



2025 UK 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™



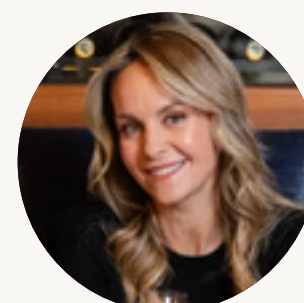
In a world where AI and automation are transforming industries, one thing remains constant: people crave human connection. Restaurants, pubs and bars are no longer just places to eat—they're sanctuaries for shared experiences, personal interactions and unforgettable moments.

At the same time, operators are under immense pressure, balancing rising costs, labour shortages and increasing guest expectations. They must deliver exceptional, personalised 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 United Kingdom 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-personalised. 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 personalise experiences—so operators across the UK can focus on the art: the creativity, warmth and human connection that make every moment unforgettable.



Allison Page

Founder and Chief Product Officer, SevenRooms

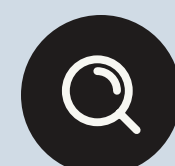
The tasting menu



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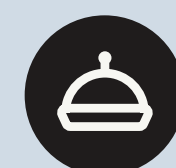
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INTRODUCTION

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

Rising prices and inflation remain a major concern for many people in the United Kingdom, with food prices increasing by as much as 31%. As a result, the number of restaurant and food service business insolvencies has sharply increased over the past year.

Despite rising costs, eating out is still popular, with 44% of Brits saying the amount they dine out has actually increased over the last 12 months.

This proves that exceptional hospitality and experiences should remain a top priority. In response, many restaurants are turning to technology to streamline operations, reduce costs and continue delivering high-quality guest experiences.

To guide hospitality strategy in the year ahead, we surveyed 1,000 consumers and 250+ operators across the United Kingdom, in addition to analysing 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 with their reservation tech.





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

Today, **95% of UK diners use online resources** to find new restaurants, with social media being the top channel. This showcases the importance of having a strong digital presence.

At the same time, AI is becoming part of everyday life, and consumers are adapting quickly. Nearly **three-quarters of diners are comfortable using AI for reservations**, yet most 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

The restaurant social influencer trend is over—brand collabs are in

Almost half of consumers (45%) use social media to find new restaurants, jumping to 75% among Gen Zers. However, only 11% of Brits now discover new restaurants via social media influencers.

Operators know that social is key, but influencer reach is drying up. Only 36% plan to further invest in influencer collaborations. They're now turning to brand collaborations to reach new, highly engaged audiences. **40% of UK operators plan to invest in brand collaborations this year.**

Hospitality brand collabs shine on social



Darwin Brasserie x Fenchurch x Moët Hennessy Wine Dinner



Dishoom x Allpress Espresso UK



TREND #2

Social is a vibe check, but 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.



Around 1 in 3 consumers

discover restaurants on Google



47% of UK operators

are investing in organic Google strategies in 2025



47% of UK 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 "trivia 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.

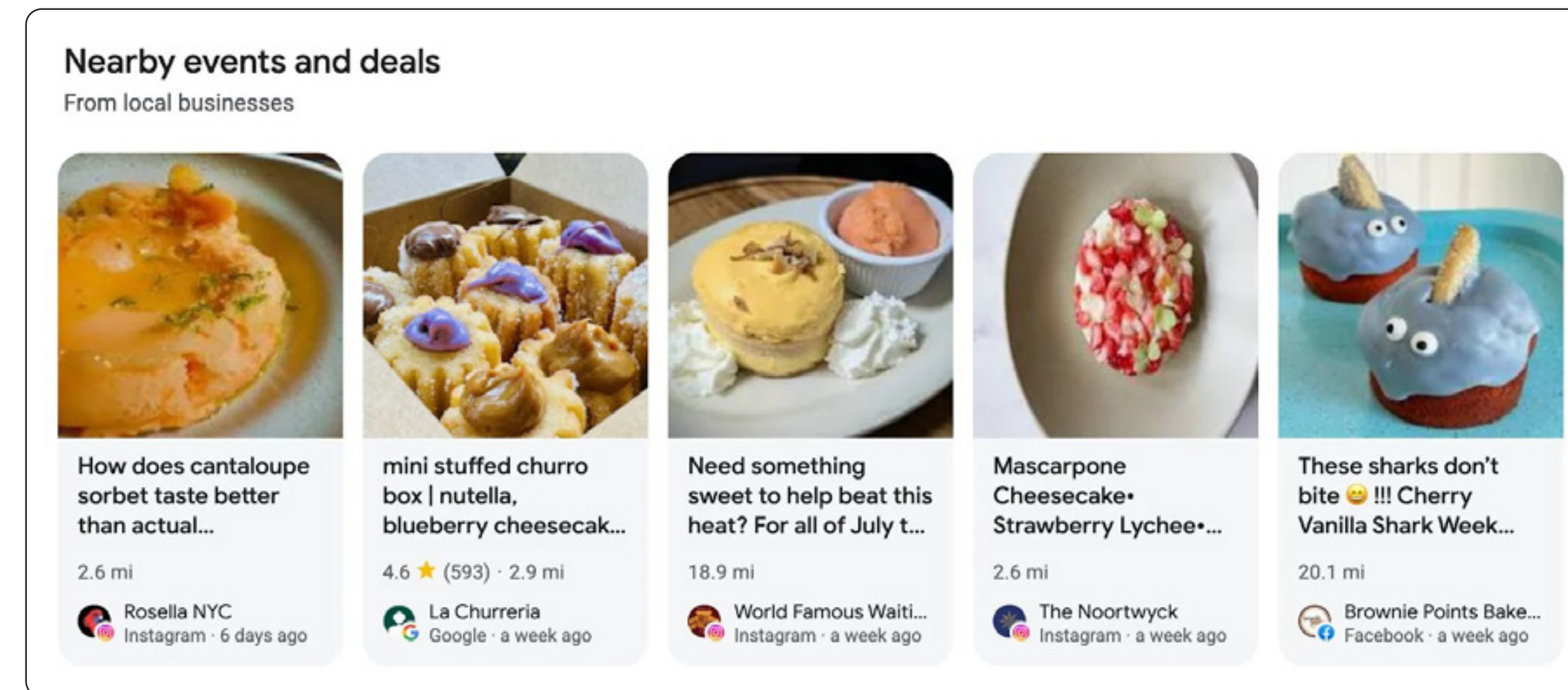


Image courtesy of Google

“An optimised 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

Diners are adapting faster than restaurants are innovating. Nearly three-quarters of UK consumers are comfortable using AI in the reservation process, but most operators aren't using AI to process reservations.

41% of restaurant operators currently using AI are using it in marketing—primarily for generating campaign ideas (47%) and monitoring and responding to online reviews and feedback (44%). AI-assisted reservations are lagging behind.



73% of consumers

are comfortable with AI in the restaurant booking experience



24% of operators

using 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.



More than 1 in 3 consumers

are open to communicating with AI to share they're running late (35%)



Over one-third of consumers

are comfortable with AI booking or modifying reservations over email (38%)



Good morning,
Welcome to Apples & Pears 😊



I'm Hannah, here to help with
your enquiry



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



PERSONALISATION

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

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

Friend of Chef

Vegetarian

July Birthday





Guests expect personalisation, but it's hard to get right

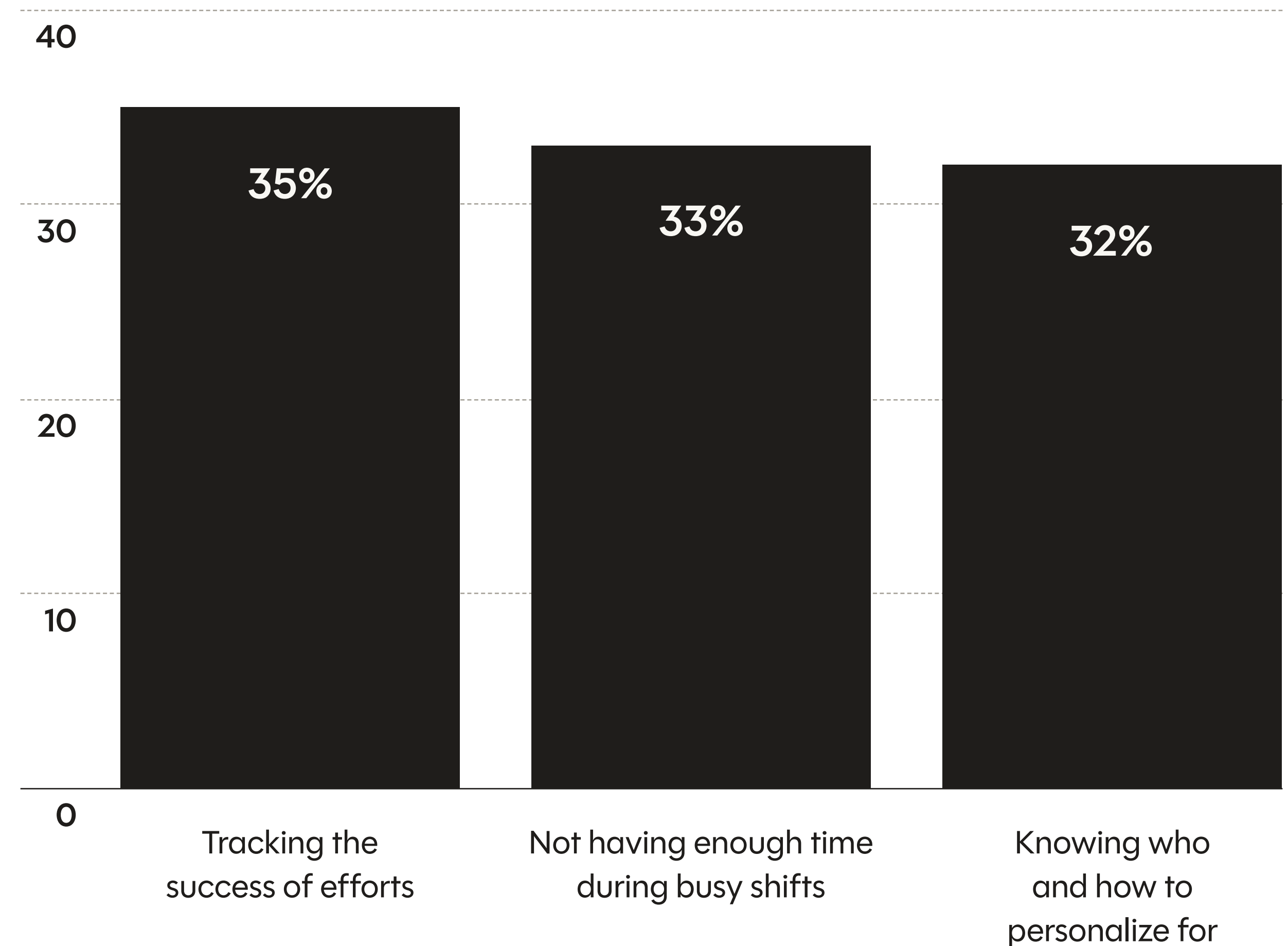
Today, personalisation is what drives guest loyalty and engagement. While email remains dominant, text is emerging as a key engagement channel, with diners eager to exchange their info for VIP treatment and exclusive offers.

