



## LAKE TAHOE RESTAURANT WEEK

# News Release

**Date:** October 4, 2010

**Contact:** Pettit Gilwee  
530-525-1164  
pettit@gilweepr.com

For Immediate Release

### **TAHOE RESTAURANT WEEK BOOSTS BUSINESS, MOVES TO OCTOBER**

(NORTH LAKE TAHOE, California/Nevada) – The first-ever Lake Tahoe Restaurant Week was a great success, with participating dining establishments reporting an average 23% increase in the number of guests and a 20% increase in revenue, compared to the same time period last year, Labor Day week of 2009.

According to Lake Tahoe Restaurant Week Event Producer Pettit Gilwee, nearly 30 restaurants took part in the inaugural event, which included the full spectrum of Lake Tahoe culinary offerings from wine bars to fine dining venues to historic bistros – all providing three-course, prix-fixe menus at a price point of \$20, \$30 or \$40 per person.

Twenty-four percent of all guests, on average, ordered off the special Restaurant Week menus during Lake Tahoe Restaurant Week, September 5-12. Restaurant Week also benefitted from an aggressive public relations campaign, which generated \$93,200 worth of editorial, using a one-to-one advertising equivalency. Articles about the event appeared in Via Magazine, Nevada Magazine, the Los Angeles Times, San Francisco Chronicle, Sacramento Bee, San Jose Mercury News and the Reno Gazette-Journal.

But with a new event comes growing pains, and Gilwee learned that for a handful of restaurants September dates just didn't work.

"Some of my favorite restaurants weren't able to take part in 2010," said Gilwee. "Although they absolutely loved the Restaurant Week concept, they were simply too busy already over Labor Day week to justify participating."

After polling both participating and nonparticipating restaurants on the North and South Shores and in Truckee, Gilwee moved the dates for next year, and has scheduled Lake Tahoe Restaurant Week for Sunday, October 2 to Sunday, October 9, 2011.

"It was an easy decision," said Gilwee. "All restaurants, large or small, need the business in October. With the change, however, does come more challenges, as many visitors perceive October as a precarious month for weather. Our charge is to not only generate awareness of Lake Tahoe Restaurant Week and the stellar chefs that make up the Lake Tahoe culinary community, but to also hit home that October is one of the most beautiful times of year to visit the largest alpine lake in the country."

The inaugural Lake Tahoe Restaurant Week was well supported by tourism organizations, media outlets and community partners and included presenting sponsors the Lake Tahoe Visitors Authority, Lake Tahoe South Shore Chamber of Commerce,

North Lake Tahoe Visitors Bureaus (the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau) and the North Lake Tahoe Chamber of Commerce; media partners Tahoe Quarterly Magazine, Lake Tahoe Traveler Touch Tour, Edible Reno-Tahoe Magazine, Sierra Heritage Magazine, the Sierra Sun, North Lake Tahoe Bonanza, Chow, Taste, Lake Tahoe Action, the Tahoe Daily Tribune and Tahoe TV; and community partners the Tahoe City Downtown Association, Truckee Donner Chamber of Commerce and the Squaw Valley Institute.

To learn more about the 2<sup>nd</sup> Annual Lake Tahoe Restaurant Week and to offer suggestions and feedback, visit [www.TahoeRestaurantWeek.com](http://www.TahoeRestaurantWeek.com) and call Pettit Gilwee Public Relations at 530-525-1164 or send an email to [pettit@gilweepr.com](mailto:pettit@gilweepr.com).

###