

CONTACT: Cara Schneider
(215) 599-0789, cara@visitphilly.com

VISIT PHILADELPHIA® CONTINUES ITS SUPPORT OF BLACK- & BROWN-OWNED BUSINESSES WITH MAJOR PROMOTION AROUND DINE LATINO RESTAURANT WEEK
Dining Event Promotion Is Part Of A Year Of Marketing Support To Help Latino-Owned Businesses Recover From The Impacts Of COVID-19

PHILADELPHIA, April 30, 2021 – Continuing its year-long effort to support the economic recovery and growth of Black- and Brown-owned businesses impacted by COVID-19, VISIT PHILADELPHIA® today announced a marketing initiative to promote the Greater Philadelphia Hispanic Chamber of Commerce’s **Dine Latino Restaurant Week**, taking place from May 5 (Cinco de Mayo) through May 9, 2021, at two dozen restaurants in neighborhoods throughout the city. The tourism marketing organization will use advertising, web and social media, search engine marketing and optimization, public relations and photography to help cultivate and grow these small, diverse businesses during the dining promotion. Marketing efforts to promote these restaurants and other businesses will continue throughout the summer and beyond.

“Our city’s Latino-owned restaurants are lively, vital parts of our neighborhoods, and we want to encourage residents and visitors to support these restaurants as they recover from the impact of COVID-19,” said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. “We know that people want to make a positive impact. They want to be a part of our region’s economic recovery. One way we can help them do that is by making sure they know about our awesome Latino dining scene, so they can easily find and patronize these businesses.”

Highlights of the campaign include:

- **Advertising:** Advertising on La Mega 1057, on inquirer.com and *AL DÍA* will encourage locals to take advantage of the dining deals available at 26 restaurants during the event’s five-day run.
- **Web & Social:** Content promoting **Dine Latino Restaurant Week** and Latino-owned restaurants appears in more than a half-dozen articles supporting Black- and Brown-owned businesses on visitphilly.com/buyblackandbrown, where more than 150 businesses are featured. In 2021 alone, Black- and Brown-owned businesses articles on visitphilly.com have sent nearly 18,000 referrals to featured businesses’ websites, and a special December 2020 holiday marketing push drove 16,000 page views of Black-owned businesses content on the site. Visit Philly’s social accounts will also amplify messages about **Dine Latino Restaurant Week** and Latino restaurants in general before, during and after the event.

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- **Search Engine Marketing & Optimization:** VISIT PHILADELPHIA will help increase the visibility of Latino-owned businesses online by optimizing the quantity of web traffic through organic and paid search engine marketing.
- **Photography:** VISIT PHILADELPHIA commissioned two photographers — Stephanie Ramones of Contigo Photos + Films and Neal Santos — to shoot nearly a dozen of the restaurants participating in **Dine Latino Restaurant Week**. Among them: Sazon, Casa Mexico, Las Cazuelas, Adelita and others. The images will be used across VISIT PHILADELPHIA’s influential platforms and by the restaurants themselves to promote their businesses on the web, social and in other marketing vehicles.
- **Media Relations & Other Marketing Touch Points:** VISIT PHILADELPHIA’s media relations team will develop pitches and creative outreach strategies to help ensure the **Dine Latino Restaurant Week** story is featured in influential broadcast, print and online media outlets. The team will also promote the dining event on its Love + Grit podcast and on its Philly Live Weekends series on Facebook.

“We value the investment that VISIT PHILADELPHIA has made in support of Latino-owned restaurants. Many are family-owned businesses that are unable to afford high-quality marketing services. Receiving complimentary professional photography, along with a promotional boost during **Dine Latino Restaurant Week** is very welcome,” said Jennifer Rodríguez, president and CEO, Greater Philadelphia Hispanic Chamber of Commerce. “Through this partnership and Visit Philly’s influence in the marketplace, participating restaurants will receive exposure to new customers, which is what this initiative is ultimately about.”

About Dine Latino Restaurant Week:

A program of the Greater Philadelphia Hispanic Chamber of Commerce, **Dine Latino Restaurant Week** gives the region’s food lovers an opportunity to discover or rediscover Latino cuisine. Debuting in September 2020, the culinary event offers patrons one complimentary appetizer or dessert with the purchase of two dinner entrees. The campaign is designed to support the growth and development of Latino-owned businesses by providing access to resources, expert advice, networks and educational opportunities. **Dine Latino Restaurant Week** aims to drive new and regular patrons to explore participating restaurant offerings and celebrate the region’s Latin culture.

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On Greater Philadelphia's official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call the Independence Visitor Center for additional information. 599 Market Street, (800) 537-7676

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.