Small hospitality touches, like remembering a guest's birthday or offering a commemorative menu, make a big impact.

Yet many operators struggle to scale personalisation.

Tech, AI and automation are now empowering operators to deliver **SuperHuman Hospitality™** at scale.

Top operator personalisation challenges





TREND #1

High-end dining adds personal touches at every turn, but challenges persist

Operators are somewhat confident in the personalisation of their in-service guest experience, with **a third stating they effectively personalise it to a great extent**. Still, **almost all operators (91%) face challenges with personalisation** in both marketing and in-service.

For personalised marketing, **47% of consumers say the top perk they want from restaurants is birthday and anniversary promotions**, yet nearly half of restaurants don't offer this. For personalising the in-dining experience, 42% of operators don't give guests their preferred seating and only 41% offer customised tasting menus, but consumers are looking for these touches.

Consumers' highest-ranked in-dining personalisations



Preferred seating



Tasting menus customised to their preferences



Recommendations based on past history or preferences

Consumers' highest-ranked personalised marketing offers



Birthday or anniversary perks



Exclusive offers or early access to events



Reservation offers that match their typical dining schedule

**HOT TIP**

Use a restaurant CRM to personalise guest experiences.

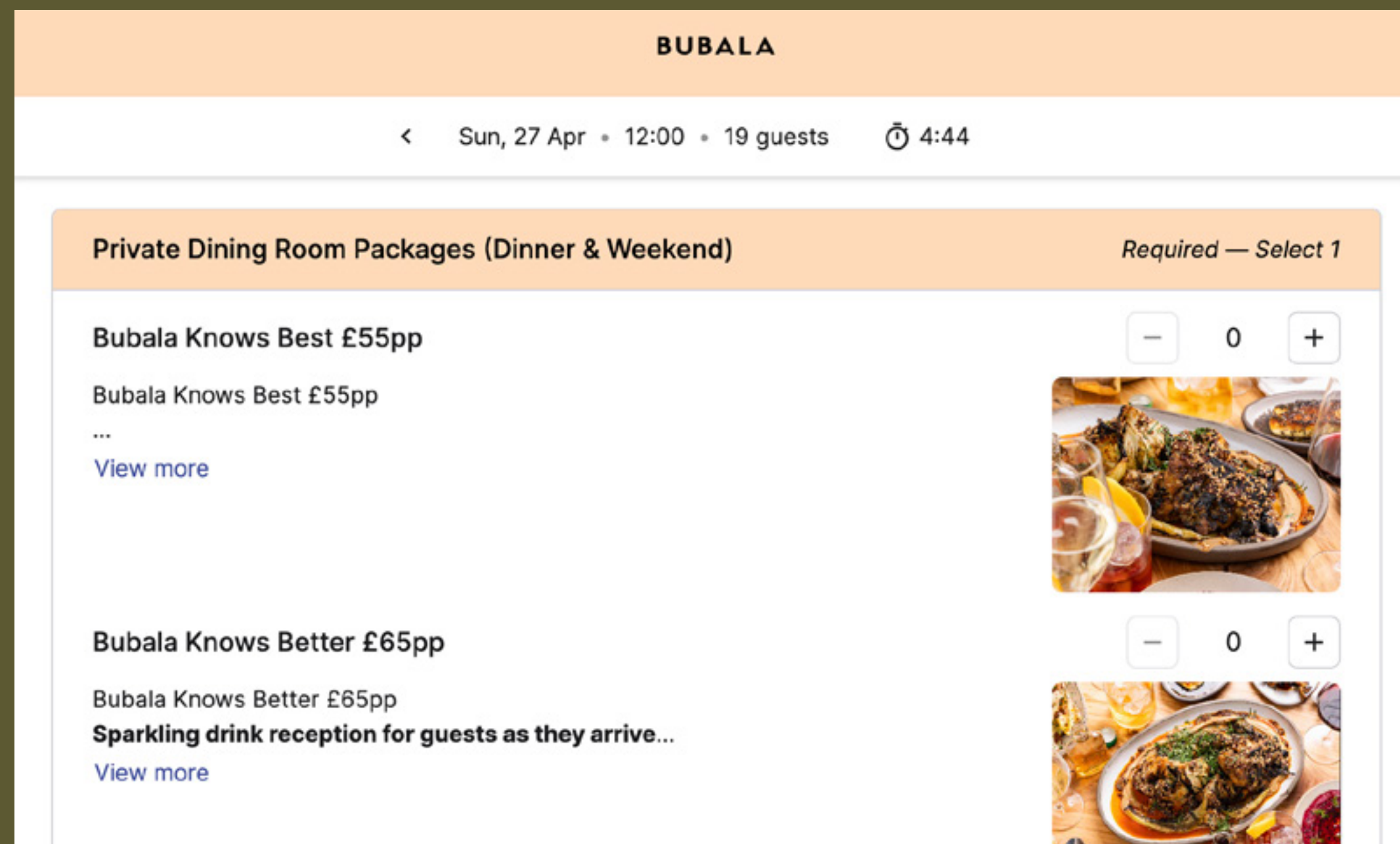
With guest profiles that build themselves and industry-proven marketing templates, SevenRooms' CRM, Marketing and Operations platform helps you personalise every guest interaction and measure the impact on your bottom line.



Leading restaurants offer experiences that draw the eye

According to consumers, the best booking experiences include knowing which seating area they're reserving, seeing photos of the dining area and being able to preorder food and drinks for a discount.

When reserving private dining at Bubala London, guests can preselect feasting packages to best suit their party's needs.



[Bubala](#)

On their reservation page, Flat Iron Square includes pictures and descriptions of their different seating areas.



[Flat Iron Square](#)



TREND #2

Personalised emails turn clicks into covers

For promotions, menu updates, special events and merch, email is still the top choice for communications. SevenRooms' data shows that personalised email marketing—delivering the right message to the right guest at the right time—drives higher engagement and revenue.



73% of consumers

prefer connecting with restaurants via email



59% open rate

Average open rate for targeted, automated emails



12X more revenue

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

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

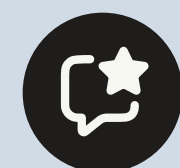
Personalised email campaigns driving the highest repeat visit rates[†]



Auto-sending the wine list before the next visit for 'Wine Spenders'



Auto-sending the current menu to first-time diners before their first visit



Tagging 5-star -feedback guests and auto-sending a thank you from GM

Top-performing email subject lines with 70%+ open rates[†]



Your pre-selected banquet menu



<name>, see you again soon?



A heartfelt thank you from us



Emails are still cool, but texts are coming in hot

Email may still be the go-to marketing channel, but text is an untapped opportunity you can't ignore—**41% of consumers prefer connecting with restaurants via text**, but less than half (45%) of operators plan 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 on the terrace
- Last call for NYE reservations



41% of consumers

prefer connecting with restaurants via text



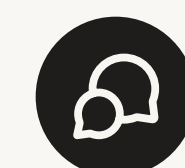
24X

Average ROI for text marketing on SevenRooms^{†2}



£1,391

Average revenue generated per text campaign on SevenRooms^{†1}



£54,128

Highest revenue generated from a single text campaign on SevenRooms^{†1}

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.

