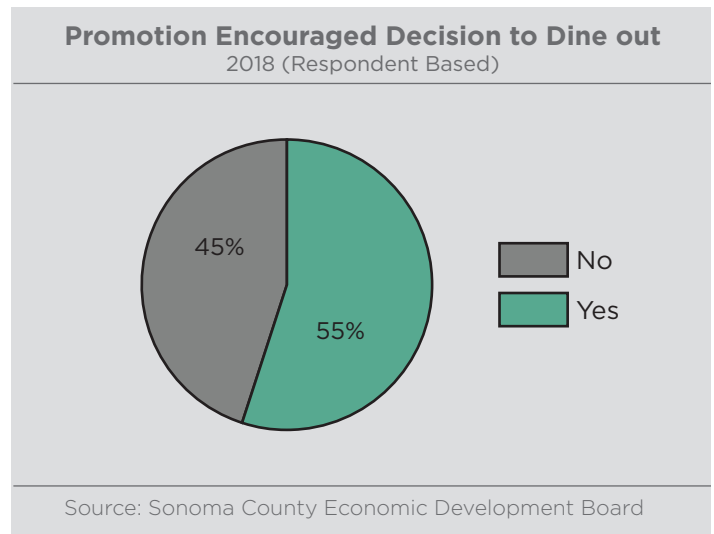
Approximately 55% of Sonoma County Restaurant Week survey respondents indicated that they had chosen to go out because it was Restaurant Week.

Restaurant Week Information Sources

27% of diners heard about the event from a friend, 20% from a newspaper, 13% from the Restaurant Week website, 9% from Facebook, 8% from the radio, and 23% from an additional and/or combination of sources.

Restaurant Feedback

80% of restaurants indicated that their customer traffic increased as a result of Restaurant Week. This indicates that the event was successful in helping restaurants generate business during the off-season among customers who otherwise may not have dined out. Restaurants continued to be satisfied with the event: 94% were satisfied with their participation, 83% were satisfied with the price points, and 97% indicated they would participate again.



CUSTOMER & RESTAURANT FEEDBACK

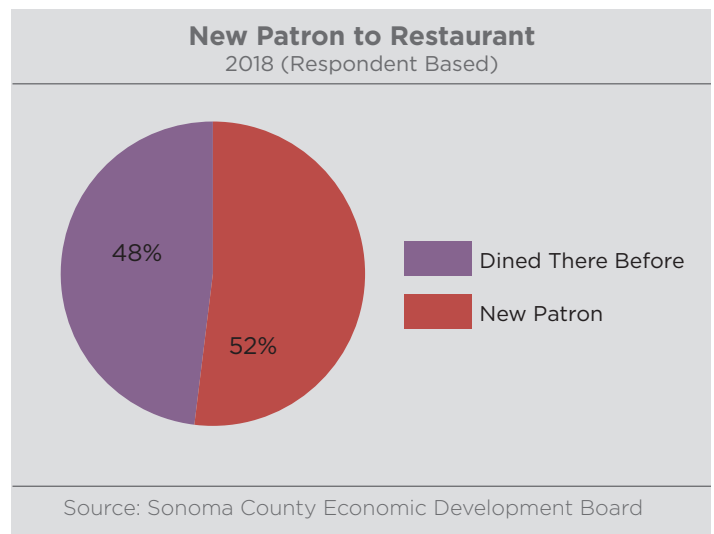
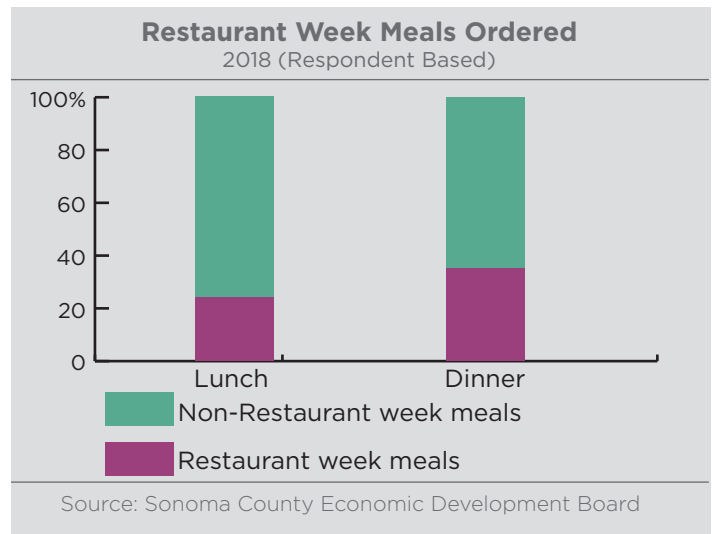
Lunch Participation

24% of all diners took advantage of the lunch event, which is a 20% increase from 2017. 20% of these diners ordered from the prix-fixe menu. More lunch options were offered this year due to the expansion of the Restaurant Week lunch category in January 2017.

