LAKE TAHOE
RESTAURANT WEEK

2011 Lodging Registration Details

What is Lake Tahoe Restaurant Week?
Lake Tahoe Restaurant Week, in its second year, gives local food aficionados and visitors an opportunity to enjoy 3-course, prix fixe lunch and/or dinner menus at more than 60 participating restaurants throughout the North Lake Tahoe, South Lake Tahoe and Truckee region for $20, $30 or $40 per person.

When Is Lake Tahoe Restaurant Week?
The 2nd Annual Lake Tahoe Restaurant Week kicks off the first Sunday in October and runs 7 days, ending on the second Sunday of October. This year, the event is October 2-9, 2011.

Why Should My Lodging Property Participate?
Lake Tahoe Restaurant Week is designed to generate overnight visitation by showcasing the stellar chefs and outstanding restaurants that make up the Lake Tahoe culinary scene. The campaign is part of a regional, comprehensive marketing effort, in conjunction with every area visitors bureau and chamber of commerce, that leverages dollars to generate awareness and enhance credibility of all things Tahoe, including lodging and food.

How Does a Guest Take Part in Lake Tahoe Restaurant Week?
There are no passes, tickets or coupons. Instead, diners simply visit their favorite participating restaurants throughout the week to enjoy the special prix fixe menus. However, it is strongly recommended that diners make reservations in advance by contacting the participating restaurants directly.

How Does a Lodging Property Participate in Lake Tahoe Restaurant Week?
Participating lodging properties complete the attached registration form, mail back the

form with your check (due August 15, 2011), and email the requested materials highlighted on the registration form.

Is Restaurant Week a New Concept?
Restaurant Week is not a new concept. Dine LA's Restaurant Week hosted more than 100,000 guests at 140 participating restaurants during its inaugural year in 2008 (January and February). San Diego Restaurant Week is San Diego County's largest and most successful dining event and is held annually in January. San Francisco's Dine About Town and Sacramento's Dine Downtown are also flourishing January events. Visitors from all over the country travel to New York City to attend their Winter Restaurant Week and take advantage of outstanding dining deals, with 3-course menus capped at just $35 per person during the event. More than 25,000 people come out to sample dishes at the annual Palm Springs Desert Restaurant Week.

How Will My Lodging Property Be Promoted Via Lake Tahoe Restaurant Week's Efforts?

1. Listed on the Lake Tahoe Restaurant Week website, www.TahoeRestaurantWeek.com, along with your 800-number (for lodging reservations), physical address, image, description and direct click-thru to your website.
2. Included in appropriate event public relations outreach efforts, such as news releases and pitches to targeted media.
3. Included in appropriate event social media efforts, such as Facebook and Twitter.

How Do I Maximize My Participation in Lake Tahoe Restaurant Week?

1. Offer a special room rate during Lake Tahoe Restaurant Week.
2. Familiarize your staff with Lake Tahoe Restaurant Week to ensure they are familiar with the event and can answer questions guests may have.
3. Track Lake Tahoe Restaurant Week lodging reservations as we will be asking you to give us a reporting of the actual numbers of Restaurant Week reservations at your property at the end of the program to evaluate its success.
4. Utilize the Lake Tahoe Restaurant Week logo and campaign copy for your own website communication, e-reservation confirmations and correspondence with your guest database.

For More Information About Lake Tahoe Restaurant Week, Contact:
Pettit Gilwee, Event Producer
Lake Tahoe Restaurant Week
530-525-1164
pettit@gilweepr.com
P.O. Box 6835
Tahoe City, CA 96145

* Scroll down to page 3 (the following page) for the lodging registration form

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2011 Lodging Registration Form

Name of Lodging Property:_____

Lodging Address: _____

Lodging 800-Number: _____ Lodging Website: _____

Primary Contact: _____

Contact Phone: _____ Contact Email: _____

Cost to Participate:

_____ $425/per lodging property

_____ $325/per lodging property if member of the North Lake Tahoe Chamber of Commerce, the Lake Tahoe South Shore Chamber of Commerce **OR** the Truckee Donner Chamber of Commerce

_____ $300/per lodging property if a chamber member (see above) **AND** a member of the Tahoe City Downtown Association, North Tahoe Business Association, Incline Community Business Association, West Shore Association, Northstar-at-Tahoe Retailers Association, Squaw Valley Neighborhood Company or the Ski Run Business Improvement District

_____ $200/per lodging property if you have an on-site restaurant that is already participating in Lake Tahoe Restaurant Week

DEADLINES:

1. If interested in participating, please email Pettit Gilwee at pettit@gilweepr.com immediately so we can include your lodging property on the event website, as well as include your business in appropriate public relations and social media outreach efforts.

2. Mail your completed registration form and check, payable to Pettit Gilwee Public Relations, by August 15, 2011, to Pettit Gilwee Public Relations, P.O. Box 6835, Tahoe City, CA 96145.

3. We'll also need an image of your property, physical address, 800-number, 3-sentence description, as well as a direct link (website) to your site. Please send via email to Pettit Gilwee at pettit@gilweepr.com.

Lodging Template:

You decide any special room rates offered during Lake Tahoe Restaurant Week, but following is an example of accommodations for the Resort at Squaw Creek during the 2010 Lake Tahoe Restaurant Week:

Resort at Squaw Creek (plus property image)
400 Squaw Creek Road
Olympic Valley, CA 96146
(800) 327-3353

AAA Four-Diamond Resort at Squaw Creek, situated on 650 pristine acres in Olympic Valley on Lake Tahoe's North Shore, offers luxurious accommodations, golf, a full-service spa, tennis, a fly fishing center, a shopping promenade, Mountain Buddies Kids Kamp, an outdoor pool complex with waterslide and several dining options including the signature Six Peaks Grille. Lake Tahoe and Truckee are only 10 minutes away, making Resort at Squaw Creek an ideal base camp for exploring Lake Tahoe. Lake Tahoe Restaurant Week attendees are offered 25%-off lodging.

Hyperlink (a direct click-thru to your site and/or the page with the discount)