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89% of consumers

could be enticed to sign up for a restaurant marketing program

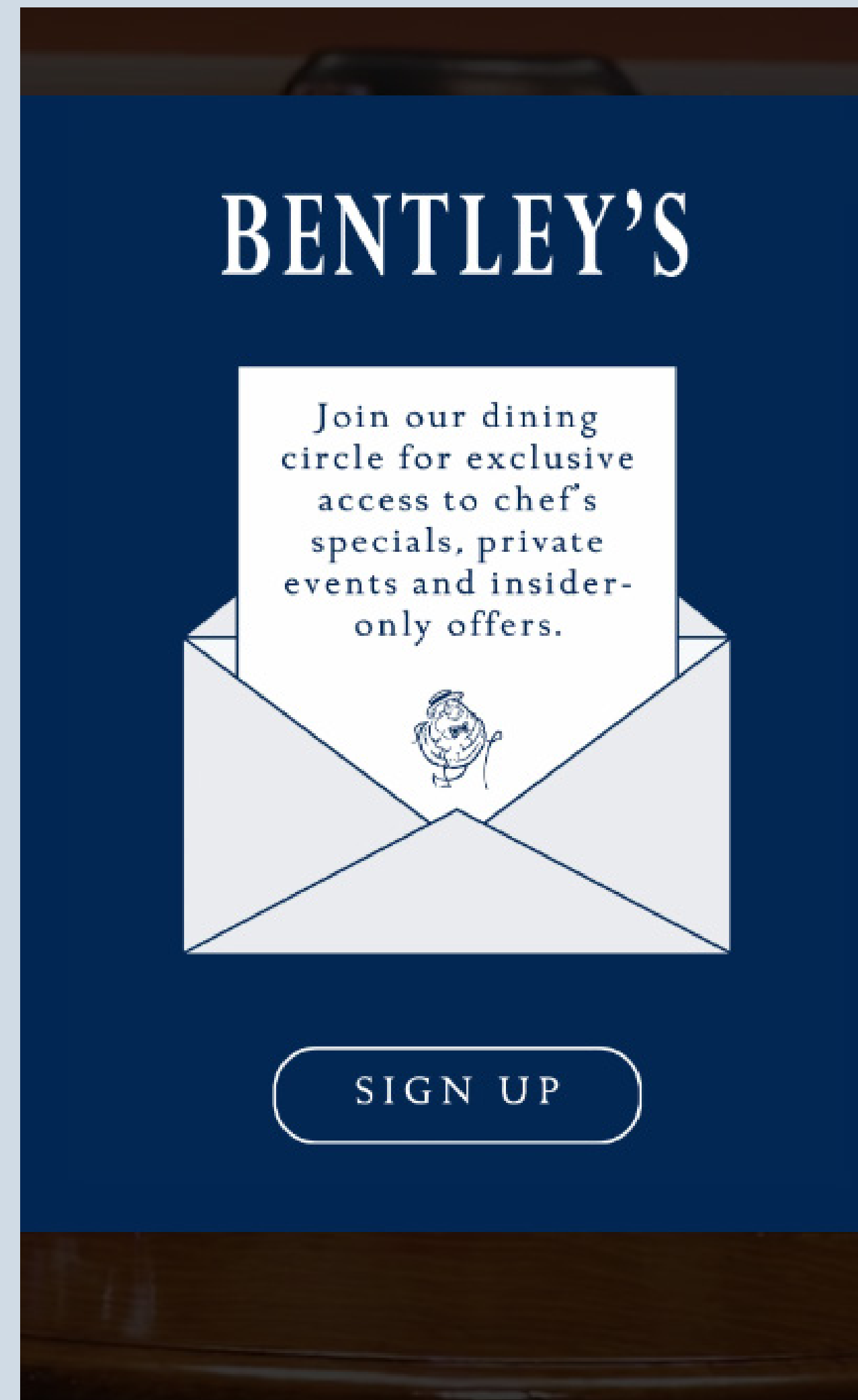


HOT TIP

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

Nearly 9 in 10 (89%) consumers are **open to signing up for restaurant marketing updates**—jumping to 98% for Gen Z. Their top incentives for joining marketing lists? Invitations to exclusive tastings, cooking classes or mixology workshops.

Women are more likely to be enticed by partnerships with local businesses offering unique perks, and men are more likely to be interested in curated dining recommendations based on their preferences.





EXPERIENCE

Brits are spending mindfully but splurging on luxe experiences

Even with economic challenges, guests are willing to pay a premium for special events and luxury experiences.





Despite economic concerns, guests still value premium dining and entertainment

Most Brits are willing to spend up to £50 per person for a meal out, and while economic concerns are present, many are still splurging on upgraded experiences when dining out.



72% of consumers

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



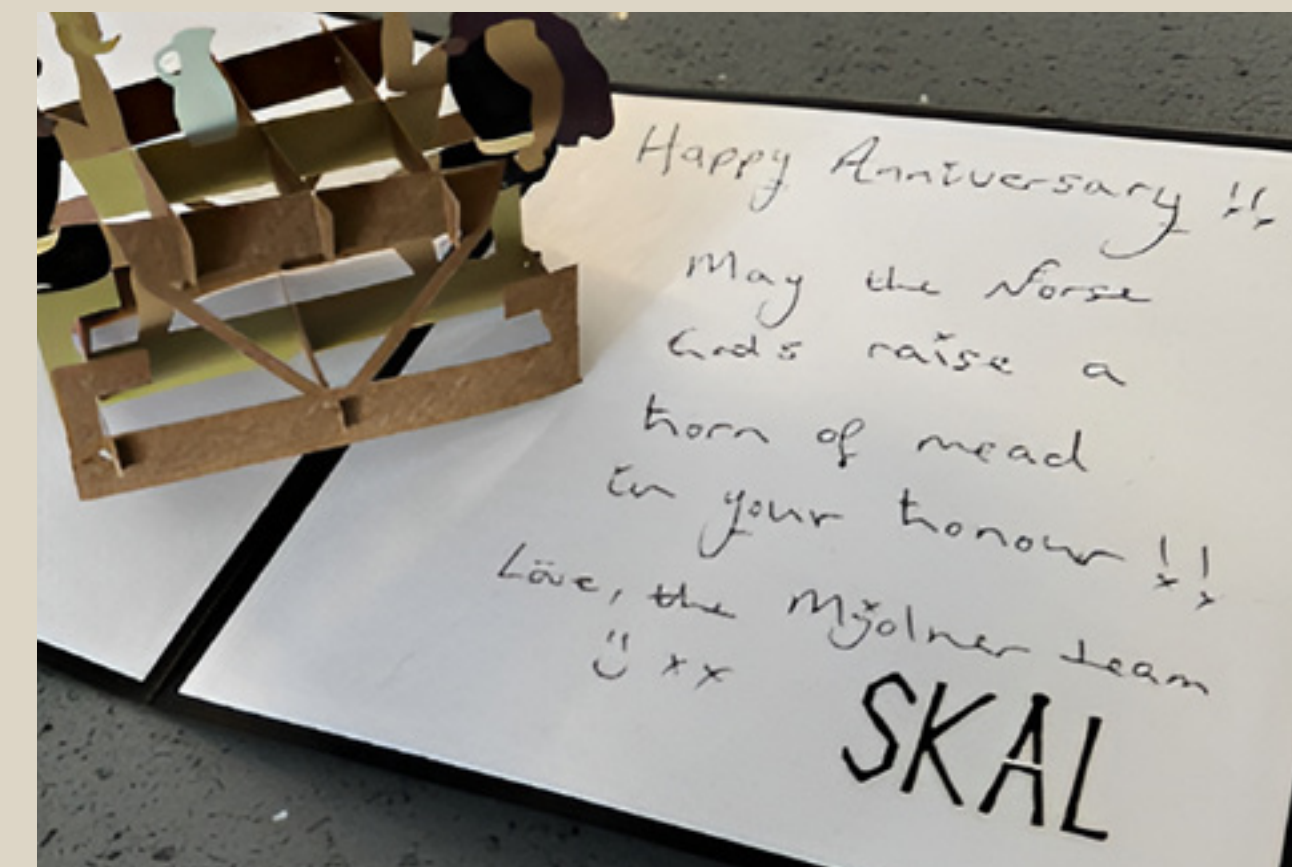
£69.8M+ in incremental revenue

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

“This thoughtful act has proven to me that not all restaurants ignore the reservation notes section. And because of this experience, I have recommended it to many friends and look forward to dining there again.”

Rachel

A guest who was pleasantly surprised by a restaurant's response to her reservation note





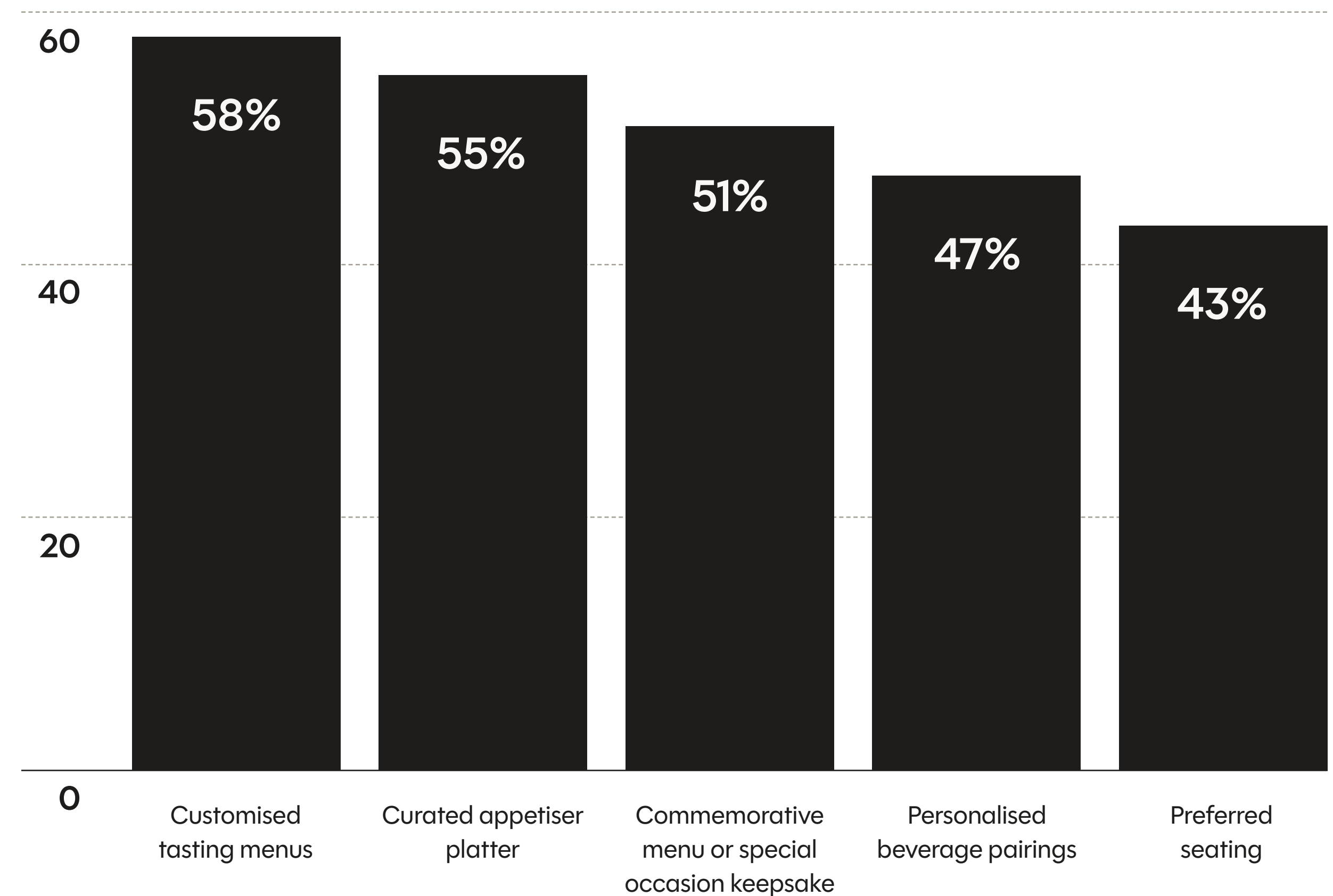
TREND #1

Diners are hungry for elevated experiences worth the splurge

UK consumers are willing to pay extra for personalised touches, like custom tasting menus and bespoke starters.