Geographic Distribution

Diners originated from all over the county and beyond. The majority of diners were from Santa Rosa (37%), which is also where the majority of participating restaurants were located (30%). Over 22% of diners were from outside Sonoma County. This includes customers from California, the United States, Scotland, Canada, France, and Germany. Notable in 2018, 13% more restaurants from the outer edge areas of Sonoma County participated, including Bodega Bay, Valley Ford, and Cloverdale.

Location	Diners (% of total)	Restaurants (% of total)
Santa Rosa	37%	30%
Russian River Area	19%	9%
Sonoma Valley	11%	14%
Sebastopol	8%	9%
Healdsburg	8%	9%
Windsor	4%	8%
Petaluma	8%	11%
Rohnert Park	3%	4%
Sonoma Coast	2%	4%



ECONOMIC IMPACT

Total Economic Impact

Sonoma County Restaurant Week 2018 resulted in \$5.05 million in total economic impact. This includes restaurant week menu revenue, taxes, and additional food and beverage sales.

Total Restaurant Revenue

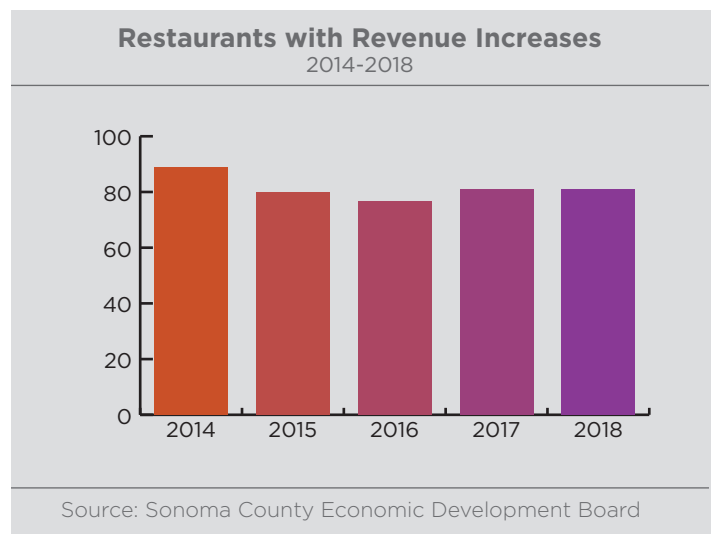
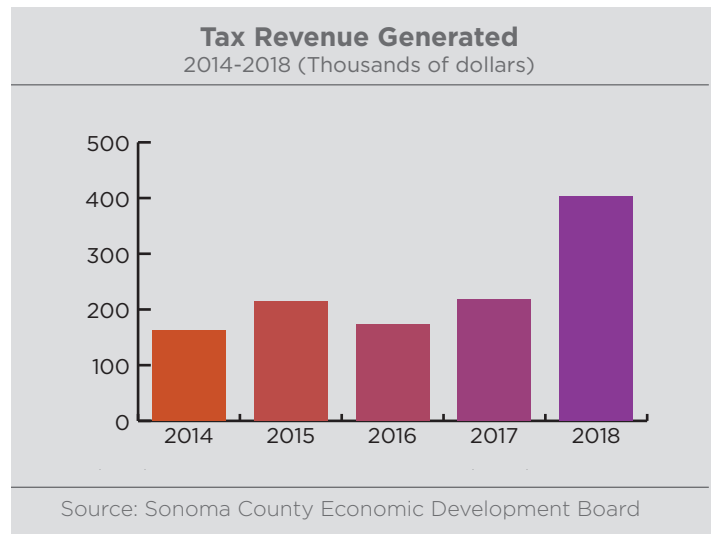
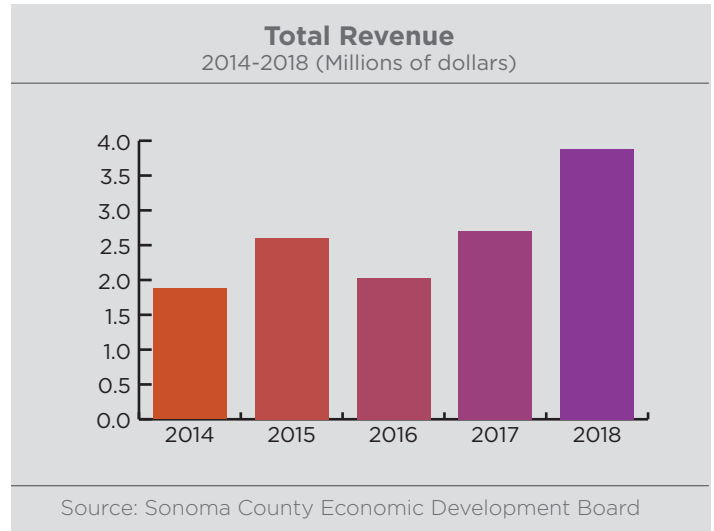
Total customer expenditure during Restaurant Week 2018 was \$3.88 million. This includes Restaurant Week lunches, dinner, alcohol mark-ups and food additions.

