



2025 UAE Restaurant Industry Trends

THE ERA OF SUPERHUMAN HOSPITALITY™

How brands are using tech to
deepen relationships and exceed
diner expectations.





FOREWORD

Entering the era of SuperHuman Hospitality™



In a world where AI and automation are transforming industries, one thing remains constant: people crave human connection. Restaurants and bars are no longer just places to eat—they're sanctuaries for shared experiences, personal interactions and unforgettable moments.

The United Arab Emirates (UAE) is a thriving investment destination with a booming tourism sector bolstered by luxury attractions and resorts. Restaurant operators have a unique opportunity to draw massive crowds—if they can stand out from the competition.

They must deliver exceptional, personalized hospitality at scale, all while remaining both efficient *and* profitable. The good news? Technology, AI and automated systems are helping rewrite the narrative, providing hospitality businesses in the UAE and across the globe with the tools they need to enhance—not replace—the human touch.

This is the era of SuperHuman Hospitality™.

An era where tech, AI and automation empower operators to work smarter, anticipate guest needs faster and create experiences that are hyper-personalized. Where fully integrated ecosystems put the guest experience at the center, helping businesses drive loyalty, efficiency and profitability.

At SevenRooms, **we believe hospitality is both a science and an art**. Our technology powers the science—using AI, automation and data to streamline operations and personalize experiences—so operators across the UAE can focus on the art: the creativity, warmth and human connection that make every moment unforgettable.



Allison Page

Founder and Chief Product Officer, SevenRooms

The tasting menu



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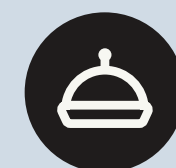
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INTRODUCTION

To deliver on rising expectations, high-touch hospitality needs high-tech

The UAE's food service market is experiencing a remarkable surge, valued at \$16.58 billion (60.91 billion AED) in 2024 and expected to hit \$50.21 billion (184.73 billion AED) by 2033. This growth isn't just about numbers—it's driven by a vibrant tourism scene, affluent consumers and a hunger for diverse dining experiences.

As this dynamic market evolves, operators in the UAE are racing to stay ahead of the curve. With guest expectations climbing, they're embracing digital innovations to elevate hospitality, ensuring each guest feels more than just welcomed—they feel understood.

To guide hospitality strategy in the year ahead, we surveyed 1,000 consumers and 250+ operators across the UAE, in addition to analyzing SevenRooms global platform data.





DISCOVERY

Savvy diners and smarter search are reshaping restaurant discovery

Diners are driving the discovery journey—from social buzz to online searches—while embracing AI for seamless booking. To keep up, operators must meet consumers where they are, both across discovery channels and in reservation tech.





Social, search & AI: the next phase of restaurant discovery

Almost all UAE diners (99%) use online resources to find new restaurants, with social media and Google being the top channels.

This showcases the importance of having a strong digital presence and meeting diners where they are.

At the same time, the UAE is leading the way in AI adoption and consumers are adapting quickly. Nearly all **diners (95%) are comfortable using AI for reservations**, yet many restaurants have yet to integrate AI into their reservation process.

“Restaurants need to feel confident that AI systems are accurate, reliable and ethical—especially with guest data. As AI enhances dining experiences, trust will follow and pave the way for wider AI adoption, transforming the restaurant industry for the better.”



Kinesh Patel

Founder and Chief Technology Officer,
SevenRooms



TREND #1

Operators are capitalizing on the popularity of social with influencer and brand collabs

Social media is the go-to channel for restaurant discovery in the UAE, with 74% of diners using it to find new spots. Among them, **1 in 4 discover restaurants via influencers.**

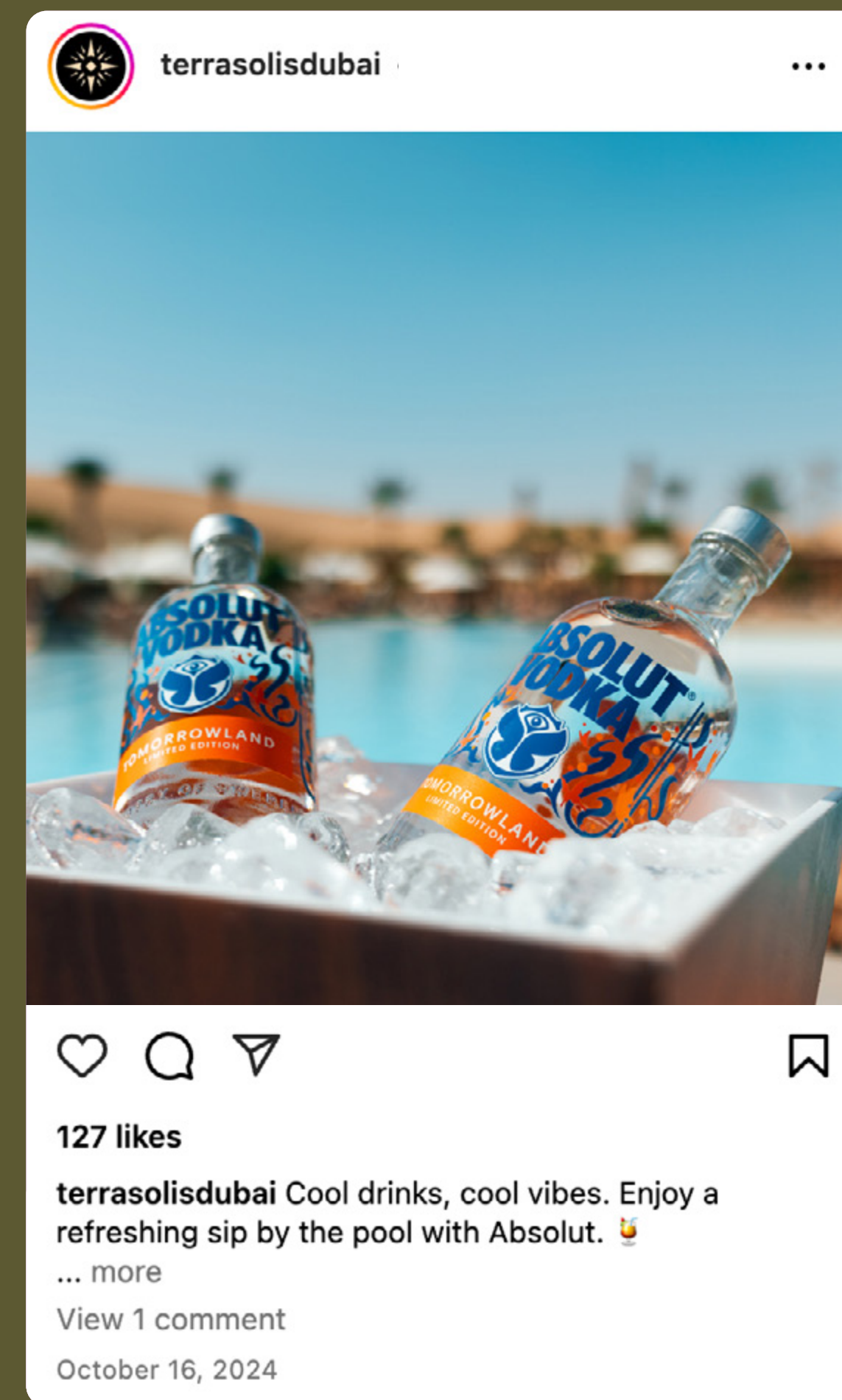
Instagram stands out as the top platform, where Reels, Stories and posts help bring in new diners. SevenRooms UAE customers are capitalizing on this trend, with **nearly half (44%) now offering bookings directly through Instagram.**

In 2025, operators are also planning to invest heavily in brand (59%) and influencer collaborations (57%) to help them reach these highly engaged audiences.

Influencers and brand collabs shine on social



Dubai food influencer JustFoodDXB



Terra Solis x Absolut



TREND #2

Google is prime real estate for booking

In 2025, Google is adapting to the modern dining discovery journey, making updates to rankings based on social media, web presence and reservation inventory.

Google Ads is a top marketing channel for operators in the UAE this year, with **60% planning to invest**.



1 in 3 consumers

discover restaurants on Google



58% of UAE operators

are investing in organic Google strategies in 2025



60% of UAE operators

are investing in paid Google Ads in 2025



Think of your Google listing as your digital display window

Revamp your [Google Business Profile](#) to include experiences that guests may be searching for, like “outdoor dining” or “dance night.”

Keep your business hours, website, menu, social media links and photos updated. Regularly monitor reviews and post on social to keep your feed fresh.

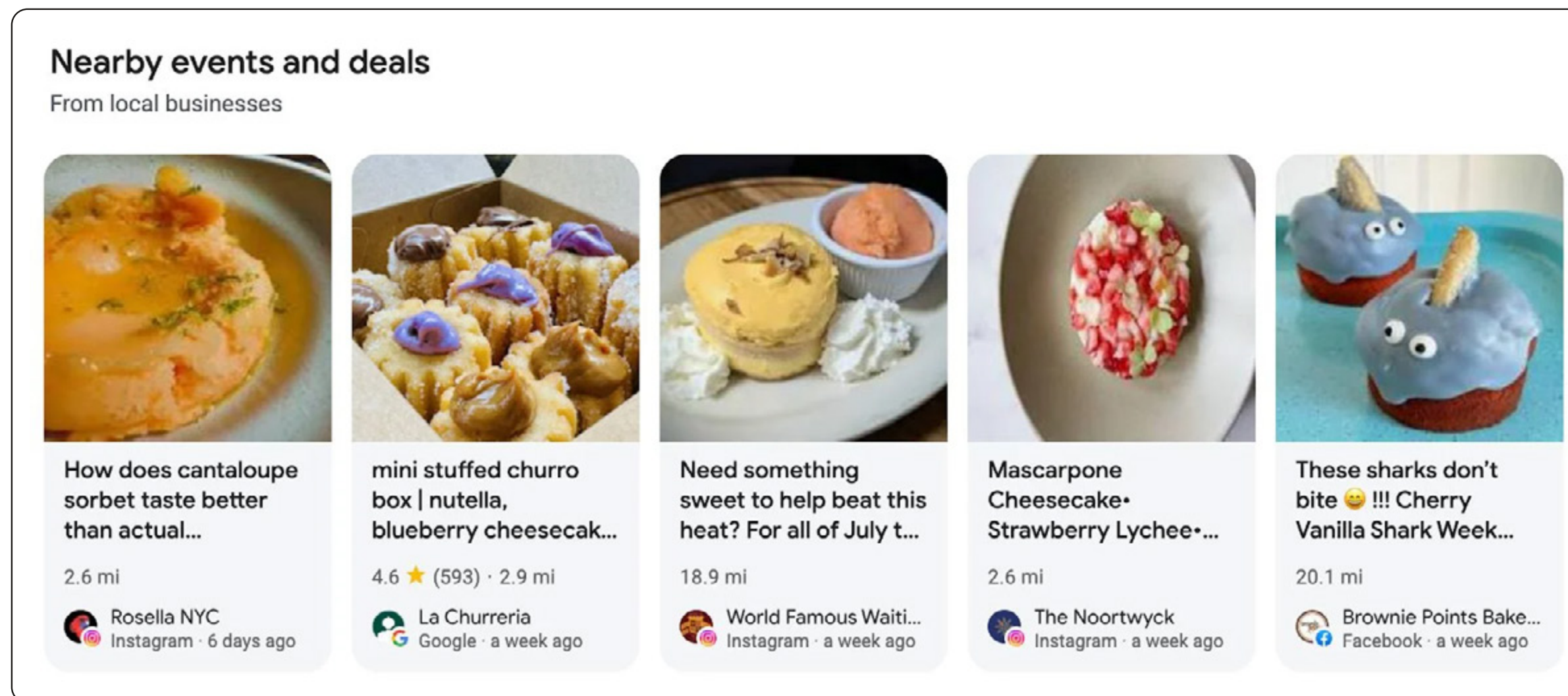


Image courtesy of Google

“An optimized Google Business Profile increases local discoverability and makes it easy for diners to book with you. It’s a tool for local marketing that helps diners find exactly the information they care about and gets them in the door.”



