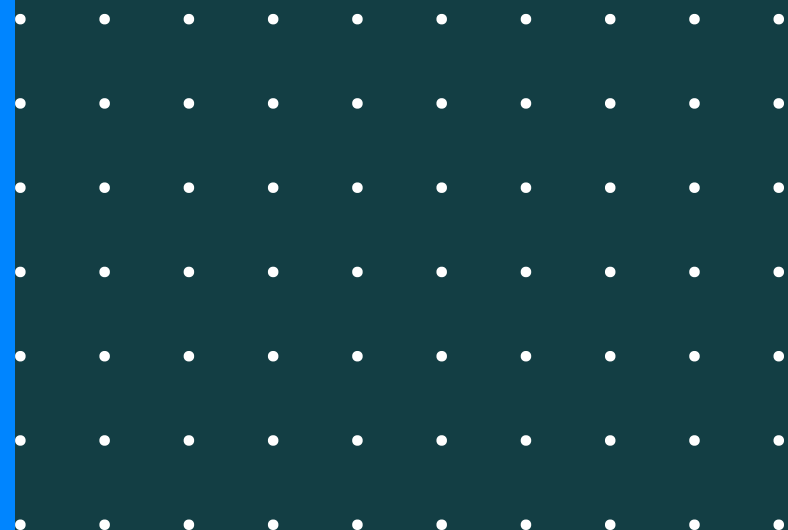


# The Restaurant Tour

Getting the right crowd in the best restaurants





# Today's Goal

Explaining the concept: the WHY, how and when





# Who's who?

- Brief introduction
  - why The Restaurant Tour
- 



# Wouter & Laura

- Owners and founders
- Started in 2010 (in the Netherlands)
- An event to showcase their restaurant to new guests



# Currently in NL

- ✓ In over 50 Dutch cities
- ✓ ± 50.000 yearly visitors
- ✓ Visit ± 700 restaurants
- ✓ Online restaurant guide (6.000 monthly visitors)



# Currently in UK

- ✓ Started in 2024
- ✓ In over 18 UK cities and counting
- ✓ 50+ tours and counting
- ✓ 200+ participating restaurants





# Agent

- Restaurant Tour manager for **city**
- Works with restaurants to plan the tour
- On hand for the whole event, from start to finish

# Who can you expect? ✨

- ✓ Prognosis: up to 300 visitors
- ✓ Gender: 70/30 female/male
- ✓ Age: 30 to 60
- ✓ Eats out: at least twice a month (NL)
- ✓ Spends: > €60 per person (NL)
- ✓ Knows about: wine and fine dining
- ✓ Likes: to cook
- ✓ Loves: going out to eat

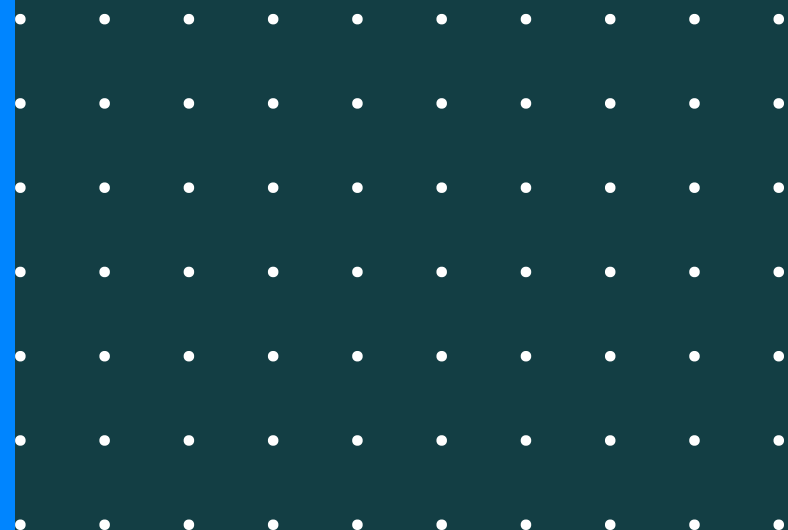




# Our marketing efforts

- Social Media Ads
- Inhouse marketing expert (Thomas)
- Trailer and UGC Ads

# What to expect?



# Today's guests, are tomorrow's regulars

Show off your restaurant!





