



SEVENROOMS

2023 Dining Discovery & Booking Report

A look at how today's guests discover new restaurants & book reservations



Foreword

Coming out of the pandemic, operators are navigating an entirely new landscape which includes how diners are discovering and booking reservations. In this new world three things are clear: being everywhere diners are online is table stakes, diners prefer to book directly as opposed to using a third-party app, and while third-party apps are still important, Google is quickly becoming one of the preferred destinations for diners when they don't go directly to the restaurant.

In our latest report, the **2023 Dining Discovery & Booking Report**, we uncovered how guests are discovering and booking restaurant reservations, as well as the fact that consumers are shifting away from third-party channels towards booking direct.

As the expectation for incredible experiences grows, third-party reservation platforms are losing market share as diners prefer to book directly with restaurants to ensure they get the best experience.

SevenRooms has always been dedicated and focused on empowering operators with tools for success. Our omnichannel approach, enabling restaurants to meet guests wherever they are, whether through global discovery and booking channels or a restaurant's own website, helps operators adapt to new consumer behaviors without limitations to their businesses.

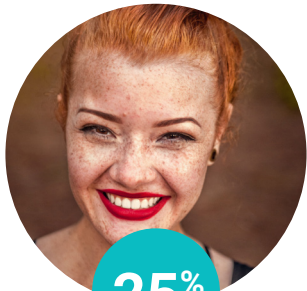


Joel Montaniel

CEO and Co-founder of SevenRooms

Americans' expectations around dining out have shifted dramatically, and the old way of discovering new restaurants and making reservations has also shifted. With that, new consumer trends are emerging.

But, before jumping into these trends, it's important to determine who the current restaurant guest is and how they define themselves. **Let's look at these diners.**



25%

Spontaneous Diner

Someone who dines out frequently, but rarely books ahead. Their mood, along with the sounds, smells and ambience emitted from a venue, guides their decision. Walk-ins dominate this diner.



21%

Homebody Diner

Someone who doesn't dine out frequently, but often orders online to enjoy their favorite dishes and delicacies from the comfort of their sofa.



19%

Special Occasion Diner

Someone who goes out to restaurants largely for special occasions and spends ample time researching which venue (and menu) is the perfect fit for the outing.



16%

Less is More Diner

Someone who has a small handful of go-to venues, and rarely deviates from them. Once loyalty is established, it's difficult to lose.

