

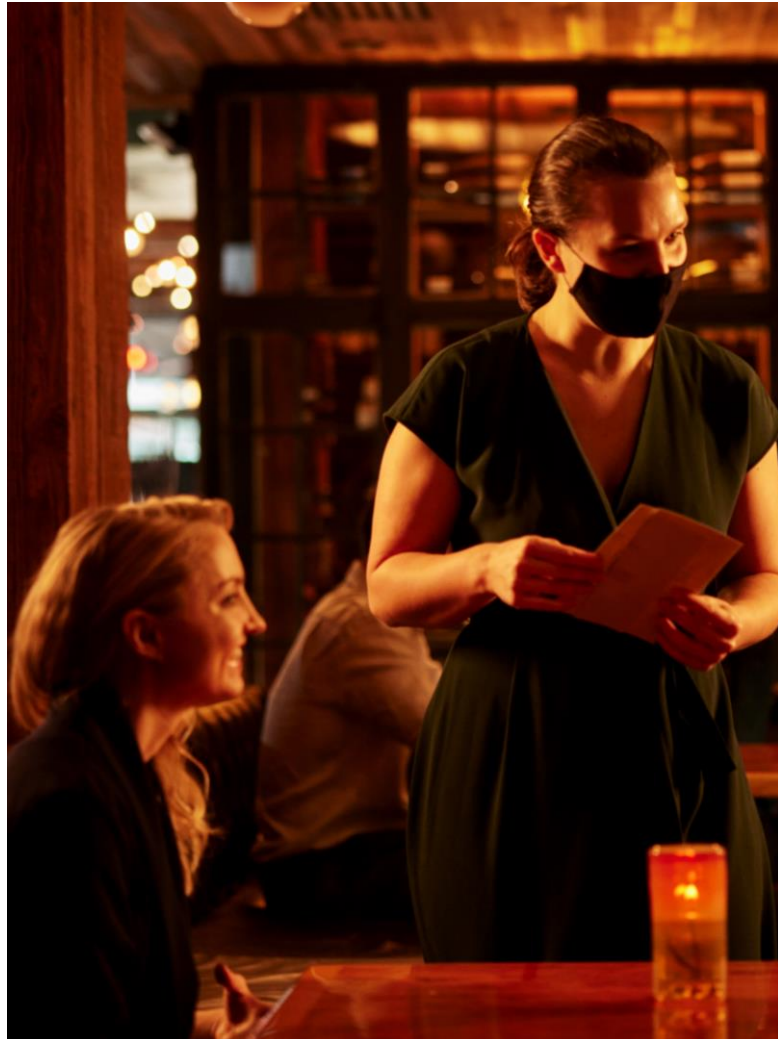


DINE OUT™

VANCOUVER

FESTIVAL

Restaurant Results: Reservations



- Record number of participating restaurants: **365**^{+14.7%}
- Total seated diners via online reservations: **29,519**^{1,6,9}
- Estimated total seated diners – all methods: **461,312**^{2,3,8,9}
- Estimated average per guest incremental spend: **\$10.27**⁴
- Estimated Median number of diners/night/restaurant: **40.77**^{2,3}
- Estimated total spend by diners in restaurants: **\$22,604,287.00**^{2,4,5,9}

¹ OpenTable reservations only at 133 participating restaurants that use OpenTable.

² Extrapolated from 79 restaurant surveys submitted. Median daily covers / resto = 40.77

³ average 2.54 seated diners per reservation – source OpenTable.

⁴ based on restaurant survey responses – over and above established menu prices.

⁵ base menu price points + incremental spend using Median daily covers.

⁶ influenced by restaurant mix, restaurant control of OpenTable inventory.

⁷ Seated online reservations x average menu price of those restaurants @ \$38.73

⁸ Does not include take-out

⁹ Festival Duration: 31 days

Restaurant Results: Employment



- **22.97%** of restaurants hired additional employees for the festival¹
- Average number of extra employees hired: **2.68**¹
- Total estimated number of additional employees hired: **225**

¹Based on restaurant survey responses

Accommodation Results

Sample Display HTML5 Ad Frames – Hotel Booking Messaging:

Ad frames are animated.



Sample Search Ads – Restaurant & Hotel Booking Messaging:

Ad · www.dineoutvancouver.com ▾

Dine Out Vancouver Festival | Book Your Table, Feb 5 - Mar 7

Safely Support Your Community's Restaurants With Specially Priced Menus From \$15-\$54.
Hundreds of Participating Restaurants from West Van to White Rock.