# Dish Done Right!

The Bishop in Leiden

Their famous signature dish:

Pork belly with sour vegetables

True representation of their menu





# Dish Done Right!

Restaurant Spice in The Hague

Exclusive ingredients

Beautiful presentation

Thoughtful wine pairing





# Dish Done Right!

Exclusive ingredients  
Beautiful presentation  
Thoughtful wine pairing





**Poorly  
received dishes**







**Poorly  
received dishes**





# What should it be?

- Your signature dish
- 125 grams
- Veggie alternative





# What should it be? ✨

- Variety of meat and fish
- No repeat dishes
- Wine **pairing**: 125 ml
- Variety in wines (grape & region)





# Who's serving what?

Example (Birmingham)

- Ju Ju – fish & white wine
- Sabai Sabai – Veg pad thai
- Isaac's – Beef risotto & white wine
- Asha's – Butter chicken and red wine
- Noel's – Pork belly and red wine
- Orelle – lamb shank and red wine

No double 'main ingredients'



## 2 Important Dates

### **Sunday 2 weeks before the tour**

Deadline sharing dish and wine pairing

**First come, first served principle**

### **Friday before the tour at 10pm**

Ticket sales close

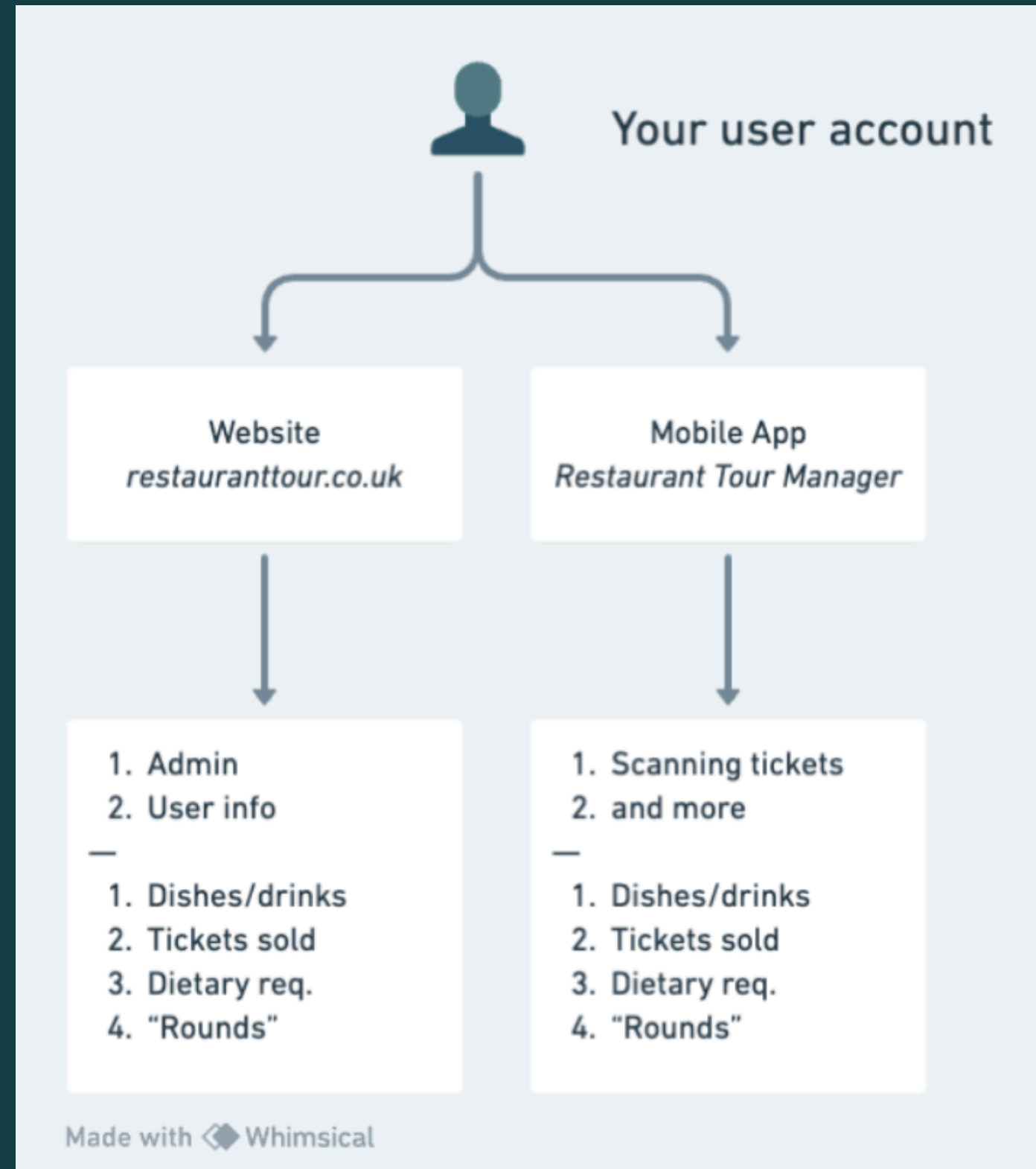
No more cancellations

Changes in routes

Or dietary restrictions



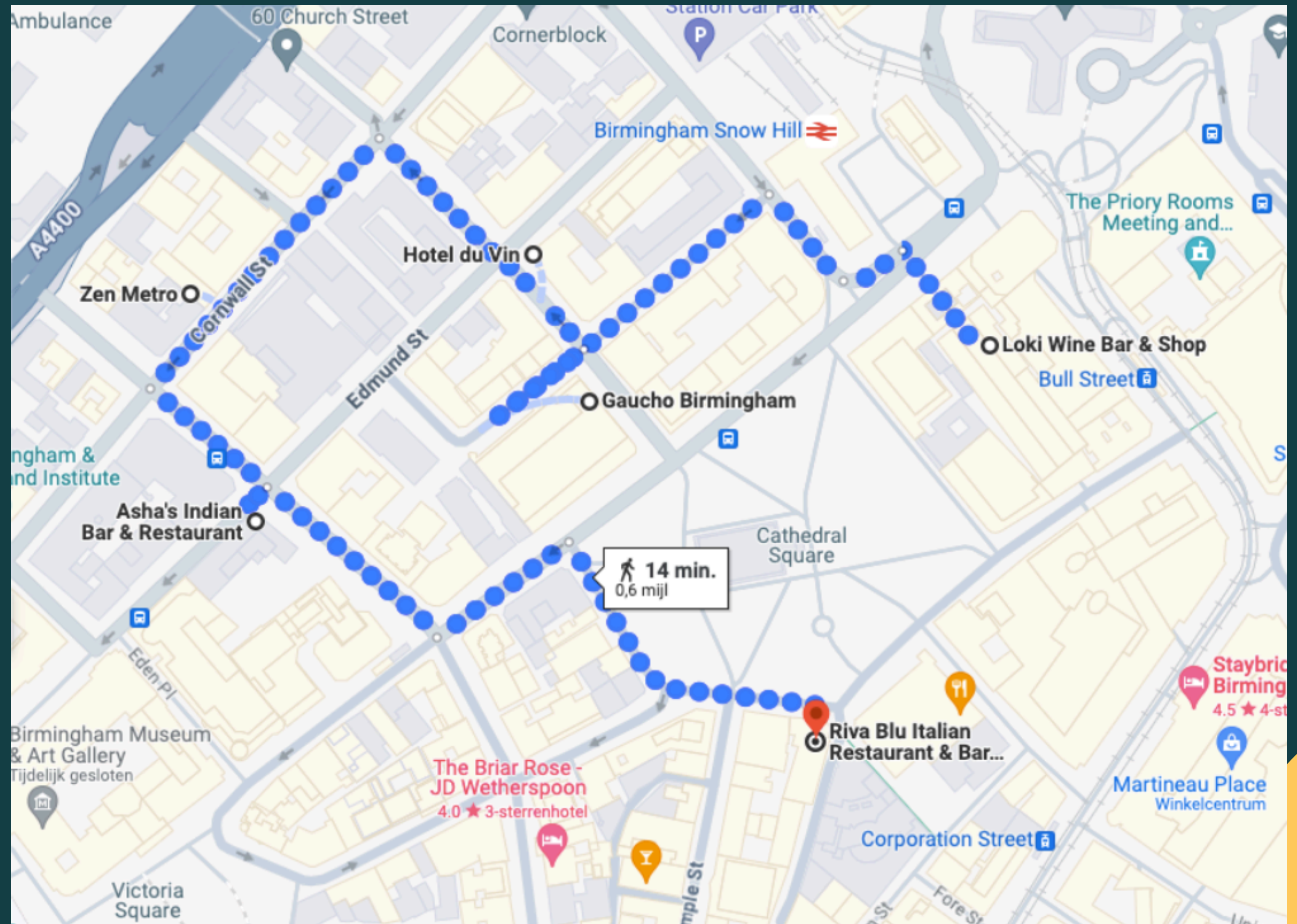
# The Tech



# The Routes

One of the six routes:

1. Riva Blu
2. Asha's
3. Zen Metro
4. Hotel du Vin
5. Gaucho
6. Loki Wine House



# The Start

- The event starts at noon – please have your app and staff ready before then
- Expect the first guests between 11:30 and 12
- The first round is busy!
- While you welcome the first guests, five other restaurants are doing the same



# Scanning

- One ticket per **booking**. A ticket can cover multiple guests.
- The scanned ticket displays all information, and processes this in the app
- Seating for the entire group as indicated by the number on the ticket.
- Group sizes are know in advance



## Once seated

- Explain the wine
- Present the dish
- **Explain the pairing**
- Market your restaurant!