Ashley Do

Global Business Development,
Google



TREND #3

The next big opportunity for AI is in reservations

Almost all UAE consumers (95%) are comfortable using AI in the reservation process, but only 42% of operators are using AI to process reservations.

Around half of restaurant operators currently using AI are using it in data analytics (51%) and marketing (49%).



95% of consumers

are comfortable with AI in the restaurant booking experience



42% of operators

that use AI are using it to process reservations

Let AI book the tables—so you can craft the experience

To meet consumer demand, set up AI-assisted booking systems to help process phone, email, text and chat reservations.



45% of consumers

are comfortable with AI booking or modifying reservations over the phone



44% of consumers

are comfortable with AI booking or modifying reservations over web chat or text message



Good morning,
Welcome to Apples & Pears 😊



I'm Hannah, here to help with
your inquiry



Are you interested in any of
the following?

☐ Book a Table

☐ Private Dining

☐ Weddings

☐ Buy Wine Online

☐ See our Menus

☐ Join the A&P Club

☐ See our Upcoming Events

☐ FAQs

☐ Gift Vouchers



PERSONALIZATION

To scale personalization from text to tableside, the human touch alone won't cut it

Guests expect high-end experiences and personalization at every turn. To keep up, operators have to overcome tech hurdles.

Friend of Chef

Vegetarian

July Birthday



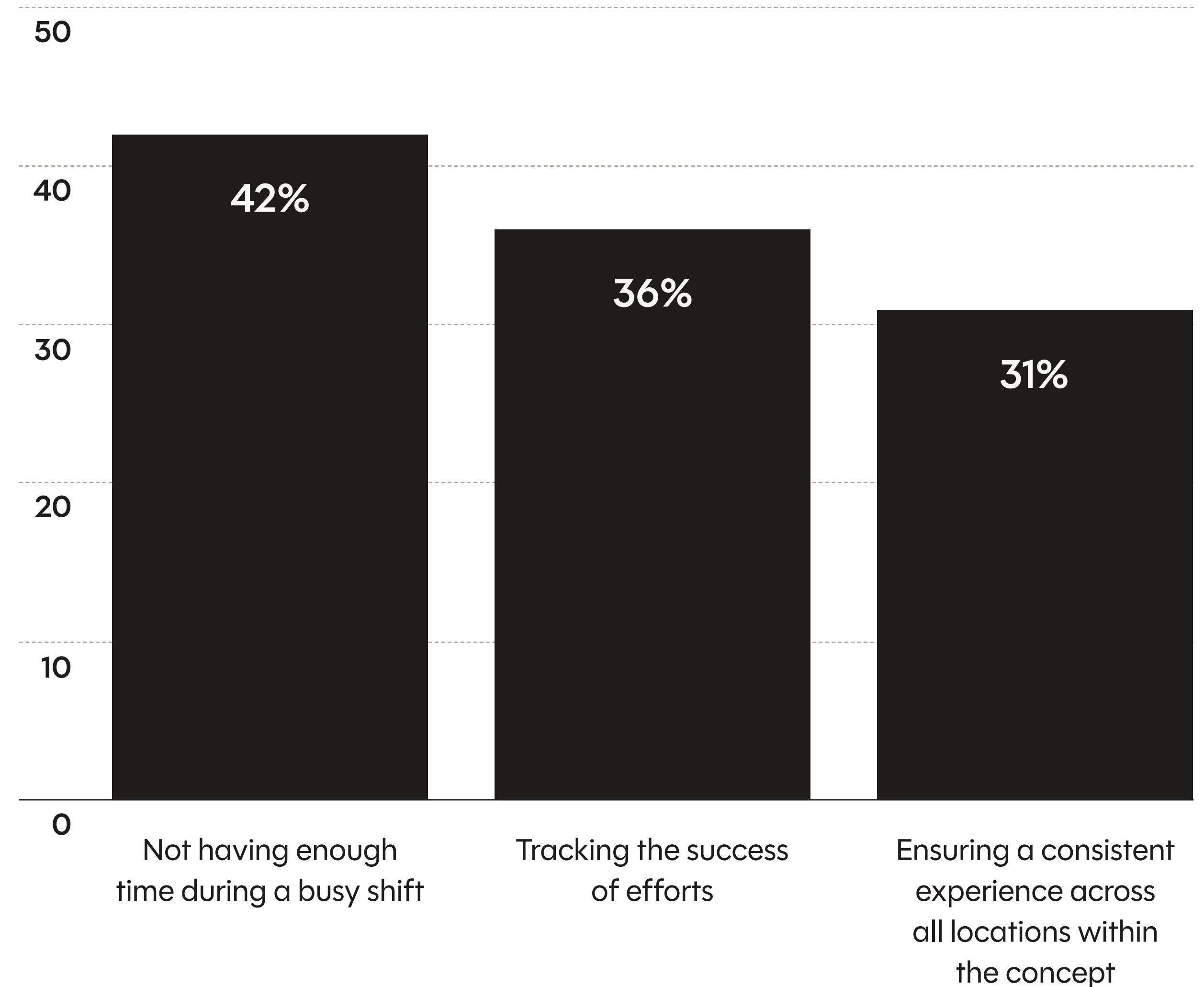


Operators are scaling up individualized experiences, but opportunities still exist

Today, personalization is what drives guest loyalty and engagement. Diners prefer communicating with restaurants via text, followed by email, and they're eager to exchange their details for VIP treatment and exclusive offers.

UAE diners expect hyper-personalized experiences—and most operators are rising to the challenge. But in a market that thrives on luxury and innovation, there's always room to push personalization further. Staying ahead will mean continually evolving tech through AI and automation for smarter, more seamless ways to deliver **SuperHuman Hospitality™** at scale.

Top operator personalization challenges





TREND #1

High-end dining adds personal touches at every turn, and operators are optimizing their offerings

Operators appear confident in the personalization of the guest experience, with **63% stating they personalize it to a great extent**. Many seem to have a pulse on consumer preferences, offering a variety of personal touches.

For personalized marketing offers, **44% of diners value group or private dining options** based on previous visits with larger parties, and **57% of operators provide this**. For the in-dining experience, more than half (57%) of operators offer guests preferred seating, provide recommendations based on dining history or preferences (56%) and offer customized tasting menus (51%).

**HOT TIP**

Use a restaurant CRM to personalize guest experiences.

With guest profiles that build themselves and industry-proven marketing templates, SevenRooms' CRM, Marketing and Operations platform helps you personalize every guest interaction and measure the impact on your bottom line.

Consumers' highest-ranked in-dining personalizations



Recommendations based on history or preferences



Tasting menus customised to their preferences



Preferred seating

Consumers' highest-ranked personalized marketing offers



Group dining or private dining options if they've previously dined with larger parties



