

2023
RESULTS & FEEDBACK

for the 4th Annual

reno **FOOD & DRINK**
week
June 5-16, 2023

Website

from May 1, 2023 through June 16, 2023

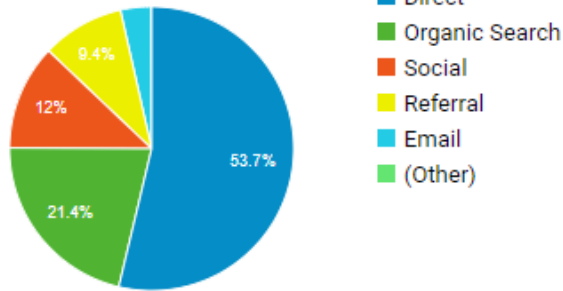
USERS



PAGEVIEWS



ACQUISITION CHANNELS



E-mail

five (5) e-mails were sent out from Hungry in Reno regarding the event

SUBSCRIBERS



OPEN RATE



CLICK RATE

entertainment & events industry averages via MailChimp
open rate: 20.51% | click rate: 2.36%

Social Media

FACEBOOK



INSTAGRAM



Hootsuite reports that most social media marketing experts agree that a good engagement rate is between 1% to 5%.

TOTAL NUMBER OF PUBLIC* POSTS/STORIES/REELS

*we are currently unable to capture posts/reels/stories from private accounts



Receipts

229

RECEIPTS WERE SUBMITTED* FOR
RAFFLE ENTRIES TOTALING

\$16,268.88

AVERAGE RECEIPT TOTAL

\$71.04

Feedback Forms

LOCATION SPECIFIC

198

GENERAL

26

*while we are thrilled with these numbers, we estimate that this is only a small percentage of actual participation in the event from the general public

General Feedback From Guests

WHAT DO YOU THINK WENT WELL?

- Lots of variety.
- It was extremely well organized from the menus to the organizer getting back almost instantly on raffle ticket entries.
- I liked that it was longer. I love the spots being categorized by location.
- Logistics! Planning something like this takes so much behind the scenes work. Kudos to the Hungry in Reno “team” on social posts, website & the in person experience. Everything worked flawlessly. I knew where to go to get whatever information necessary & loved seeing the food photos beforehand.
- So many places to try.
- I thought the event went perfectly. Easy to make selections with the menus from which establishments, etc. Very well organized.
- There were so many exciting options and places we hadn’t heard about.
- Communication.
- Very well advertised with a lot of choices!
- I enjoyed the places that offered Prix Fixe Menu or a bonus beverage for free or reduced price if you purchased their listed Reno Food week offering.
- The PR and the readily available and fabulous feedback to questions or concerns
- Most of the restaurants we went to had their promotional material out which was nice and the service team was very knowledgeable.
- Everything! All the options all around the Reno/sparks area was sweet because it got me to go to places I wouldn’t usually have gone.
- Introducing us to new places.
- Website was easy to use- especially that the restaurants were grouped together by location and it was easy to see what they were serving.
- Nice to have more than 7 days.
- It’s nice to try new places, the raffle is a great idea!
- So many choices! Glad it was two weeks!

General Feedback From Guests

WHAT DO YOU THINK COULD HAVE GONE BETTER?

- Make it even longer? Haha. I think it went great, just wish I had more time and money to try more spots.
- Can you turn it into Reno Food Month?
- Some better food options.
- I wish it had been longer because it was hard to get to more than a few places.
- More complete special menus vs one off item like a taco / sandwich / burger
- I ran into a couple issues - in three places the employees really didn't know about Reno Food Week, and in two of those cases, they did not have the special available. At another participating location they knew about the specials, but the special I wanted wasn't available. I know there are still supply chain and staffing issues going on, so it wasn't a big deal, just disappointing.
- Hours of businesses posted.
- That I got to the city more... to eat REAL food. Please... send... REAL food to Fallon. I'M BEGGIN' over here!
- More breakfast spots!! A lot of places were opened later at night so it made narrow choices for the earlier part of the day.
- I feel like the dates could have been moved back so that school was out and people were more in the summer vibes.
- Menus need hours and phone so people know when they can go. Map locations. Maybe a printable checklist of locations with menus. More variety in menus. Lots of burgers, sandwiches and salmon on the menu this year.
- I had to ask about the specials at every establishment. None of them said anything about it.
- Some of the restaurants offered food that was too pricey.
- There were a couple of places with extreme high price for their special dish and that kept me from going there.

reno **FOOD & DRINK**
June 5-16, 2023 *week*

send any questions or comments regarding this report to Cheree Boteler at hungryinreno@gmail.com or 775.527.2023 (*texting preferred*)