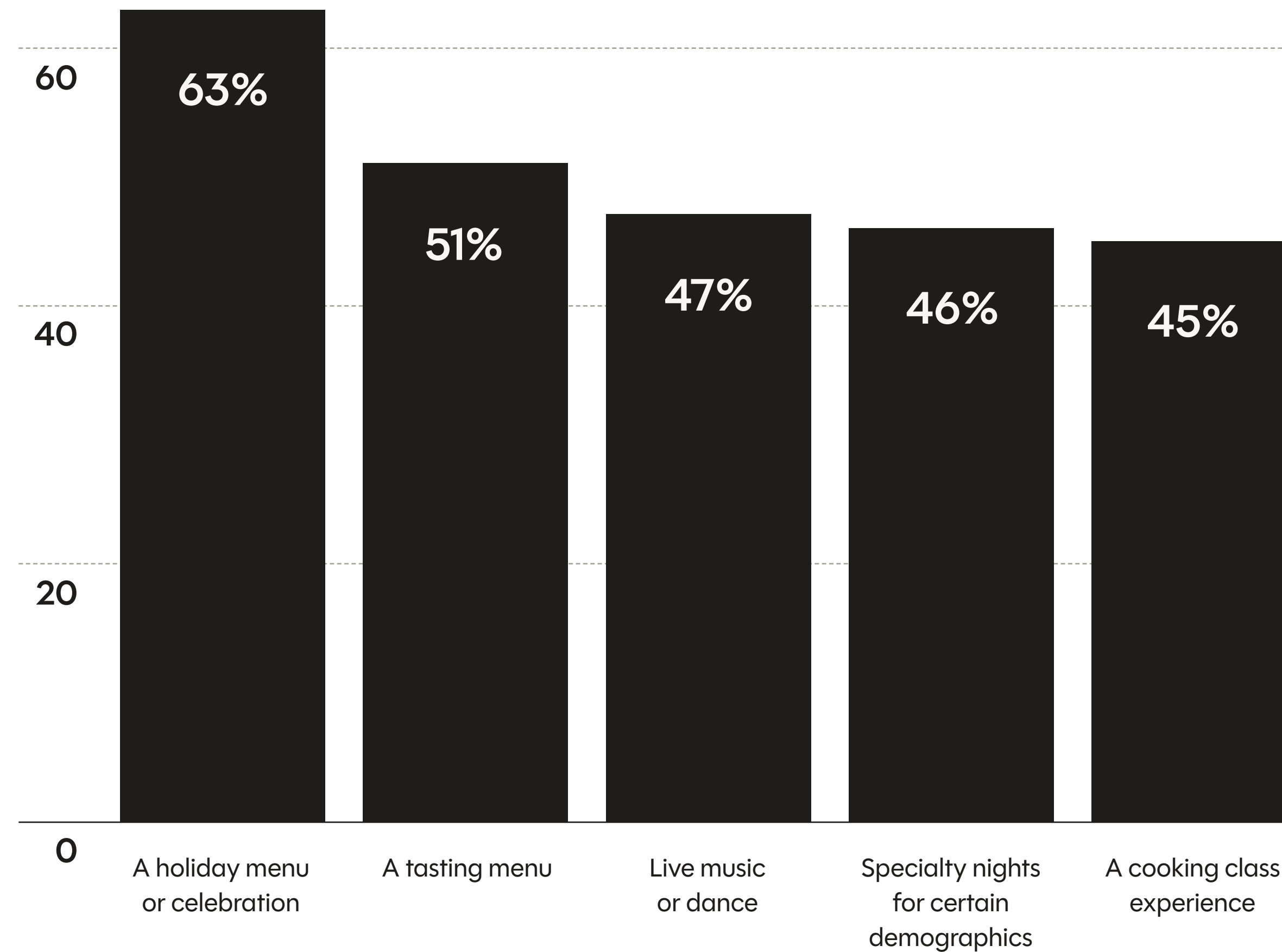
For holidays and special occasions, they'll spend even more on elevated experiences like specialised menus and keepsakes.

Personalised experiences diners are willing to pay more for



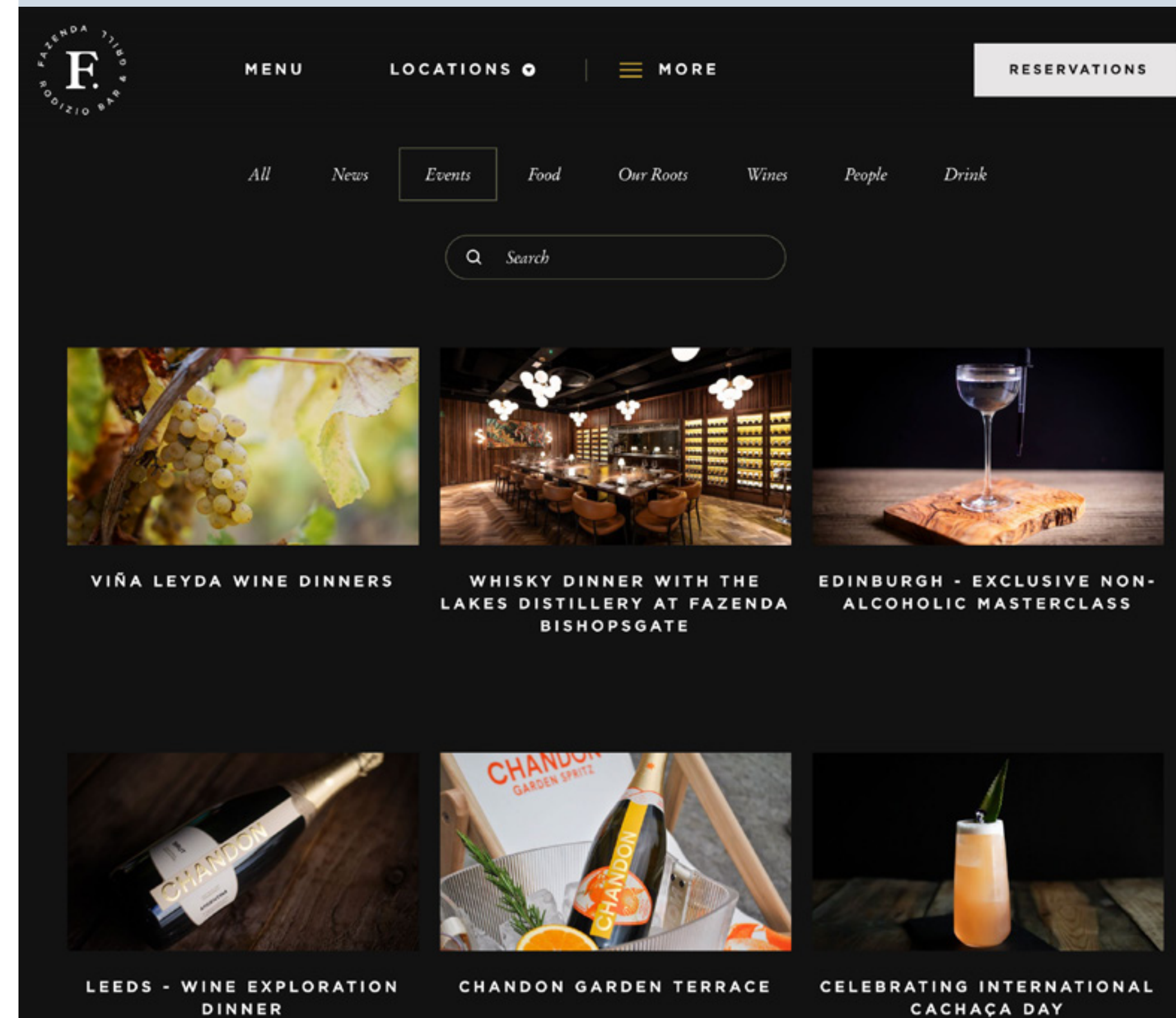


Dining experiences consumers are willing to spend more on compared to a typical meal



Fazenda highlights special events

From wine dinners to cooking classes, Fazenda promotes a variety of events to keep guests coming back.





TREND #2

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

Restaurants are finding creative ways to maximise 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.


Think about the experience holistically. For a memorable experience, guests are willing to pull out all the stops. Guests at Darwin Brasserie, for example, can upgrade to window seats to take in panoramic views of London's skyline. By switching from a first-come, first-served model to offering premium seat upgrades in the reservation process, the restaurant increased digital sales by 626% in two months.



HOT TIP
Work with what you've got

Maximise 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.

DARWIN
BRASSERIE



Guests
2

Time
All Times

Date
22 Apr

08:45 Breakfast	11:00 A La Carte
11:00 Window Table A La Carte	11:15 A La Carte
11:15 Window Table A La Carte	11:30 A La Carte
11:30 Window Table A La Carte	11:45 A La Carte
11:45 Window Table A La Carte	12:00 A La Carte
12:15 A La Carte	12:30 A La Carte
12:45 A La Carte	13:15 A La Carte



Types of experiences at SevenRooms venues with the highest price points



Scenic views



Themed or seasonal dinners



Holiday celebrations, like New Year's Eve parties

Most popular upgrades for SevenRooms venues beyond the dining experience



Traditional afternoon tea



Birthday gift bags



Seasonal bouquets from a local florist

“With food and beverage, there’s always a margin, but with the window seat charge, every pound goes straight to the bottom line.”