Exclusive offers or early access to events based on loyalty status



Reservation offers that match their typical dining schedule

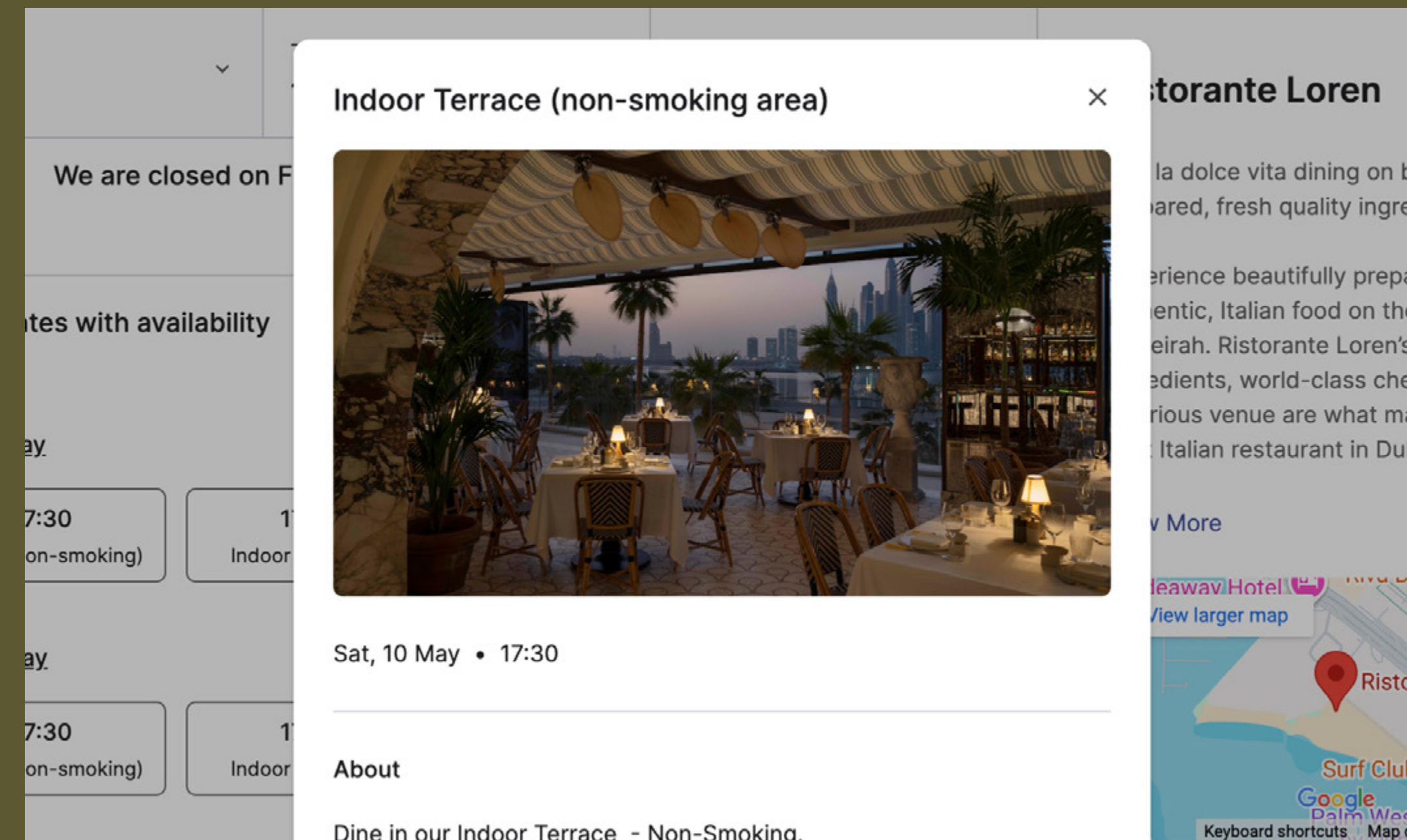


Leading restaurants offer experiences that draw the eye

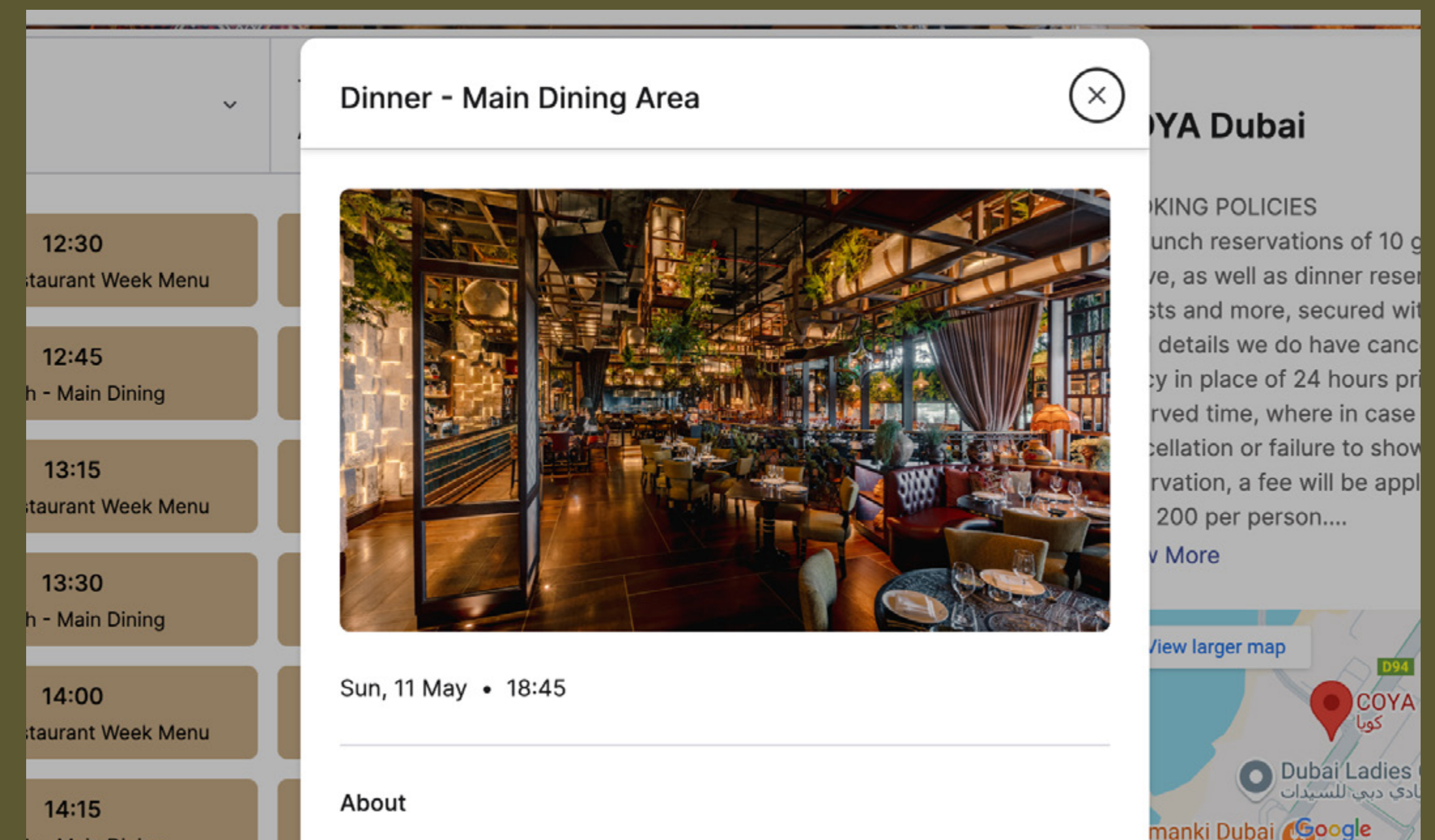
According to consumers, the best booking experiences include being able to order pre-order food and drink at a discount, seeing photos of the dining area and being able to text for a reservation.

When reserving a table at Ristorante Loren, guests can take a look at different options, like the indoor terrace.

Coya Dubai showcases its vibrant dining room on its booking page.



Ristorante Loren



Coya Dubai



TREND #2

Texts take the crown with consumers

Text is the preferred way for consumers to receive communications from restaurants. 24% want a text when a hard-to-book reservation opens up, and 25% prefer text for menu updates. Operators are on top of it, with 59% planning to invest in text marketing in 2025.

Top revenue-generating text campaigns from SevenRooms operators include:[†]

- Holiday celebrations like Valentine's Day and Mother's Day
- Weekend in the courtyard
- Last call for NYE reservations

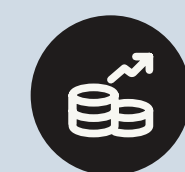
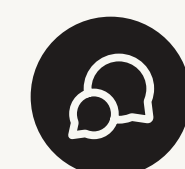
¹Revenue is calculated based on bookings from text campaigns linked to completed POS spend data; if unavailable, an average spend per cover is used.

²ROI is calculated by subtracting subscription fees paid by the restaurant from the total revenue generated from text campaigns.

[†]Data sourced from the U.S.

**1 in 4 consumers**

prefer connecting with restaurants via text

**24X**Average ROI for text marketing on SevenRooms^{2†}**6,579 AED**Average revenue generated per text campaign on SevenRooms^{1†}**256,040 AED**Highest revenue generated from a single text campaign on SevenRooms^{1†}



Personalized emails keep you top of mind

Text reigns supreme in the UAE, but email is still an important communication channel to reach your guests. SevenRooms' data shows that personalized email marketing—delivering the right message to the right guest at the right time—drives strong engagement and increased revenue. **56% of operators in the UAE are planning to invest in email in 2025.**



12X more revenue

Targeted, automated emails generate 12X more revenue per email than mass sends^{1†}



56% open rate

Average open rate for targeted, automated emails

“Email is the most effective way to stay in touch and engage with our long-term clients. With the ease of setting up multiple rule-based automations, we’re able to deliver personalized communication to every guest. Of all our efforts, the automated feedback and re-engagement emails have proven to be the most successful.”

Rheinardt Britz

Guest Relations Manager,
Bla Bla Dubai



¹Revenue is calculated based on bookings from email campaigns linked to completed POS spend data; if unavailable, an average spend per cover is used.

[†]Data sourced globally



Leverage local perks and tailored offers to drive marketing sign-ups

Almost all (97%) of UAE consumers are open to signing up for restaurant marketing updates, with invitations to new openings and events for them and their friends and family being the most effective tactic.

Women are more likely than men to sign up for a restaurant's marketing program. Invites to exclusive tastings, cooking classes or mixology workshops and partnerships with local businesses for unique perks are their favorite incentives.



97% of consumers

could be enticed to sign up for a restaurant marketing program





EXPERIENCE

Diners in the UAE are splurging on luxé experiences

Guests put a premium on special events and luxury experiences in the UAE, and have a wealth of options to choose from.





Guests value premium dining and entertainment and will pay more for it

Globally, people may be spending less, but in the UAE, a third of consumers plan to spend more on eating out in 2025.



89% of consumers

plan to or have already returned to a restaurant after a unique experience



AED 358M+ in incremental revenue

generated by SevenRooms UAE operators from events, upgrades, experiences and prepayments in the past 12 months

“In this market, people can forget you very quickly, even if they’ve visited a few times. When a new beach club opens, it’s easy for them to get distracted. So, how do you stay top of mind and encourage them to come back? It’s creating those unique guest experiences like a special music night, chef collaboration or limited-edition tapas menu.”



David Dougall
Marketing Director,
Rikas Hospitality Group



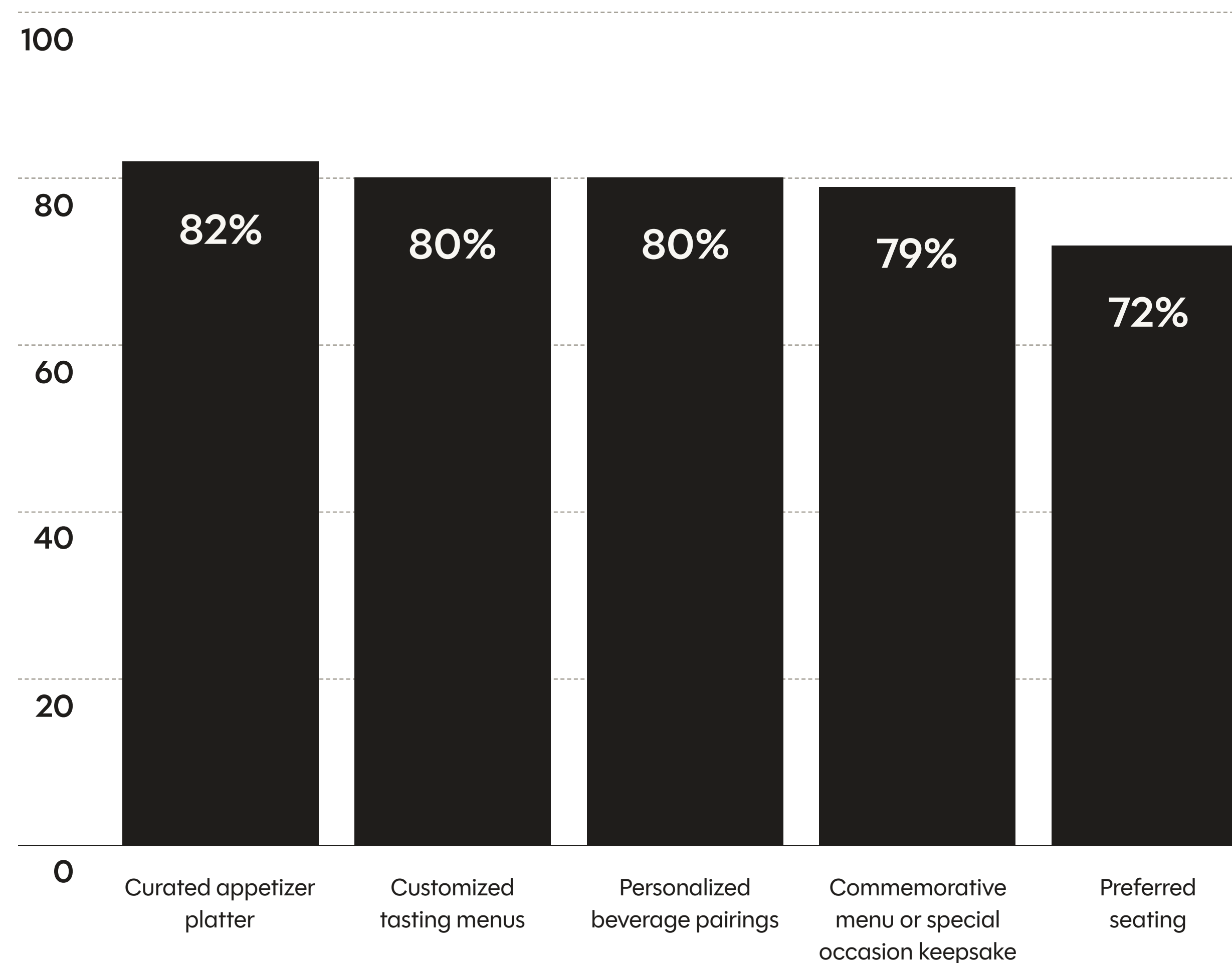
TREND #1

Diners are hungry for elevated experiences worth the splurge

Diners in the UAE are willing to pay extra for personalized touches, like tailored appetizers, custom tasting menus and personalized beverage pairings.

