



## London Restaurant Festival



### Boost Your Covers

There have been over **140,000** online covers booked to dine on festival menus since 2011, with another record year in 2015 (**+105% YoY**)

**Sign your restaurant up to London Restaurant Festival 2016 for free**, and be part of one of London's biggest culinary events. This citywide **celebration of eating out** gives London's hungry diners the chance to discover new and exciting restaurants like yours.



### Raise Awareness

Put your restaurant on **London's culinary map**, and at the forefront of diners' minds throughout October and beyond

"Roux at The Landau has taken part in London Restaurant Festival since the very start and each year it just gets bigger and better."

### Roux at the Landau

"2015 was the first year that Hawksmoor offered a menu for London Restaurant Festival. We didn't anticipate how popular it would be and were thrilled to see so many people book throughout the month. We look forward to getting involved again in 2016."

### Hawksmoor



### Increase Your Marketing Database

On average, **80.34% of diners** opt into their booked restaurant's email marketing

"Marcus Wareing Restaurants were delighted to be involved in the London Restaurant Festival in 2015. Our festival menus resulted in a significant number of bookings in each of our restaurants and it was a hugely enjoyable event to be a part of. We highly recommend it!"

### Marcus Wareing Restaurants



### Attract New Diners

Of diners surveyed, **80%** said they were **new to the restaurant** they were visiting

Promote an enticing, great value set menu throughout October, and help showcase the best of the capital's dining scene!

## Registration is Free

Participating restaurants will also receive:

- A listing on Bookatable's dedicated LRF page
- A listing within the official LRF guide, in conjunction with the Evening Standard
- 1x invitation to the restaurant managers' pre-festival drinks
- 4x invitations to the post-festival awards ceremony
- A digital toolkit to promote your participation in the festival

## Don't Miss Out on Bookings

- Promotion by big-name partners to potential diners, all over London.
- Email campaigns reaching millions of diners across London
- Social media campaigns reaching over 50,000 people with exclusive content, including blog posts and videos
- Digital advertising campaigns
- Evening Standard Media Partnership will include both editorial and advertorial
- Extensive marketing to AMEX cardholders through direct marketing and social media campaigns



For more information or to register, contact your account manager or email:

[lrf.info@bookatable.com](mailto:lrf.info@bookatable.com)