Giovanni Abbattista

General Manager, Darwin Brasserie



DARWIN
BRASSERIE



TREND #3

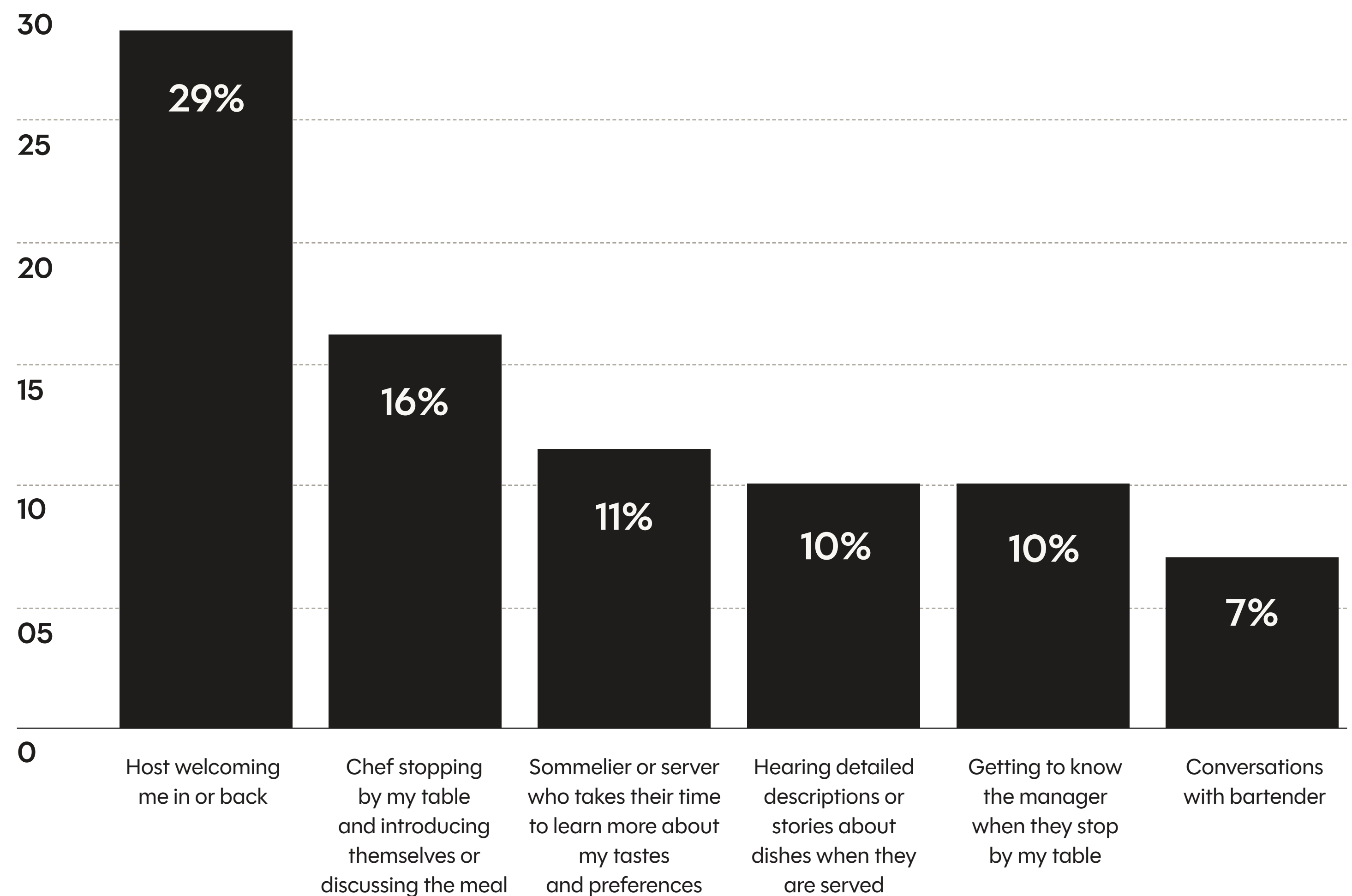
Don't overlook the impact of 'back-to-basics' hospitality

The most valued staff interaction by guests at a restaurant? **Saying *welcome back*.**

Simple measures like a host welcoming guests back or the chef stopping by a table go a long way with diners, driving them to recommend restaurants to their networks and return for future visits.

84% of Brits value personal interactions with the staff, but a third of operators said they struggle to personalise 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.



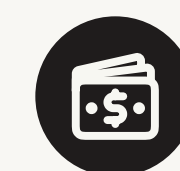


Restaurants are selling more than meals, they're selling a lifestyle

Consumers in the UK want to stay connected to their favourite 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.

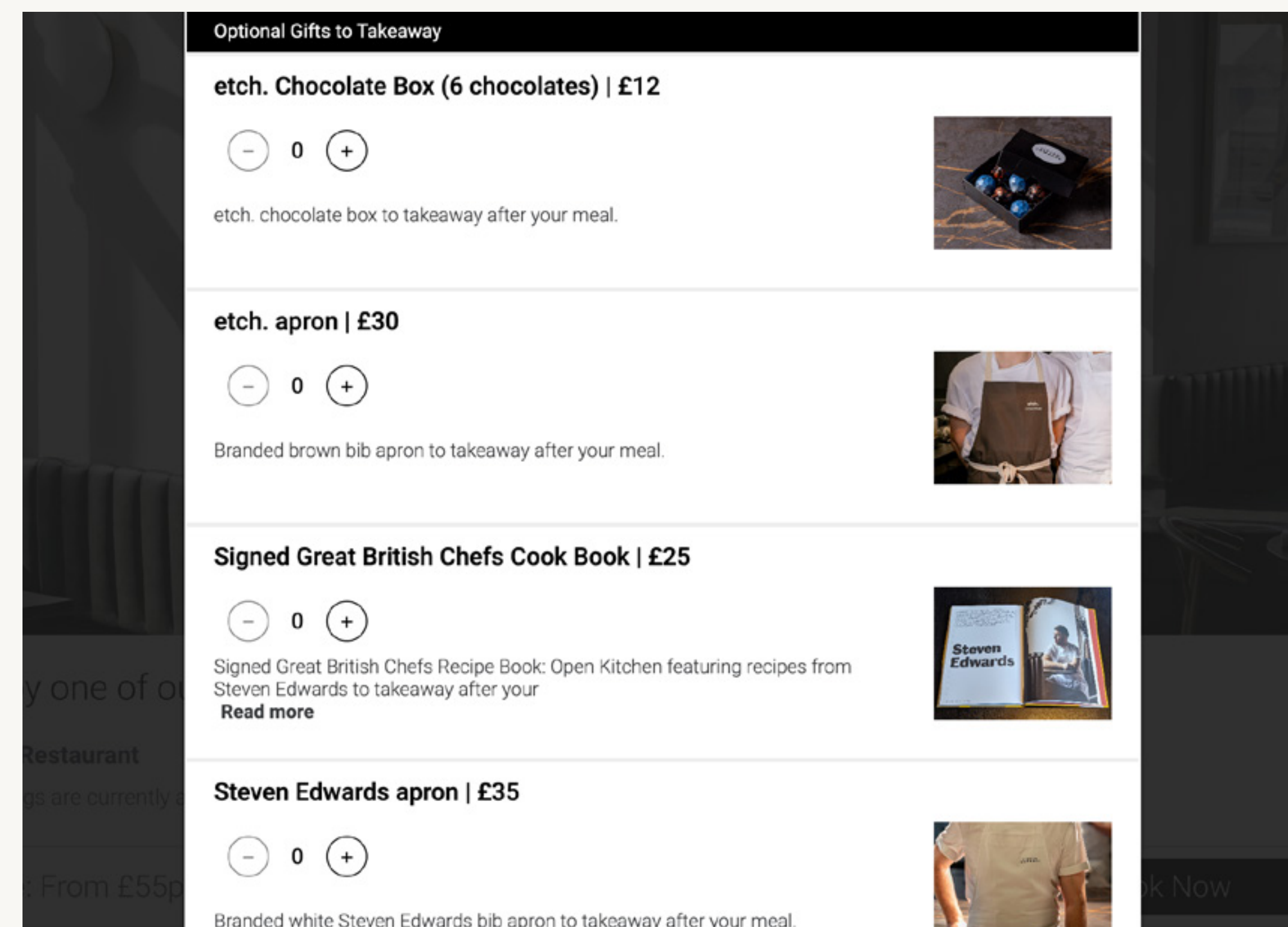
Restaurant merch and gifts serve as built-in brand awareness tools, turning loyal guests into ambassadors and amplifying word-of-mouth recommendations—a critical strategy for any restaurant marketer.

At the same time, **personalisation 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.



77% of consumers

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



Unique add-ons at etch. include a box of chocolates, aprons and a cookbook.