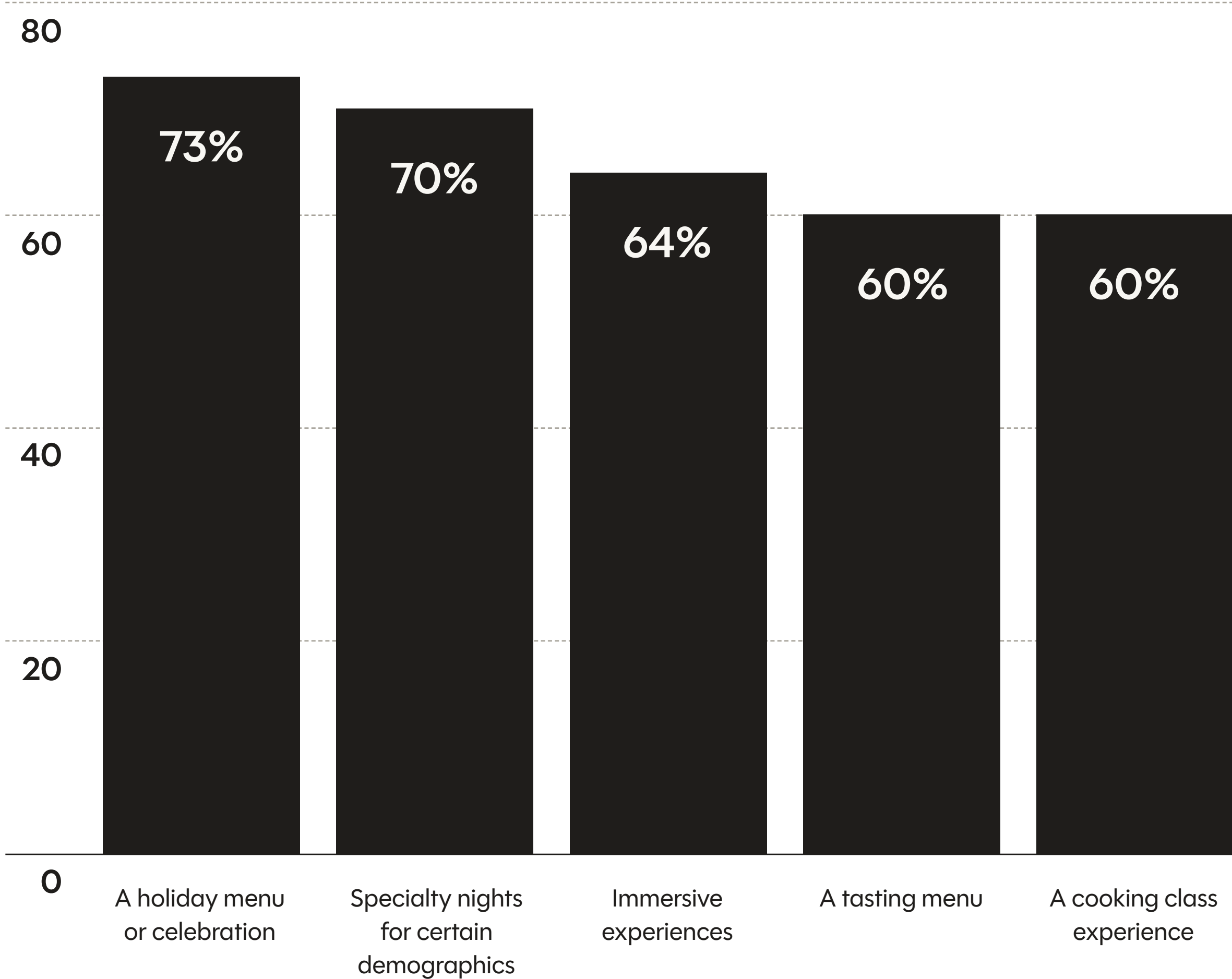
For holidays and special occasions, they're happy to indulge on elevated experiences like specialized menus and keepsakes.

Personalized experiences diners are willing to pay more for





Types of dining experiences consumers are willing to spend more on compared to a typical meal



Tapasake highlights special events

From Ladies Night to Sunset Hour, Tapasake promotes a variety of events to keep guests coming back.

Tapasake Dubai

Dubai



Tapasake Brunch
From AED 385 per person
Brunch above the city as you soak in the sunshine along Tapasake's shores. Indulge in Japanese...
[View Details](#)



Ladies at 27 - Ladies Night
150
Every Tuesday, Tapasake invites ladies to a sparkling evening of indulgence with three hours...
[View Details](#)



Set Lunch - Business Lunch
AED 140
Set Lunch: A Midday Escape with Flair Tapasake is making your lunch break a little more exciting wit...
[View Details](#)



Rooftop Sunset Hour
AED 55 for all Signature Cocktails
Sip on expertly crafted cocktails, each priced at AED 55, and discover the perfect balance of flavo...
[View Details](#)



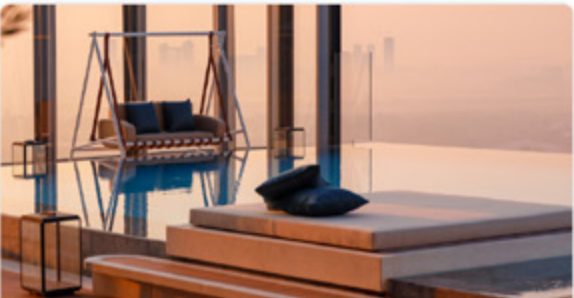
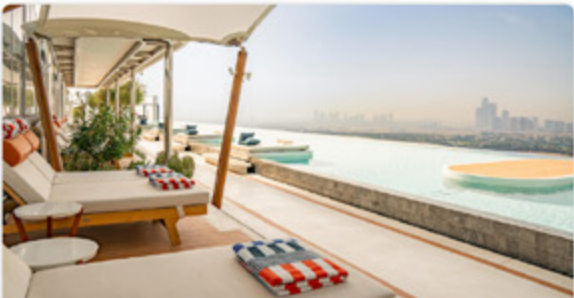
Lunch
Indulge in vibrant South American and Japanese Inspired Nikkei cuisine and cocktails, overlooking...
[View Details](#)



Dinner
Indulge in vibrant South American and Japanese Inspired Nikkei cuisine and cocktails, overlooking...
[View Details](#)

Tapasake Pool Dubai

Dubai





TREND #2

Restaurants tapping into the experience economy are opening up new streams of revenue

Restaurants are finding creative ways to maximize their existing offerings by adding upgrades, whether that's taking advantage of seats with a view or large-format food or drink options to drive revenue. When guests want to "make a day of it," they're willing to pull out all the stops.

Aura Skypool's reservation add-ons include bespoke branded merch and a celebration dessert board with the option to add a custom message.



HOT TIP
Work with what you've got

Maximize what's already in your dining room by offering reservation upgrades, such as priority seating, to drive revenue. Use high-quality visuals to showcase the experience.

BESPOKE AURA BATHROBE WITH CUSTOM EMBROIDERY
AED525 / each

- 0 +

Personalize your AURA bathrobe with our custom embroidery service. Kindly provide a maximum of (3) three letters and
[Read more](#)



GOLD 47 MARTINI
AED295 / each

- 0 +

Limited availability. Indulge in elegance with signature gin-based cocktail



Celebration Cake
AED160 / each

- 0 +

72-hour notice is required. 500gr cake great to share between 2 people. Available in Chocolate, Vanilla, or Red Velvet
[Read more](#)



CELEBRATION BOARD
AED450 / each

- 0 +

Delightful ensemble of five exquisite desserts and a selection of ice creams. To add a message on to your board, please write
[Read more](#)

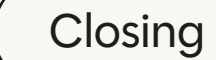


FLOATING TRAY MOËT & CHANDON ICE IMPÉRIAL
AED2450 / each

- 0 +

Floating tray with a 75cl bottle of Moët & Chandon Ice Impérial and a selection of fresh fruits. This exclusive experience
[Read more](#)





