



## SAN JOSE RESTAURANT WEEK 2020

### **What is San Jose Restaurant Week?**

San Jose Restaurant Week (SJRW) is a citywide marketing initiative that offers patrons 11 days of dining deals during the month of January to help drive restaurant visitation and business during a traditionally slow culinary month.

**San Jose Restaurant Week 2020 will take place Thursday, January 16 through Sunday, January 26.** That is 11 days and two full weekends of culinary promotion.

The new and improved SJRW allows residents and visitors to take full advantage of once-a-year dining deals. Participating restaurants will offer special prix fixe lunch and/or dinner menus at \$10, \$20, \$30, \$40 and \$50 per person, reflecting up to 25% off regularly priced a la carte items.

### **Why January?**

January has been officially designated California Restaurant Month by the state tourism board, Visit California. Statewide, restaurants generally see a dip in sales as consumers recuperate from holiday meals, increased holiday spending, and renewed commitment to fitness goals and diets. Participating destinations within the state receive additional promotion during the month as part of the state's culinary marketing efforts.

### **What's New for 2020?**

In addition to traditional prix fixe dining options, San Jose Restaurant Week 2020 sees new collaborations with food tours and marketing partners to offer interactive dining experiences.

### **What's the difference between San Jose Restaurant Week and the Dine Downtown program?**

Dine Downtown, managed and operated by the San Jose Downtown Association, only encompasses restaurants in Downtown San Jose and takes place in July. San Jose Restaurant Week, managed by Visit San Jose, is open for participation by restaurants in all 18 neighborhoods of San Jose and takes place in January.

### **How does this generate room nights?**

San Jose Restaurant Week welcomes all visitors and residents to experience new San Jose restaurants and revisit local favorites. However, our target market is the regional drive market from the East Bay, Central Valley, Central Coast and beyond – those living outside of San Jose that would likely extend their visit into an overnight staycation and take in a show or attraction to complement their dining experience.

Potential partnerships with local media, attractions, and influencers allow for a cross-promotional synergy that entices visitation to San Jose businesses and seasonal attractions to provide a full day and more of San Jose experiences.

We have identified the entire month of January as a need-period month for our hotel partners. Any promotion to drive visitation activity can potentially correlate into possible room night sales, especially on the weekends.

### **What are the economic impacts of San Jose restaurants?**

San Jose's culinary growth continues to boom, and the city reaps its benefits.



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- Restaurants are an important pillar of San Jose's visitor economy. Visitors to San Jose spent over \$560 million in San Jose Restaurants (with the gross of \$560 million – it would equate to nearly \$47.5 million in local taxes)

### Why should restaurants participate in San Jose Restaurant Week?

Participation in San Jose Restaurant Week is completely free and voluntary. We invite any restaurant in San Jose to participate in SJRW. In exchange for the inclusion of the restaurant as part of the overall campaign marketing, we ask that participating restaurants offer and honor their SJRW dining deals throughout the duration of the program.

### How should restaurants participate in San Jose Restaurant Week?

San Jose restaurants can help bring publicity to their restaurants and program by delivering on their promise to offer and honor their San Jose Restaurant Week menu offerings, having their participation in the program on full display, and providing all-star San Jose hospitality!

SJRW offering(s) must be in the \$10, \$20, \$30, \$40 or \$50 dollar price points. How much of a discount and how creative your menu offering is up to each restaurant. Packaged meal sets at lunch (such as regular price items of a \$8 meal + \$3 drink is discounted to \$10) are very popular and do well. For higher price points, businesses have created prix fixe menus or offered special entrée items exclusive to restaurant week. For restaurants who want to market at the higher price points, a \$50 dinner for two is also popular.

Sample San Jose Restaurant Week offerings:

- A. Entrée + Drink for \$X
- B. Lunch or Dinner for 2 for \$X
- C. Limited San Jose Restaurant Week menu item, available January 16-26 only, for \$X
- D. Specially priced culinary event admission or event for \$X
- E. Combination packages – partner with a non-culinary partner to offer a meal + experience for \$X

At the discretion of the restaurant:

- A. Prices may or may not include tax and tip.
- B. Alcohol may or may not be included in beverage offerings.

### How many San Jose restaurants are expected to participate?

Visit San Jose is hoping to sign up at least 30 restaurants across San Jose (based on promotional expectations from 2017). For comparison, Dine Downtown's 2019 program had 22 restaurant participants.

### Social Media Hashtags

#sjrw20	SJRW20 event-specific hashtag
#sanjoseeats	General San Jose culinary hashtag
#sanjoselove	Official hashtag of Visit San Jose