Tax Revenue Generated

Restaurant Week 2018 generated \$403,312 in tax revenue.

Increases in Restaurant Revenue

80% of restaurants reported an increase in revenue in 2018.



SPONSORS & MARKETING

SPONSORS

Sonoma Media Group publicized Restaurant Week on five radio stations and online, and interviewed several staff members on-air. The Press Democrat was instrumental in the print and digital ad campaign. The Bohemian and Northbay Biz featured print and online ads which drove people to the official Restaurant Week website. Sonoma West Publishers bolstered the digital and print ad campaign reach by publicizing the event online and through local newspaper avenues. OpenTable also hosted a designated Restaurant Week page so diners could make reservations at participating restaurants. Jackson Family Wines handed out posters and bookmarks in tasting rooms, and provided a well publicized display at local Safeway stores. Kendall Jackson also kindly hosted a reception event for the restaurants to thank them for their participation.

ONLINE MARKETING

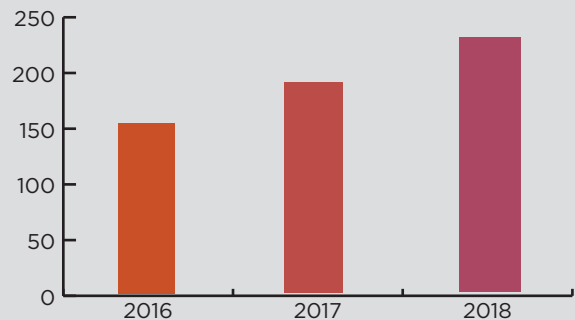
Website

The Restaurant Week website was hosted on sonomacounty.com starting in 2016 as a result of the continued partnership with Sonoma County Tourism. Restaurant information and OpenTable links allowed diners to easily find information about participating restaurants.

Facebook & Instagram

See the center and bottom right graphs for Facebook and Instagram statistics.

Restaurant Week Website Visitors
2016-2018 (Thousands of Visitors)



Source: Sonoma County Tourism

Sonoma County Restaurant Week Facebook

Total Followers	6,467
Total Reach During Restaurant Week	60,178
Average Reach Before and During Restaurant Week	10,224
Total Giveaways	33

Sonoma County Restaurant Week Instagram

Total Followers	1118
Total Tags During Restaurant Week	186
Impressions	43, 438
Engagements	4,933

ACKNOWLEDGMENTS

The ninth annual Sonoma County Restaurant week would not have been possible without the contribution of many individuals.

Most of the credit for the success of this event belongs to the local restaurants that participated. Their hard work and dedication to serving the outstanding food that Sonoma County is known for provided the inspiration and purpose behind this event.

Special acknowledgment is also due to the sponsors of Sonoma County Restaurant Week. The Press Democrat, the Bohemian, Northbay Biz, Sonoma Media Group, Sonoma West Publishers and Jackson Family Wines all donated significant time and resources to promote this year's event. Acknowledgment is also due to Sonoma County Visitors Centers and local chambers of commerce for their support, as well as staff at Sonoma County Tourism for their assistance with press releases, website management and support with promoting the event to local restaurants and visitors.

Finally, Nate Baker, Tourism Research Project Coordinator at the Economic Development Board, organized all aspects of this event, including restaurant sign-up and contact, social media and advertisements, and the official Restaurant Week website. Nate also gathered and compiled the results of the ninth annual Sonoma County Restaurant Week to create this comprehensive report.

METHODOLOGY

This report outlines the event and the results from the last five years. This includes restaurant experience and event outcomes, customer feedback, economic impact data and the Sonoma County Restaurant Week web presence.

Data for this report is collected directly from diners and participating restaurants during the event, and with follow-up surveys given after the event. More than 4,200 diners filled out comment cards, and 60% of participating restaurants filled out post event surveys. This feedback allows us to track the success of the event.

Notes on Calculations:

Economic impact data is calculated using a multiplier of 1.16 to determine the overall economic impact of spending at eating & drinking establishments per the National Restaurant Association. Economic impact figures from 2013-2017 have been adjusted to reflect this multiplier and this explains any discrepancies in previously reported figures.

The remainder of restaurants that did not complete the survey were compared to other “peer” restaurants and assigned a conservative estimated value based on their location, price point and visitorship numbers. This measure allowed a more accurate estimation of economic impact.

SOURCES

The two primary sources for the Restaurant Week report are the comment cards that were distributed to diners during Restaurant Week and the post Restaurant Week survey that restaurants filled out. Facebook and Instagram provided digital analytic information.



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