Seasonal bouquets from a local florist





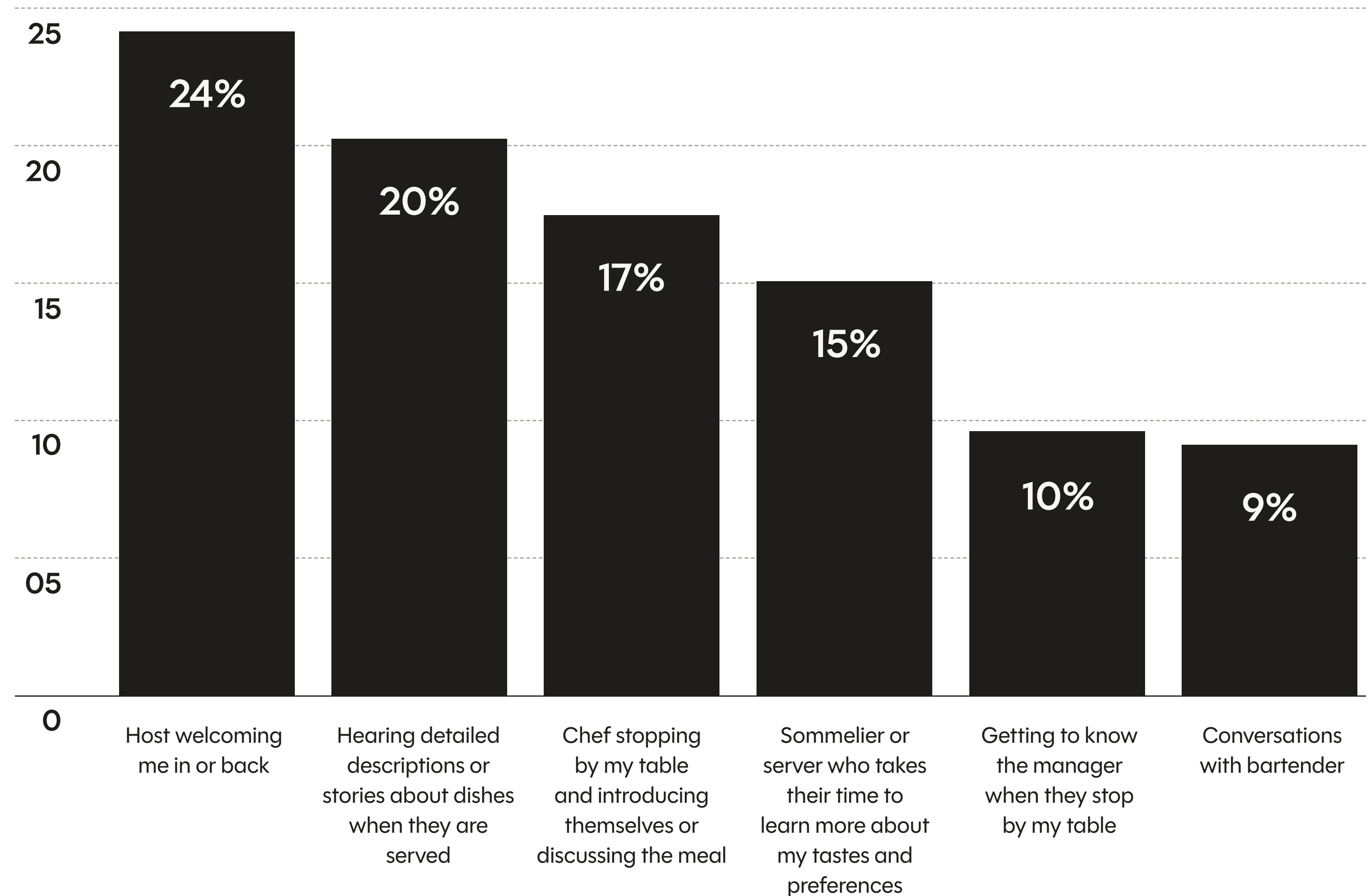
TREND #3

High-touch hospitality matters most

96% of UAE consumers value personal interactions with the staff, like the host welcoming them back and hearing detailed descriptions or stories about dishes.

But 42% of operators say they struggle to personalize guest experiences due to a lack of time during busy shifts.

What interactions with staff do you value the most while dining out, if any?





CUSTOMER JOURNEY

Restaurants are growing revenue and relationships beyond the dining room

Restaurants are increasingly showing up for consumers in new ways pre- and post-dining, opening up new revenue channels.





Restaurants are selling more than meals, they're selling a lifestyle

Consumers in the UAE want to stay connected to their favorite chefs and restaurant brands beyond the dinner table. From exclusive recipes to curated merchandise and special treats, these offerings create a deeper relationship with guests while unlocking new revenue streams for restaurants.

Restaurant merch and gifts serve as built-in brand awareness tools, turning loyal guests into ambassadors and amplifying word-of-mouth recommendations—a critical strategy for any restaurant marketer.

At the same time, **personalization is key to enhancing the digital guest experience**. Diners are not only willing to share their information for a more curated experience, but they're actively seeking tailored recommendations pre- and post-dining.



87% of consumers

would buy a different type of offering from restaurants, like cookbooks or cocktail kits

Bla Bla Shop

T-shirt

Experience Bla Bla, Wear the Memory. Our Venue Themed Tees.

...

[View more](#)

— 0 +



Towel

Bla Bla Towels: Ultimate comfort for sun-soaked day, Luxurious size, Plush free AED 160...

[View more](#)

— 1 +

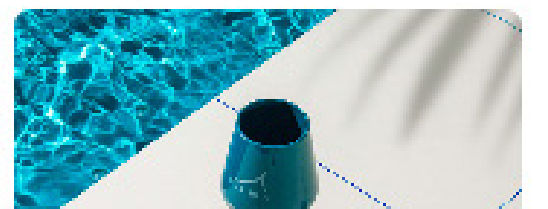


Wine Glass

Sip and Savor your pool side moments with Bla Bla Unbreakable wine glasses, playful elegance meets lasting Durability for the ultimate relaxation...

[View more](#)

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At Bla Bla Dubai, guests can add on branded items like a t-shirt, towel or wine glass to their reservation at Muchos Margaritas.

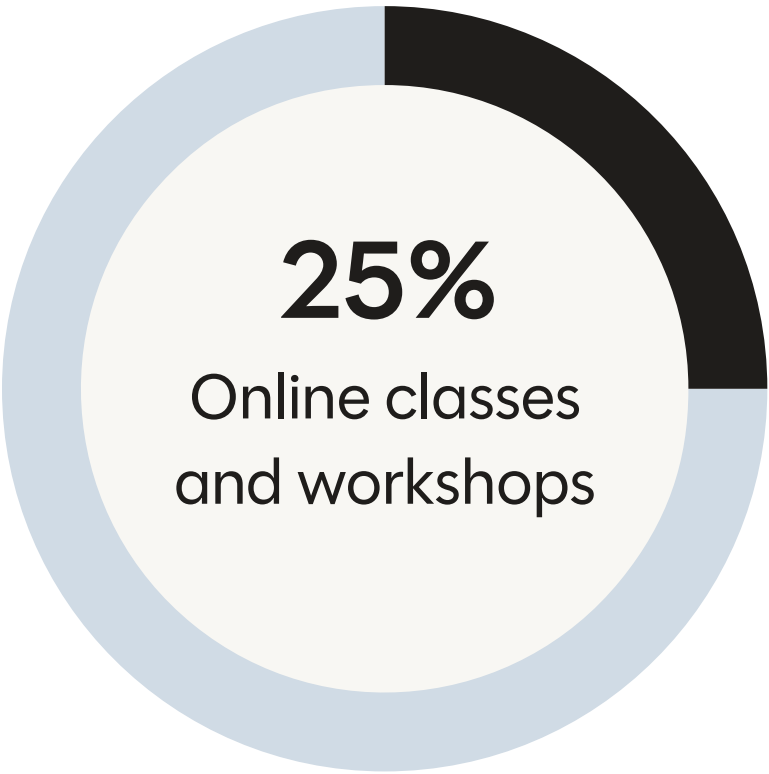
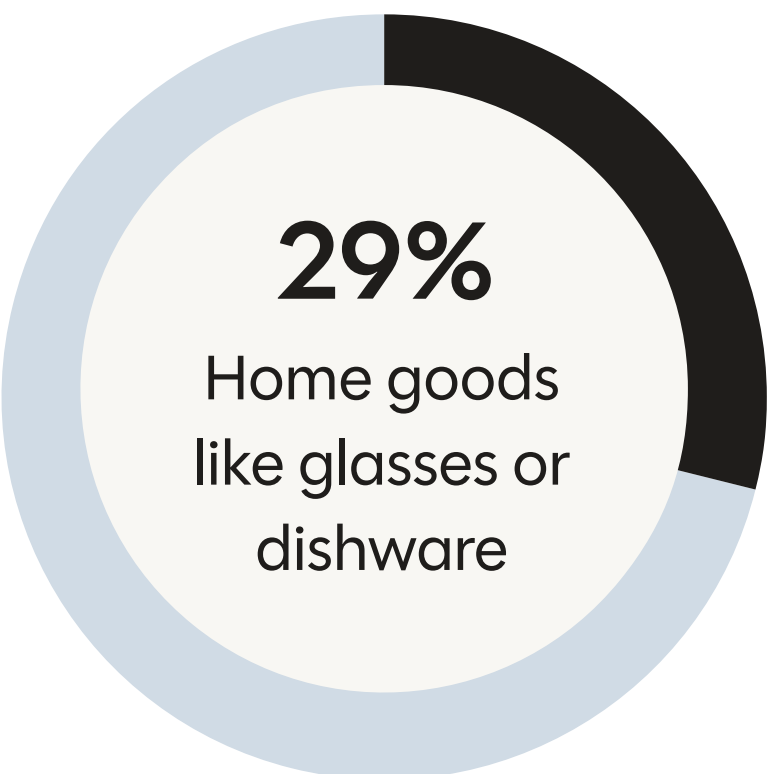
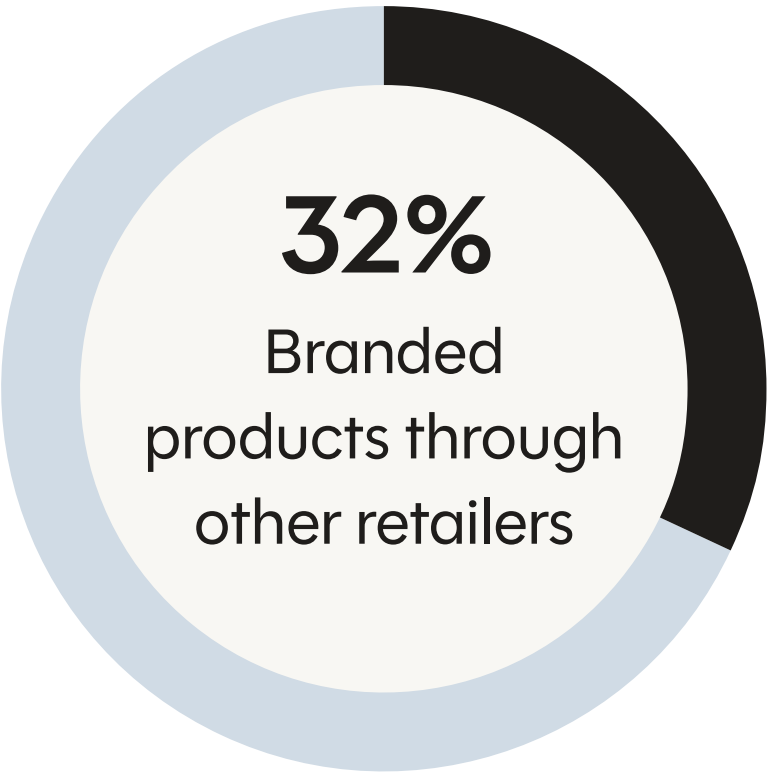
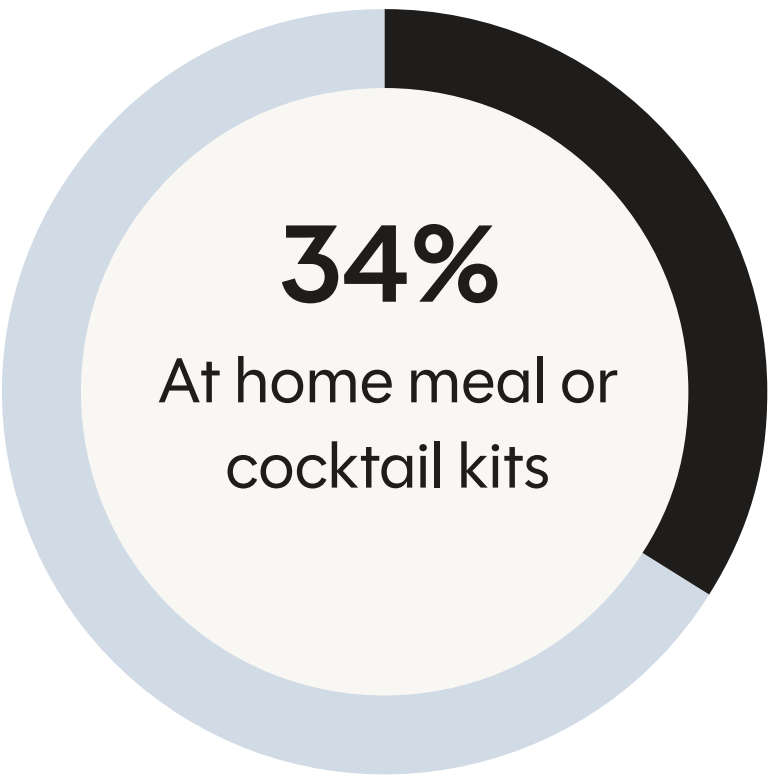
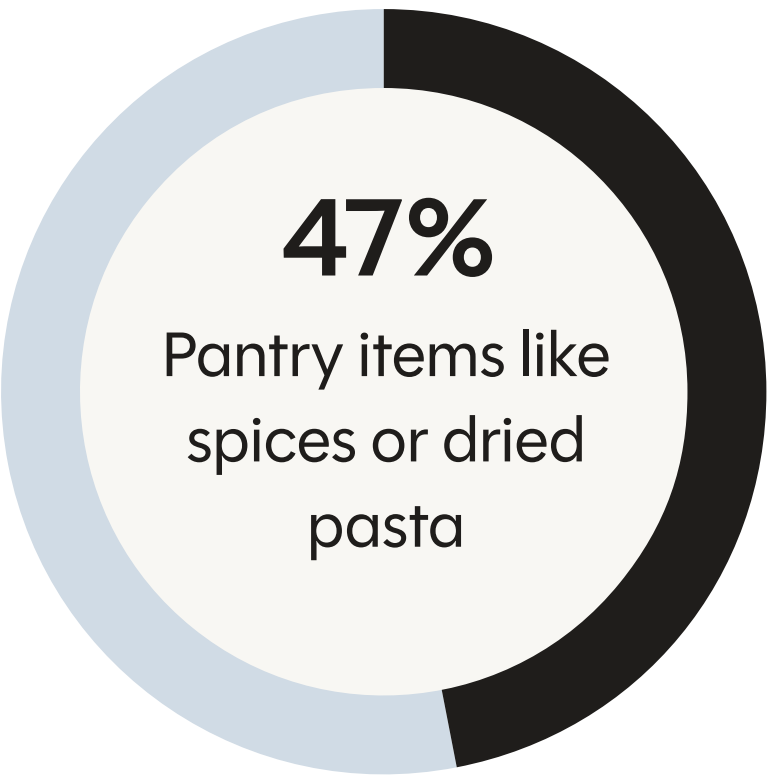