Ad · www.dineoutvancouver.com ▾

Book a Local Staycation | Earn a \$50 Gift Card Per Night

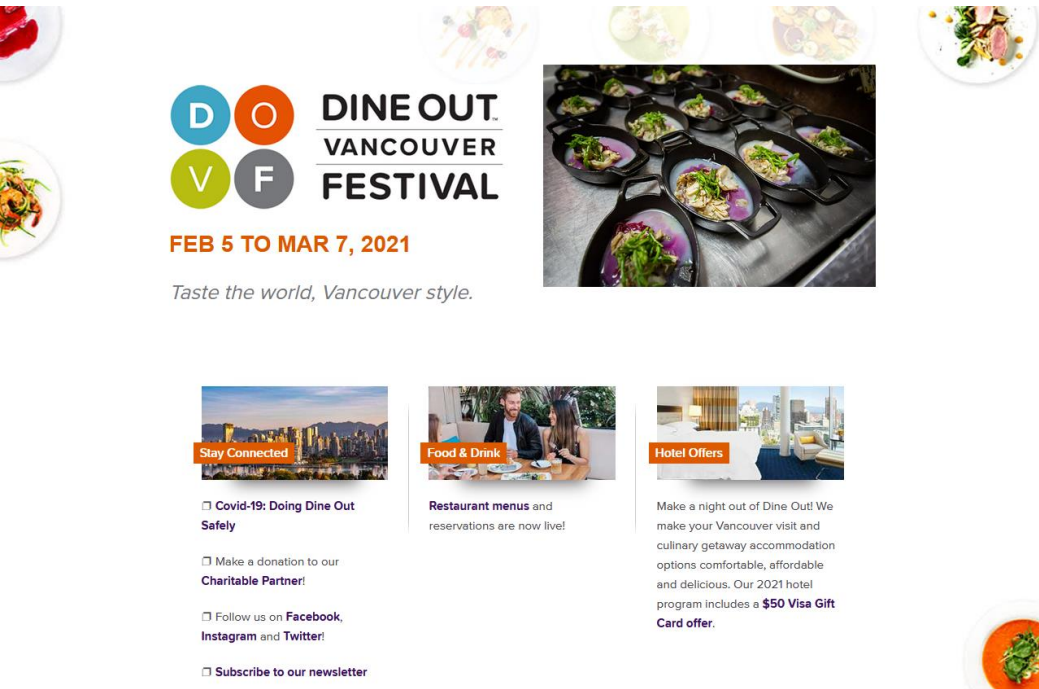
Vancouverites, book a night at a downtown hotel & earn a \$50 Visa Gift Card for each night. Valid up to a maximum of 5 nights and for stays during Dine Out Vancouver dates.

- **1,025** accommodation bookings¹
- **1,613** room nights generated ^{+627%}
- **1.57** average nights per stay
- **61%** of stays were for weekend days

❖ Overnight hotel stays were promoted in collaboration with the Vancouver Hotel Destination Association. The promotional campaign included a pre-paid \$50 Visa Gift Card for each night booked up to a maximum of 5 nights.

¹Source: VHDA

Web Traffic



| | | |
|---------------------------|--------------|--------|
| Unique Pageviews: | 3.13 million | -14.7% |
| Total Menu views: | 2.35 million | -6% |
| Total Users: | 361,476 | -25.4% |
| Total Sessions: | 731,502 | -21.2% |
| Average Session duration: | 00:05:15 | +12.2% |

Total Restaurant & Experience Referrals¹: 188,650
Total Hotel Referrals²: 19,267

- Based on Google Analytics – Jan 20, 2020 – March 8, 2021
- ¹Clicks on Book Now + Link to Website + Phone + Email
- ² Source: VHDA –fenced referrals from dineoutvancouver.com

Media Relations – Earned Media Results



458 articles with a reach of 48,545,908

- Coverage was ***dominated by local outlets*** and broadcast stations in 2021 as the festival was limited to local promotion to adhere to provincial health and travel restrictions. The festival received earned media coverage across traditional channels (print, broadcast and radio), online publications, and social media.
- The tone for all articles was positive and many articles applauded the festival for renewing its commitment to supporting local businesses and highlighting that the festival had ‘gone back to its roots’.
- Articles also included the key message of the importance of the festival in relation to the COVID-19 pandemic both for small businesses and communities looking for some form of normalcy.



2019 Articles: 457
2020 Articles: 697



2019 Reach: 40,668,797
2020 Reach: 70,862,507

Survey of Participating Restaurants



- **82.15%** indicated they were satisfied with the business results of having participated in the 2021 Festival.
- **77.01%** were confident that participating drove additional customers to their restaurant during the Festival.
 - An additional **17.24%** believed there *may* have been an increase.
 - **24.43%** believed they gained *new* customers.
- **22.97%** hired additional employees as a result of participating.
 - Of these, **50%** hired two additional employees.

Total Estimated Consumer Spend



> **\$22,836,846 ***

Estimated amount of economic spend by consumers on meals and accommodation over the 31 days of Dine Out. *estimation extrapolated from restaurant survey and OpenTable data, plus hotel booking results.

‘Taste the world. Vancouver style.’