

Dine Downtown San Jose 2009 Restaurant Questionnaire Results

18 out of 27 restaurants responded (67%)

100% of the restaurants responding saw an increase (anywhere from 5-40%) in reservations during Dine Downtown San Jose.

100% of the restaurants responding saw an increase in new customers during the promotion.

53% of the restaurants responding saw an increase in repeat customers during the promotion.

100% of the restaurants responding said the promotion attracted their target audience.

100% of the restaurants responding felt the marketing campaign to promote Dine Downtown San Jose was successful.

39% of the restaurants responding advertised in media locations to promote Dine Downtown San Jose – website, open table, in-house fliers, e-blasts.

94% of the restaurants responding said the price points of \$20, \$30 and \$40 dinners were in line for their restaurant and customers.

Half of the restaurants told us that over 41% of diners purchased additions to the Prix Fixe menu (ex: wine, aperitif, etc.).

56% of the restaurants responding already had a prix fixe menu option available prior to Dine Downtown. And of the 56%, 60% of the restaurants used the same menu.

77% of the restaurants responding planned to extend their Dine Downtown menu past June 13.

\$33 was the average price per cover/dinner.

When rating the overall the success of Dine Downtown on a scale of 1 to 10 (10 being the highest), 78% rated the promotion between 8-10.

39% rated Dine Downtown an 8

22% rated Dine Downtown a 9

17% rated Dine Downtown a 10

100% of the restaurants responding said they will participate in Dine Downtown again next year.

When asked what month they would recommend Dine Downtown 2010,

79% of the restaurants recommend June

36% of the restaurants recommend July

21% of the restaurants recommend August and November

14% of the restaurants recommend April and September

7% of the restaurants recommend January and October

Regarding City Bites:

67% of the restaurants responding said City Bites provided their restaurant with positive exposure.

67% of the restaurants responding said they would participate in City Bites next year.

OpenTable results:

More than 400 reservations were made through OpenTable. Over 1,000 diners were seated for the promotion via online reservations.

The estimated restaurant revenue generated from the online reservations was nearly \$35,000 at \$30 per person.

Dine Downtown San Jose 2009 Patron Survey Results

330 patrons responded

73% knew June 3-13 was Dine Downtown San Jose “restaurant week.”

Of the 73%, 36% heard about it from newspapers, 19% from websites, 12% from radio and 11% from e-blasts.

46% were dining at this restaurant for the first time.

43% had dined or planned to dine at one of the participating restaurants, 28% at 2 of the restaurants and 15% at 3 of the restaurants.

70% rated their dining experience as excellent and 28% rated it as good.

97% said the value of their meal was appropriately priced.

99% said they would return to this restaurant based on their dining experience that night.

97% said they would participate in Dine Downtown if it became an annual event.

90% found parking in downtown convenient that night.

Based on zip codes, Dine Downtown patrons lived in these areas:

63% San Jose

24% South Bay and South Valley

5% San Francisco, Contra Costa Easy Bay and Alameda

5% Peninsula and Mid-peninsula

3% Southern California and out of state

13 of the 37 restaurants submitted patron surveys (48%).