TREND #1

Diners are hungry for more diverse offerings

Today's diners want more than just a meal, they want a piece of your brand. From cocktail kits to home goods, restaurant-driven retail is on the rise—with around half of operators (49%) offering food subscriptions and branded products through local stores or retailers (44%).

Products consumers would buy from restaurants





TREND #2

Booking friction and data concerns are deal breakers for diners

Our research shows that trust, ease and flexibility are non-negotiables for today's diners. Nearly a third of guests have been deterred from making a reservation because the **booking process took too long (31%), they were given a set time limit for their table (31%) or they didn't trust how their personal data would be handled (29%).**

For operators, this signals a clear opportunity: streamline the booking journey with secure data practices, fewer friction points and flexible table policies to convert more reservations—and turn one-time guests into regulars.





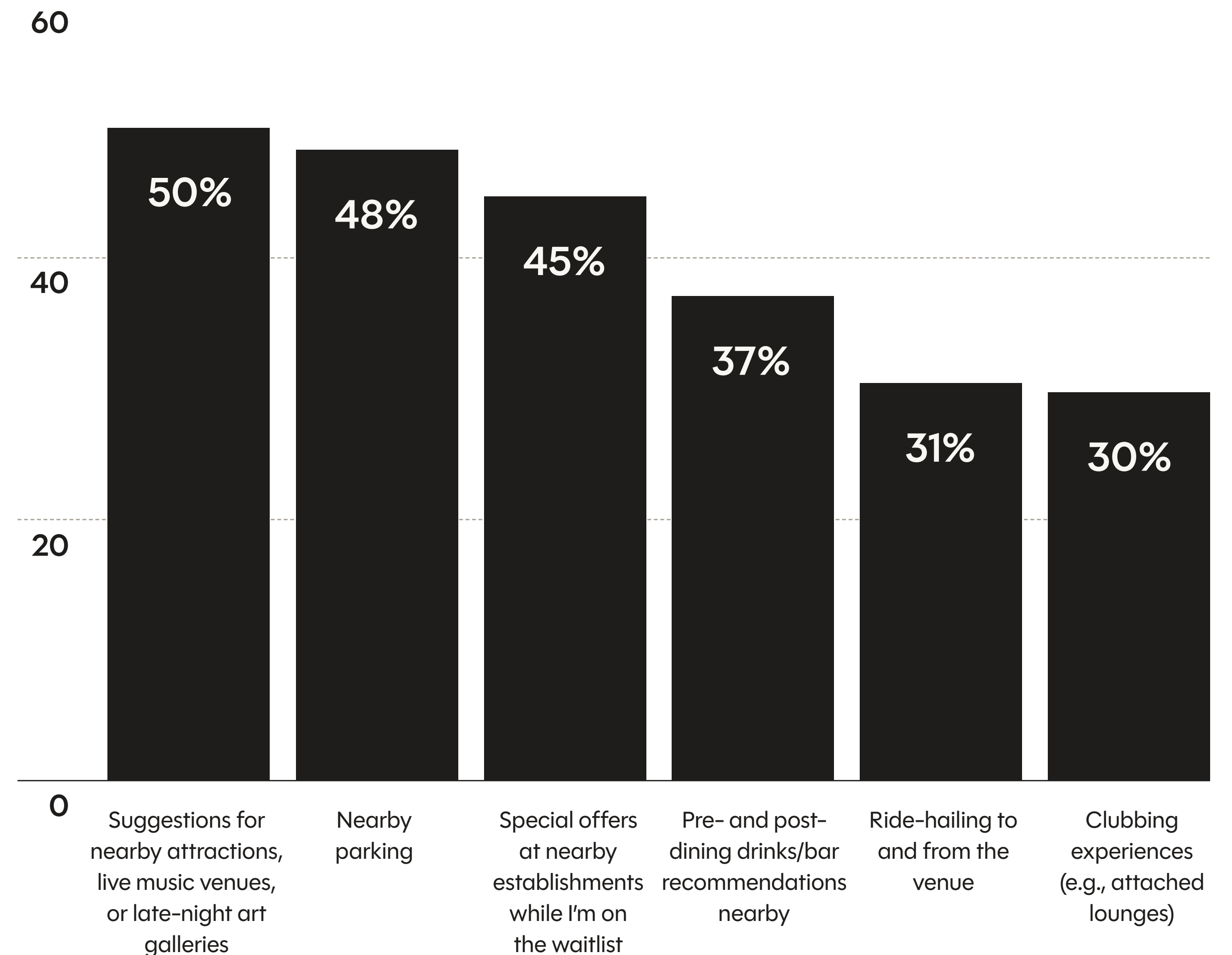
TREND #3

The rise of concierge hospitality in restaurants

UAE consumers find thoughtful outreach pre- and post-dining valuable. They're looking for more holistic, curated dining experiences than just brunch or dinner alone, and concierge support for booking reservations.

Try partnering with nearby venues and offering thoughtful recommendations as a way to grow within your community. Consumers are looking for local attractions like live music venues, art galleries that align with your restaurant's vibe and nearby parking, as well as recommendations for what to do before and after dining.

Which restaurant services, if any, are valuable to you pre- and post-dining?





BRAND

A strong brand flavor fosters long-term loyalty

It's more important than ever for restaurants to continually refine their brand to stay relevant, attract the right guests and foster long-term loyalty.





Trust wins tables: why brand equity matters

Consumers in the UAE have a lot of options and are willing to shop around. Brand loyalty is often fluid and hard to earn.

To stay relevant and build loyalty, restaurants must continuously analyze customer behavior, sentiment and interests, refining their brand to attract the right guests.

“We chose SevenRooms because it’s easy to use and offers great automated marketing tools and a centralized guest database. By implementing the wide range of guest profile tags, we can track guest preferences across venues and adjust our marketing campaigns accordingly to achieve better and higher results.”