TREND #1

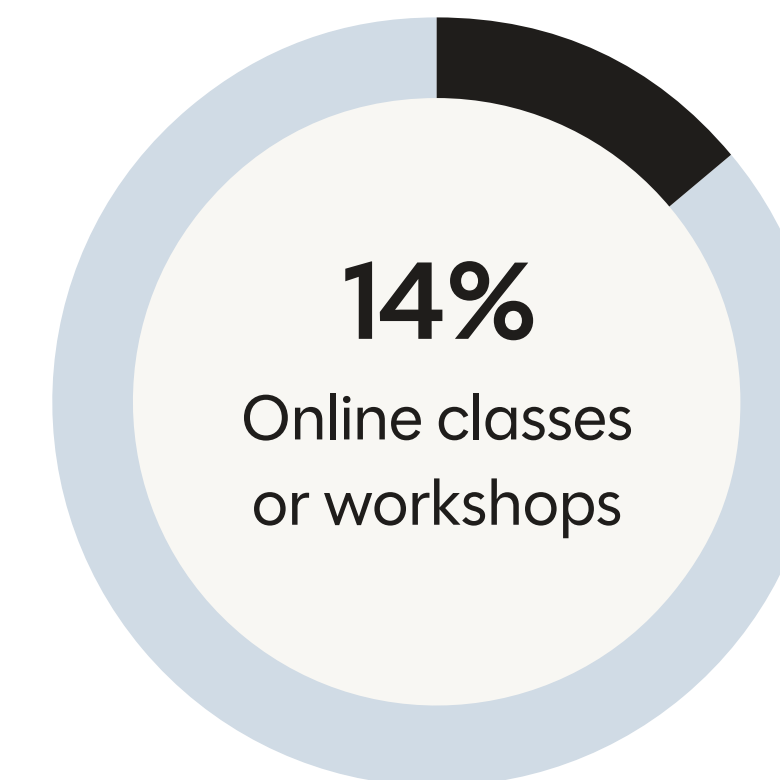
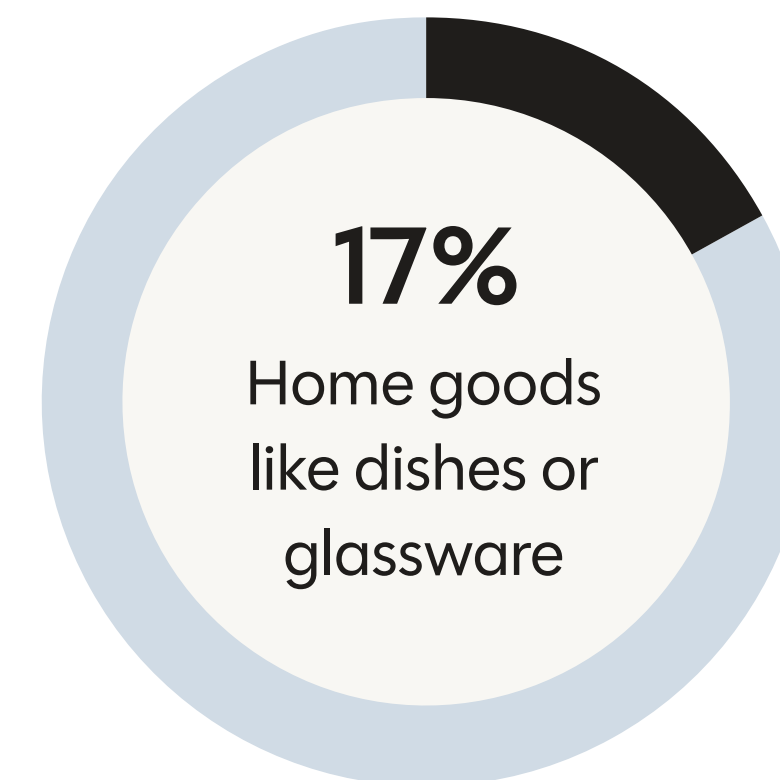
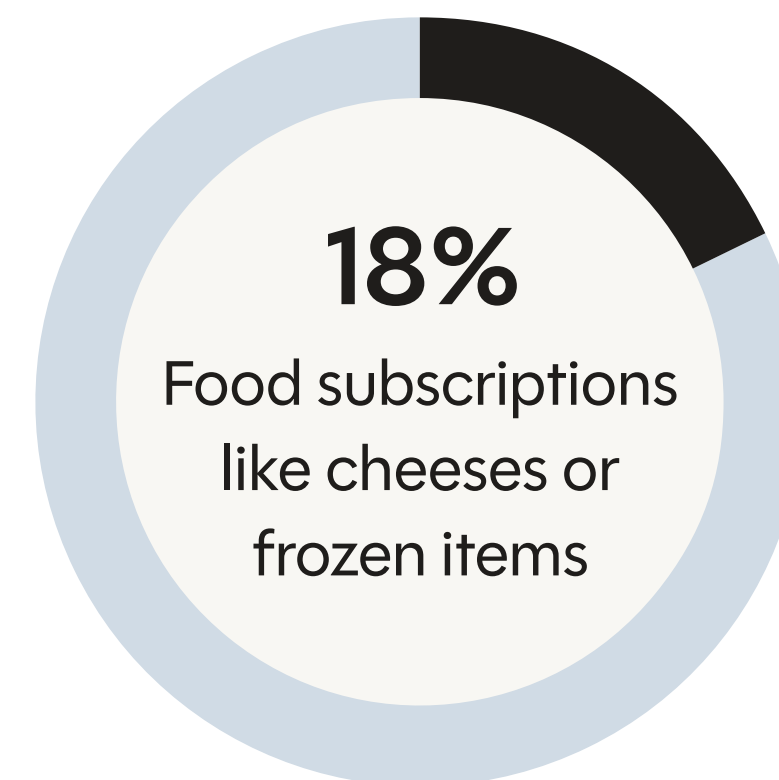
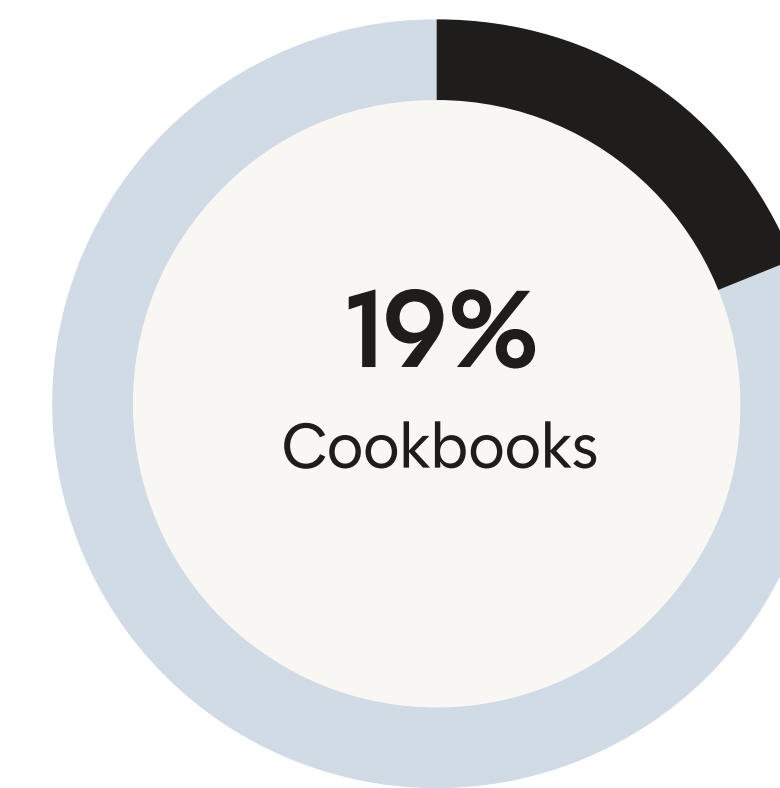
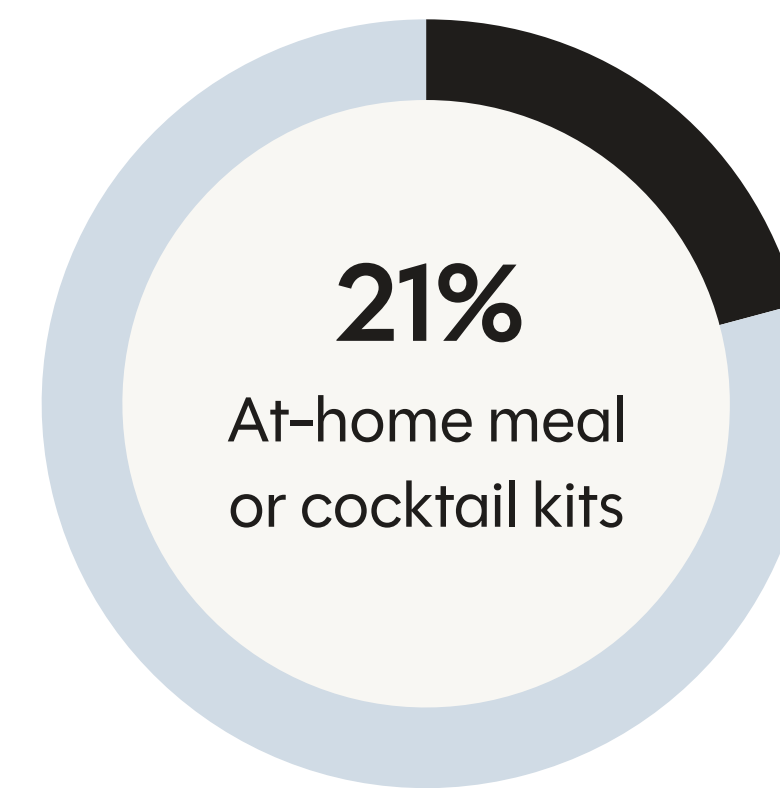
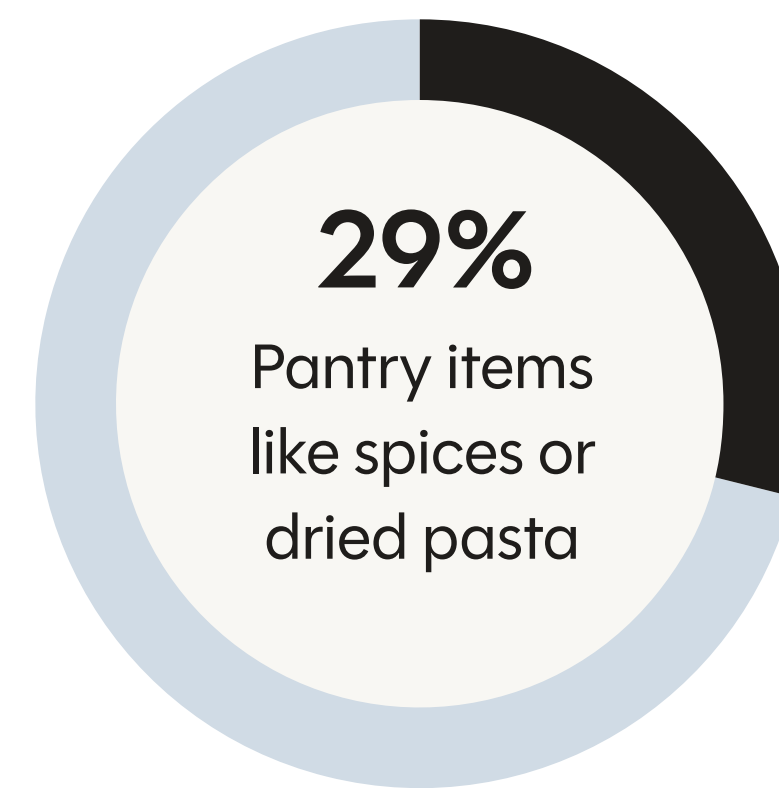
Move over, gift cards! Brits are hungry for more diverse offerings

Today's diners want more than just a meal—they want a piece of your brand. From cookbooks to wearables, restaurant-driven retail is on the rise.