## On to the next

- Once finished, guests will move on to their next restaurant
- As one group departs (table by table), other guests will soon arrive from the previous restaurant
- Guests visit six restaurants throughout the afternoon. Expect 6 decreasing peaks of arrivals.
- Guests should enter their last restaurant before 5pm.



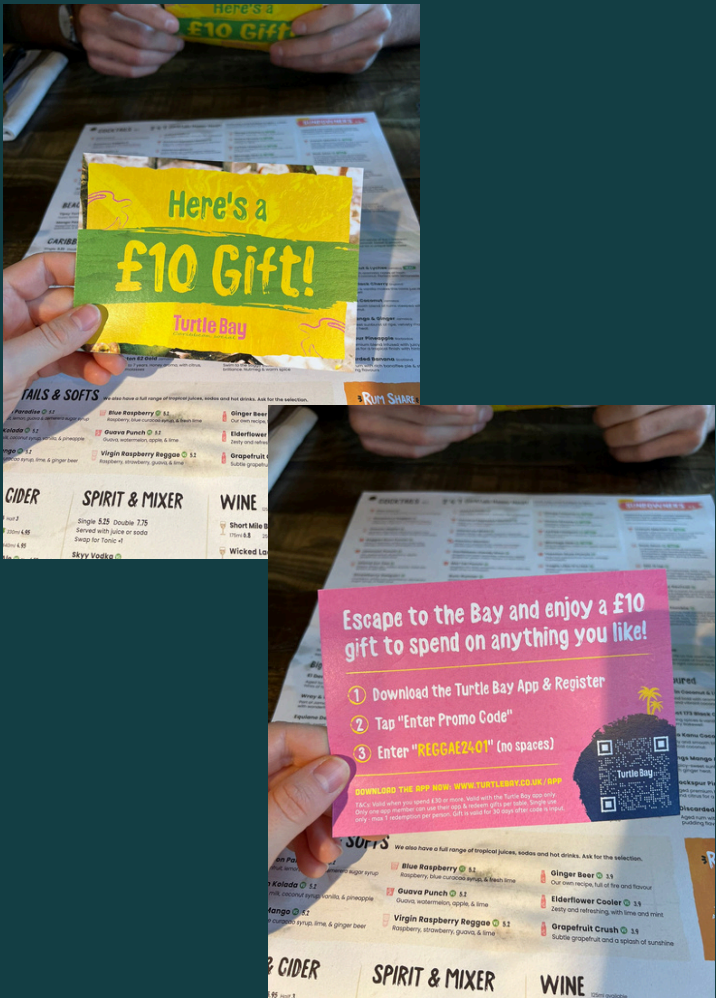


## Tips & Tricks

- Tap water
- Alternative drinks
- Upsell: dessert
- Extra promotion
- Extra marketing



# Examples





# The day after

- Survey
- Payment
- Evaluation



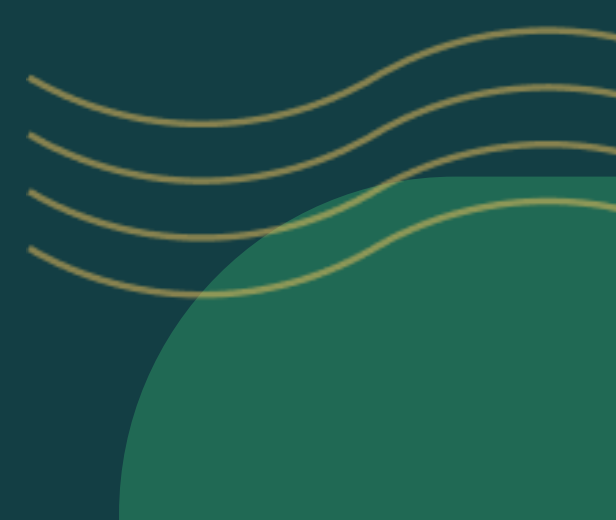


Questions?



# For future reference

The Restaurant Tour App:

- Apple: [Click here](#)
  - Android: [Click here](#)
  - [Fill in dishes and drinks](#)
  - [How to scan tickets](#)
  - [Guest Rotation](#)
  - [Guest list](#) and [allergies](#):
- 

# Restaurant Dashboard

- [Click here to login](#)
- [Reset password](#)
- [Fill in your payment details](#)
- [Knowledge Base](#)