Oleskii Kolomiets

Managing Partner, OY Hospitality





TREND #1

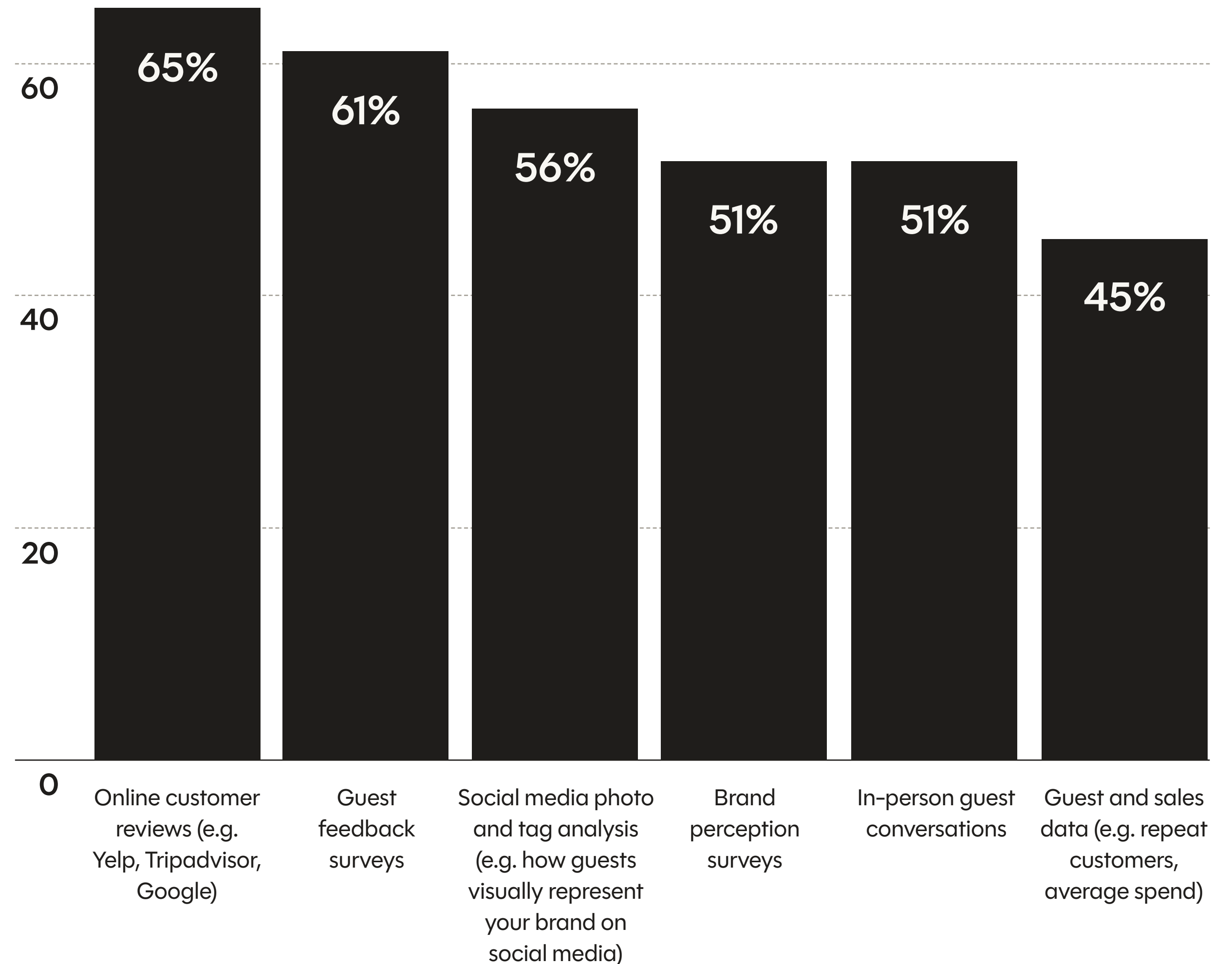
Restaurants are over-reliant on third-party reviews

Operators in the UAE are proactive and evaluating their guests' perception of their brand weekly. However, third-party online reviews are the most common way operators determine who their ideal guests are and their perception of the brand.

Reviews can be skewed or fake. Smart tools like automated feedback surveys help restaurants proactively collect guest feedback, helping them understand guest sentiment in their dining rooms to inform and enhance guest experiences.

This feedback can be combined with guest and sales data from sources like your CRM, point of sale (POS) system and social media to keep a more accurate pulse on who your guests are, and what they think of your brand.

How, if at all, does your organization evaluate your guests' perception of your brand?





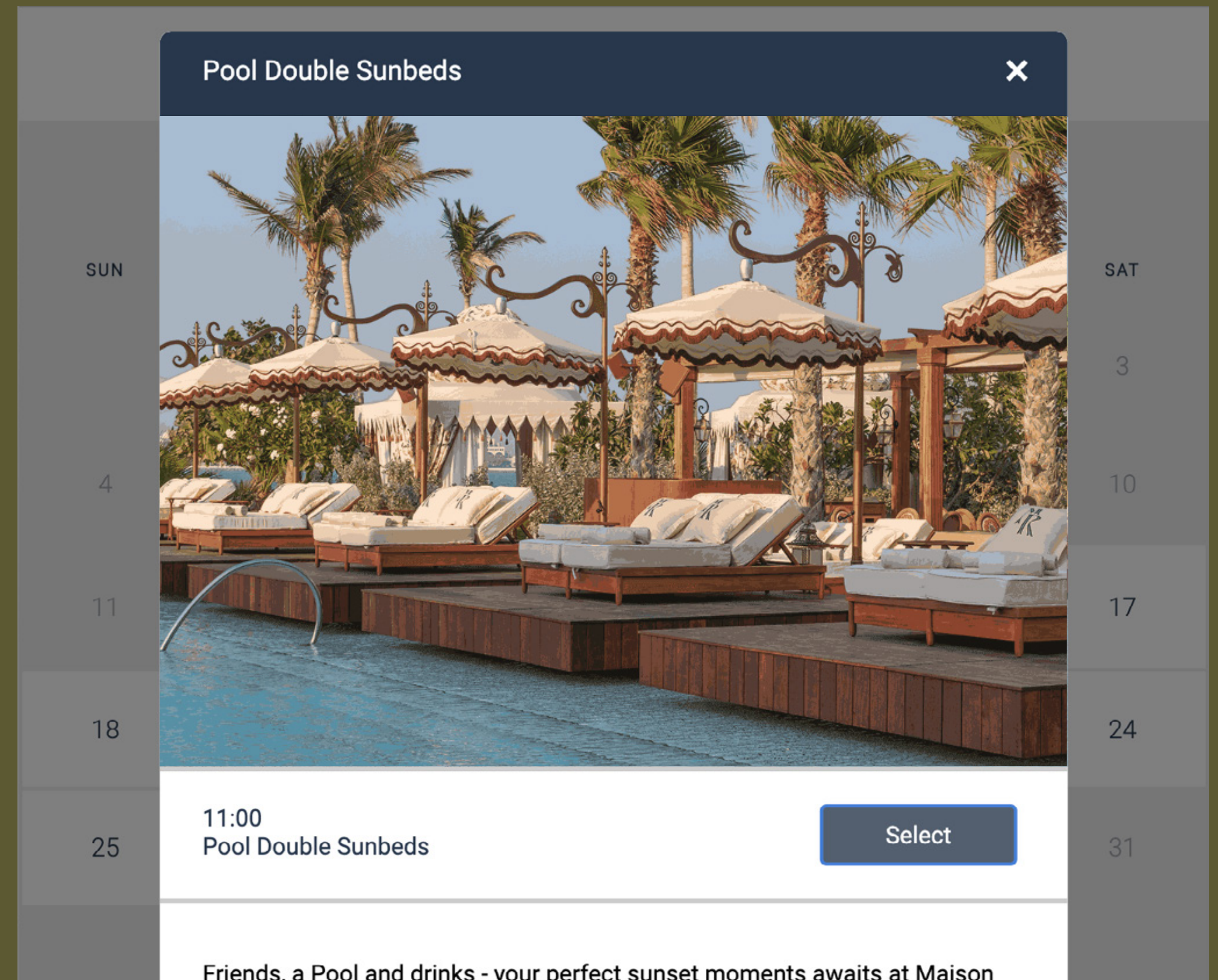
TREND #2

Hospitality keeps guests coming back

Hospitality and service (53%) is the main way that consumers in the UAE connect with a restaurant, along with unique dining experiences (44%) and design aesthetic and atmosphere (41%).

Good service and one-of-a-kind experiences are a necessity, and a strong, on-brand aesthetic isn't just a nice-to-have—it enhances the in-service experience and increases retention.

The reservation widget at Maison Revka showcases the luxurious experience and vibe





LABOR

AI is serving up smoother restaurant operations

When AI takes over the heavy lifting, restaurants can deliver better experiences, with most operators already seeing the benefits of using AI in their operations.





If restaurants haven't jumped on the AI train, they're behind

Many companies in the UAE are adopting AI, and restaurant operators are no different. AI helps operators streamline manual tasks, cut costs and optimize efficiency so they can focus their time on building personal connections.



87%
of operators

are already using AI



100%
of operators

using AI have already seen benefits



Write a message to Jack Dylan thanking him for his recent visit.



Hi Jack 🖐️
I just wanted to thank you for visiting us last night. I trust your meal lived up to expectations. We hope to see you and your wife very soon.

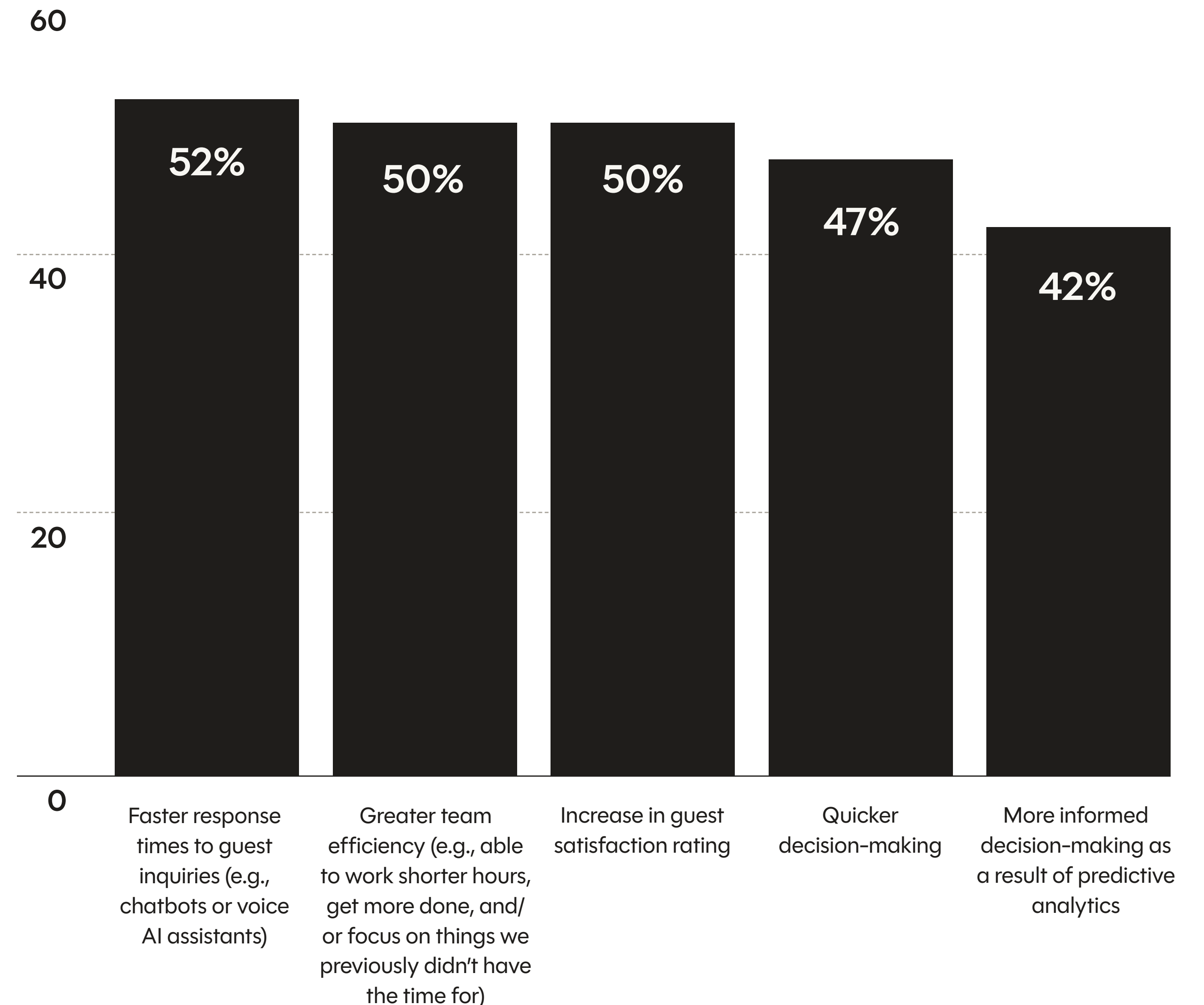


TREND #1

The data's in— AI improves response times and team efficiency

By speeding up response times to guest inquiries and improving team efficiency, AI allows staff to focus on delivering memorable, high-touch experiences that build loyalty and drive revenue.