Women are generally more interested in buying additional items from a restaurant, with food items for one-time purchase (e.g., pantry items) being the most popular option for both men and women.

Don't miss the opportunity to expand beyond the dining room and give guests new ways to show their love.

Products consumers would buy from restaurants





TREND #2

Asking diners for data and deposits isn't a deal breaker

Our research shows that guests are not only willing to share their information with restaurants but are also open to opting into marketing, making the reservation process a key opportunity to encourage opt-ins.

At the same time, providing credit card details to secure a table or join a waitlist has become standard practice, and many diners are comfortable paying reservation deposits. Only 19% of British consumers have recently been deterred by being asked to provide credit card details in case of no-shows.

42% of SevenRooms venues in the UK charge cancellation fees. On average, these fees are around £38. These strategies help secure bookings and reduce last-minute cancellations.

What deters Brits from making a restaurant reservation?



- ☐ I agree to the Cancellation Policy ①
- ☐ I agree to the venue's required policy ①
- ☐ I certify I am above the age of 18
- ☒ Receive news and offers via email for Five Figs
- ☒ Receive news and offers via email for all our locations
- ☒ I agree to receive automated text messages, such as reservation reminders, at the phone number provided

Submit

By clicking "submit" you agree to SevenRooms' [Terms of Service](#) and [GDPR Policy](#)

For SMS, reply STOP to unsubscribe. Reply HELP for help. Message frequency varies. Message & Data rates may apply



TREND #3

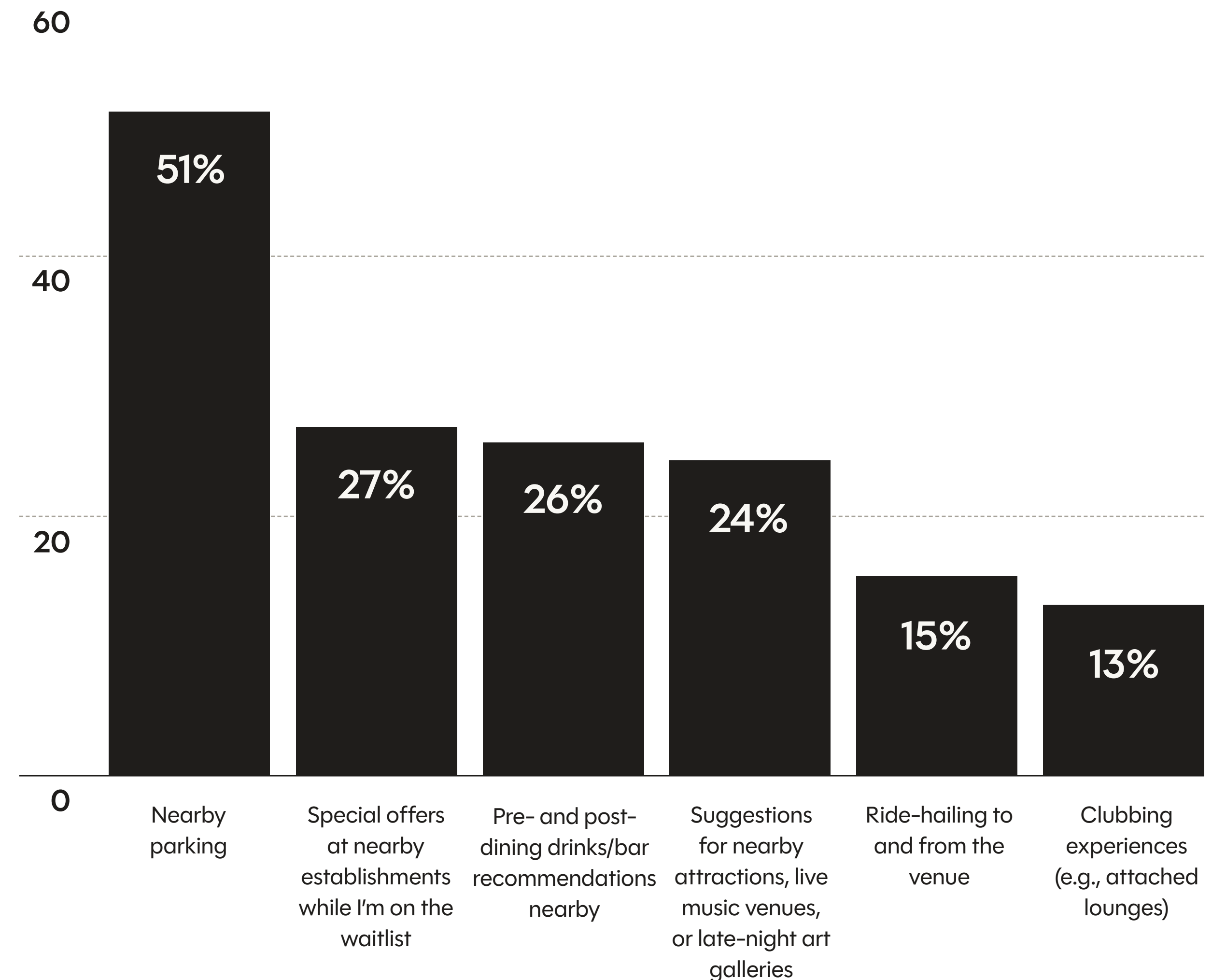
The rise of concierge hospitality in restaurants

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

Try partnering with nearby venues and offering thoughtful recommendations as a way to grow within your local community.

And consider your audience—**Gen Zers** are more likely than other generations to prefer special offers at nearby establishments while they're on the waitlist.

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





BRAND

A strong brand flavour 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

Brand trust and connection significantly influence purchasing decisions among UK consumers. To stay relevant and build loyalty, restaurants must continuously analyse customer behaviour, sentiment and interests, refining their brand to attract the right guests.

Fazenda uses guest data in the SevenRooms CRM linked with their point-of-sale (POS) system to better understand guests and personalise customer experiences. They also use automated guest feedback surveys to keep a finger on the pulse of guest sentiment.

“SevenRooms’ [CRM] gave us the ability to harness guest data and leverage it to personalise the guest experience in a way that was in line with our business goals. It’s a more modern solution that can change and evolve with us.”

Natalia Andrade

Head of Marketing, Fazenda

F A Z E N D A
RODIZIO BAR & GRILL



TREND #1

Restaurants are over-reliant on reviews and dining room observations

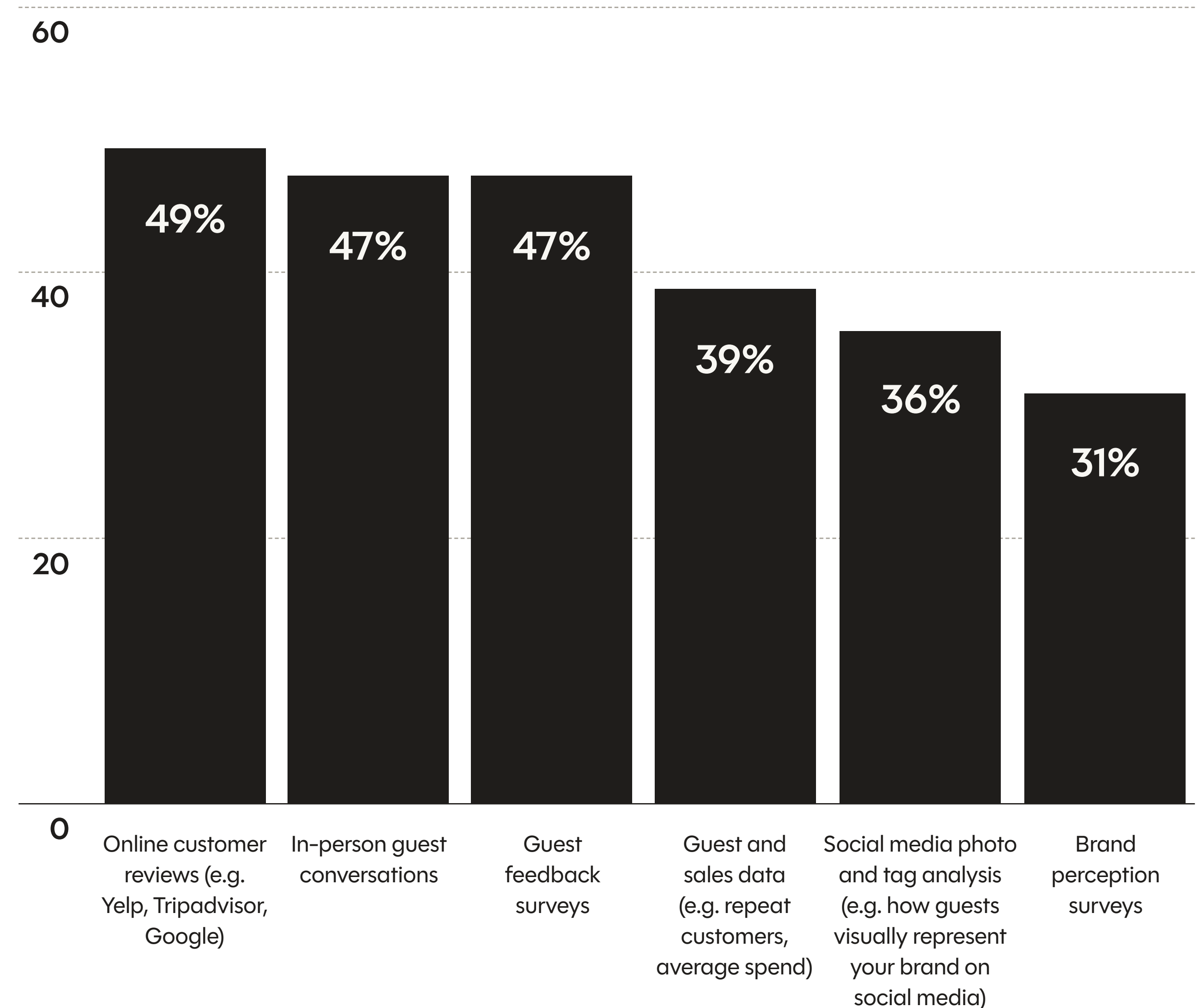
Operators are over-reliant on online reviews (49%) and in-person guest conversations (47%) for evaluating guests' perception of their brand. While 38% are using online reviews to determine who their ideal guest is.