What benefits, if any, has your organization already seen from using AI?





AI speeds up review management and customer service workflows

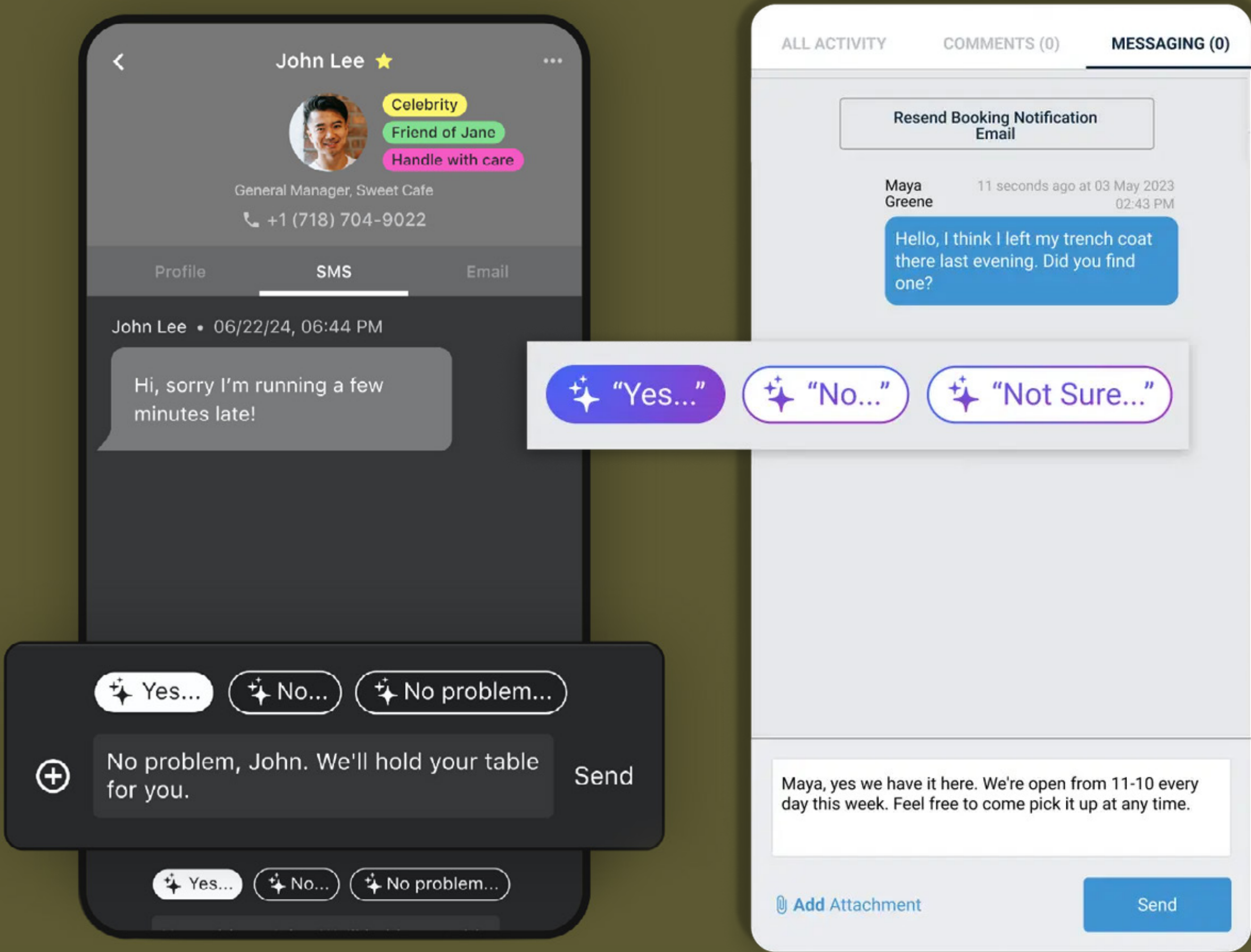
According to SevenRooms operator data, restaurants using SevenRooms AI solutions respond to guests faster.

 **27% decrease**
in time to respond to guest messages, including emails, SMS and reviews*
February 2024 - November 2024

 **35% increase**
in the number of responses to reviews from the restaurant*
February 2024 - November 2024

 **50% increase**
in the number of messages written and sent in 60 seconds or less*
October 2024 - December 2024

*Global data





TREND #2

By delegating manual tasks to AI, operators can focus more on the art of hospitality



51% of operators

use AI for data analytics



49% of operators

use AI in marketing



44% of operators

for customer service (replying to online inquiries)

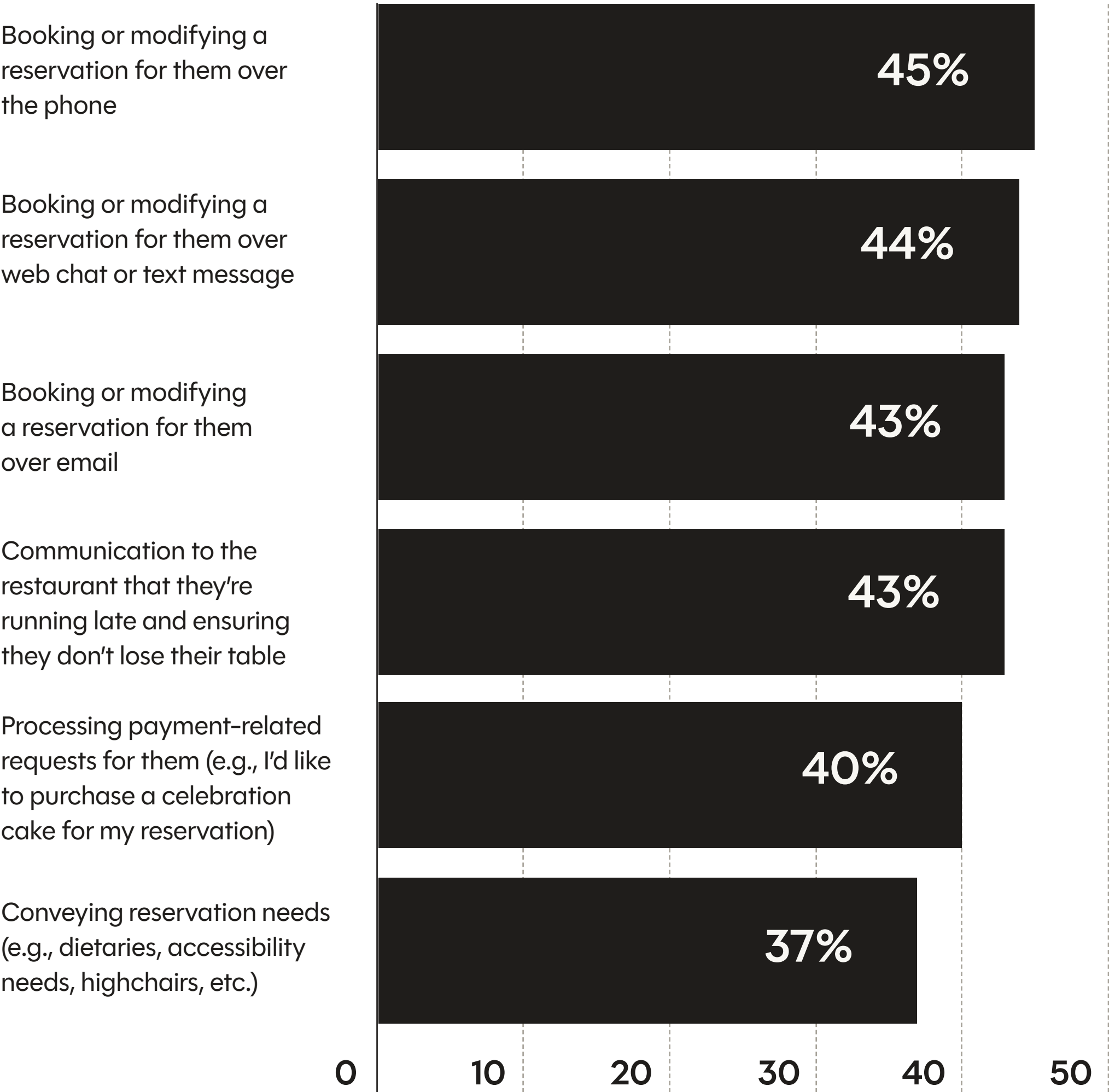


HOT TIP

Invest in AI & automation to drive greater efficiencies

For operators looking to get started using AI, top investment areas include: guest feedback summaries/responses, reservation and table management, voice AI, automated booking confirmations, and guest profile building.

Where consumers are comfortable with AI handling restaurant communication



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Making hospitality SuperHuman

Join 13,000+ global restaurants that trust SevenRooms

By embracing tech, AI and automation to enhance—not replace—human connection, restaurants can scale high-touch experiences, deepen guest relationships and drive long-term success.

SevenRooms' automated CRM, Marketing and Operations platform is powering this transformation, helping restaurants streamline operations, increase revenue, delight guests and keep them coming back.

[GET A DEMO](#)

Research methodology

UAE CONSUMERS

SevenRooms partnered with Censuswide Research—a third-party, professional research and consulting organization. Total sample size was 1,000 UAE consumers. Fieldwork was undertaken between December 27, 2024 - January 6, 2025. The survey was carried out online. The figures have been weighted and are representative of all United Arab Emirates adults (aged 16+).

UAE OPERATORS

SevenRooms partnered with Censuswide Research—a third-party, professional research and consulting organization. Total sample size was 258 UAE operators (hospitality decision-makers). Fieldwork was undertaken between December 24, 2024 - January 15, 2025. The survey was carried out online. The figures have been weighted and are representative of the United Arab Emirates hospitality operators.

SEVENROOMS PLATFORM DATA

Anonymized internal data representative of UAE and globally-based restaurants using the SevenRooms platform from January 2024 - December 2024.

*Unless otherwise indicated, all statistics reflect the survey results collected by SevenRooms

Report created in collaboration with Datalily.
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