Reviews can be skewed or fake, and dining room observations often only represent a sample of your audience.

Smart tools like automated reputation management help restaurants proactively collect guest feedback, helping them understand guest sentiment in their dining rooms to inform and enhance dining experiences.

This feedback is then combined with guest 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 organisation evaluate your guests' perception of your brand?





TREND #2

Hospitality keeps guests coming back

Hospitality and service (51%) is the main way that UK consumers connect with a restaurant, followed by design aesthetic and atmosphere (36%).

Good service and thoughtful touches are a necessity, and a strong, on-brand aesthetic isn't just social media bait—it enhances the in-service experience and increases retention.

Mr Foggs shows off the beautiful brand aesthetics and bespoke interiors at each of their locations.



[Mr Foggs](#)



LABOUR

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

Hospitality operating expenses have skyrocketed in recent years, and average prices are up as much as 26% at some restaurants. Increases to employer National Insurance Contributions (NICs) and wages have majorly impacted hospitality businesses, forcing many restaurants to seek ways to reduce labour costs.

AI offers a lifeline, helping operators streamline manual tasks, cut costs and optimise efficiency in an era of rising expenses and shrinking margins.



74%
of operators

are already using AI



99%
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.

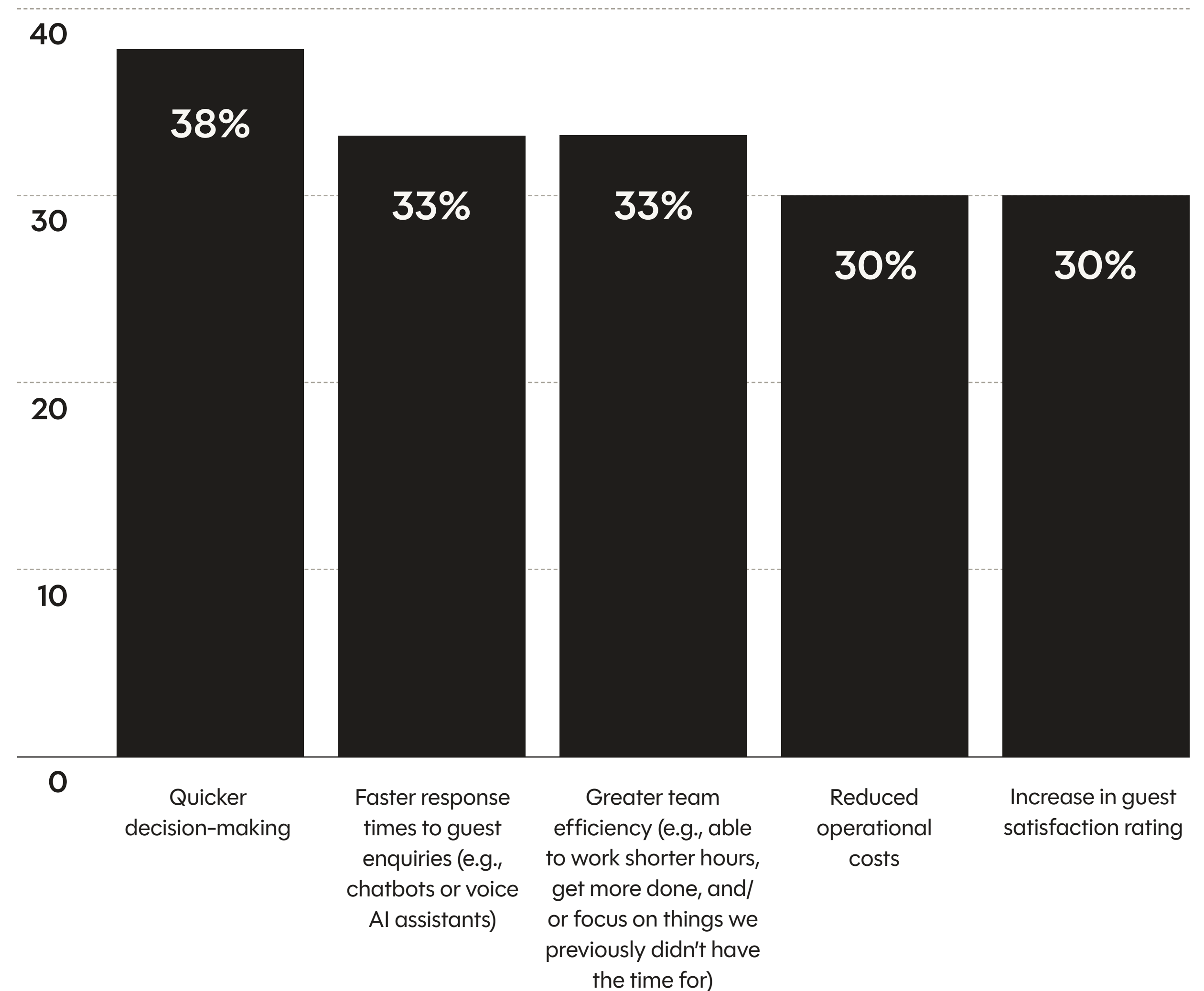


TREND #1

The data's in— AI improves decision-making and team efficiency

By speeding up decision-making and response times to guest enquiries as well as 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 organisation already seen from using AI?





AI speeds up review management and customer service workflows

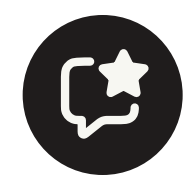
According to SevenRooms operator data, restaurants using [SevenRooms AI solutions](#) respond to guests faster.



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*

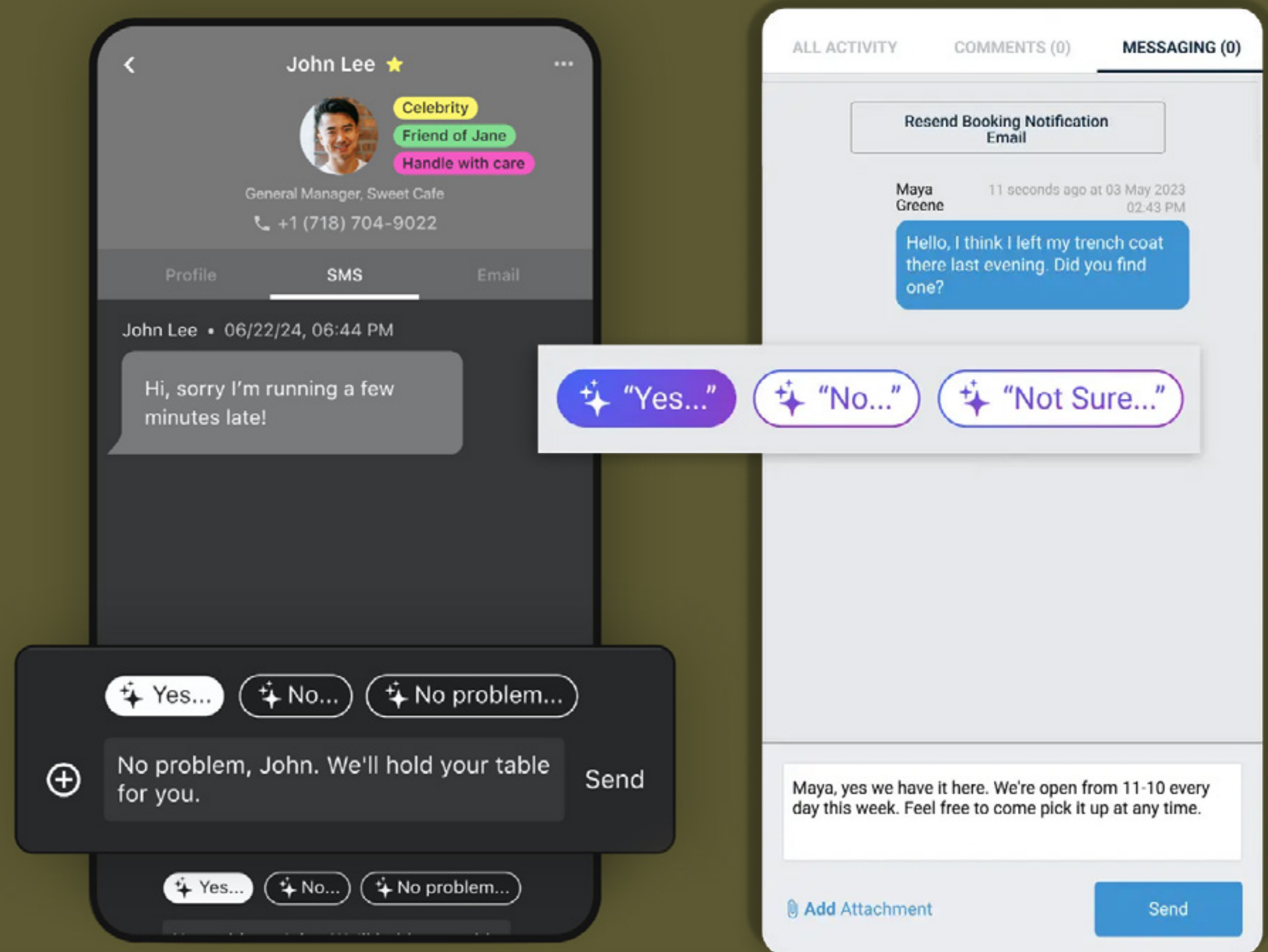
February 2024 - November 2024



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



43% of operators

use AI for data analytics



41% of operators

use AI in marketing



33% of operators

use AI in customer service

**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

Booking or modifying a reservation for them over email

38%

Communication to the restaurant that they're running late and ensuring they don't lose their table

35%

Booking or modifying a reservation for them over web chat or text message

34%

Booking or modifying a reservation for them over the phone

28%

Conveying reservation needs (e.g., dietaries, accessibility needs, highchairs, etc.)

25%

Processing payment-related requests for them (e.g., I'd like to purchase a celebration cake for my reservation)

24%

0 10 20 30 40

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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

UNITED KINGDOM CONSUMERS

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

UNITED KINGDOM OPERATORS

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

SEVENROOMS PLATFORM DATA

Anonymised internal data representative of the United Kingdom 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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