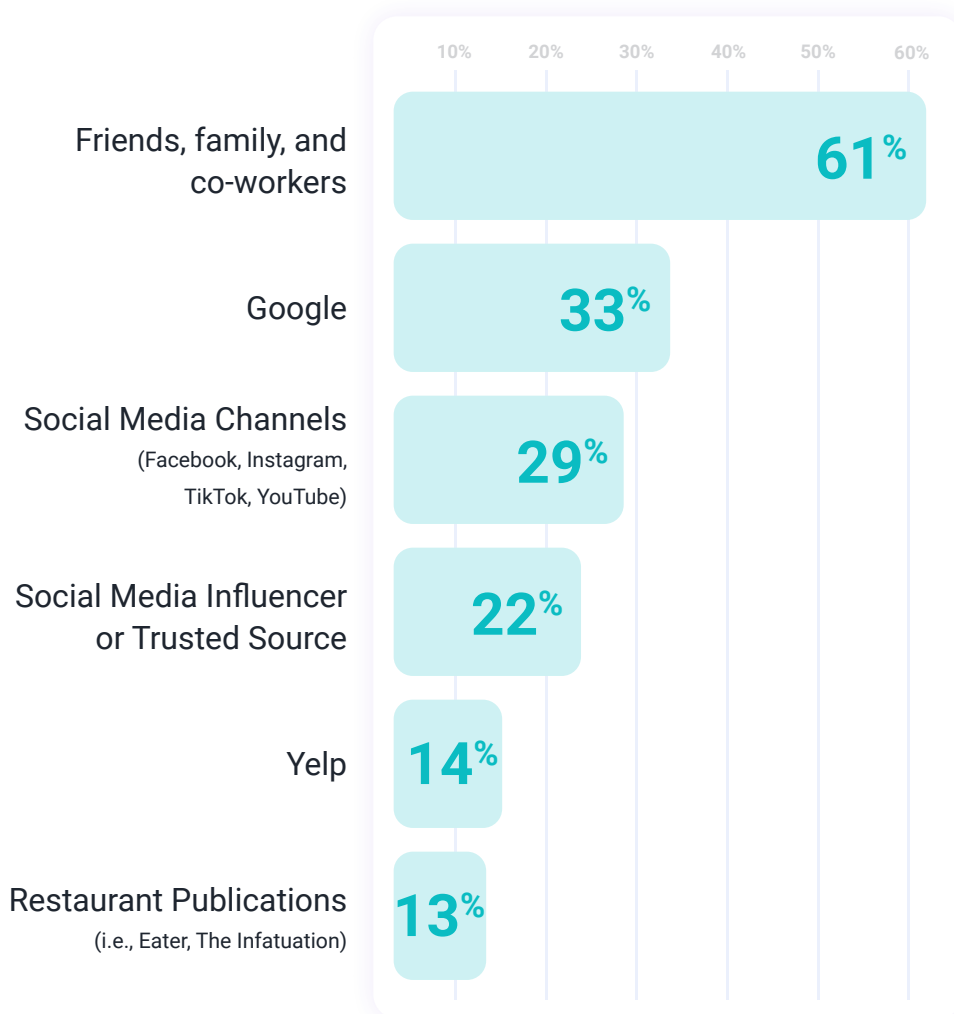


8%

Influencer Diner

Someone who believes that there is no such thing as too much choice. They dine out often and keep things fresh by checking out the newest, most exciting spots, and book ahead to avoid disappointment.

Now that we've established who these diners are, it's important to look at how they are discovering their next favorite spot – and there's no longer just one way to do this. **Today's diners are using:**



Only a small percentage use third-party platforms such as OpenTable (9%) and Resy (3%) to discover new restaurants.

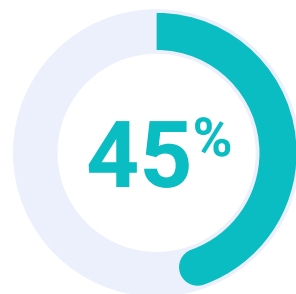
This proves that today's diners aren't taking restaurants at face-value, and the bare minimum won't get them to come back. To create a loyal guest, operators must prioritize providing incredible experiences, personalized touches from start to finish, and so much more.

The way to do this? **Enabling diners to book direct.**

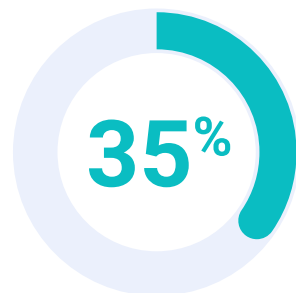
It is critical for operators to own their data to create a relationship with each guest based on preferences, past visits and upcoming special occasions noted when booking direct. By doing so, operators can be more proactive with their guests, personalize dining experiences and use the data they collect to curate experiences that will ultimately drive more revenue.

According to the data, diners are willing to take the extra step to book direct to make sure they have an excellent experience.

So much so that:



will **call the restaurant directly** to book a reservation



will book through the **restaurant's website**



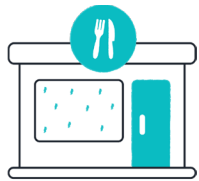
29% of diners also say that they **receive better experiences** at the restaurant when they book direct. **27%** feel restaurants **prioritize their reservation** when doing so.

In the same vein, diners are also realizing that third-party platforms are not actually in the best interest of the restaurant, and in some ways could be taking more from the restaurant than they are providing.



61%

believe that making reservations directly with the restaurant, rather than with a third-party reservation platform, is better for the restaurant



29%

want to do all they can to **directly support restaurants**



17%

noted that third-party reservation platforms **charge too much in fees to the restaurant** and guests don't want the restaurant to incur that cost

As American diner expectations continue to evolve and new discovery channels gain the mindshare of consumers, restaurants must do even more to cultivate a loyal guest to capture their hard-won dollars.

The way forward for the industry is to embrace this change, embracing new ways of connecting the dots and providing an incredible guest journey from start to finish.





About SevenRooms

SevenRooms is a guest experience and retention platform that helps hospitality operators create exceptional experiences that drive revenue and repeat business. Trusted by thousands of hospitality operators around the world, SevenRooms powers tens of millions of guest experiences each month across both on- and off-premises. From neighborhood restaurants and bars to international, multi-concept hospitality groups, SevenRooms is transforming the industry by empowering operators to take back control of their businesses to build direct guest relationships, deliver exceptional experiences and drive more visits and orders, more often. The full suite of products includes reservation, waitlist and table management, online ordering, mobile order & pay, review aggregation, email marketing and marketing automation.

Founded in 2011 and venture-backed by Amazon, Comcast Ventures, PSG and Highgate Ventures, SevenRooms has dining, hotel F&B, nightlife and entertainment clients globally, including: MGM Resorts International, Mandarin Oriental Hotel Group, The Cosmopolitan of Las Vegas, Wynn Resorts, Jumeirah Group, Hard Rock Hotels & Resorts, Wolfgang Puck, Michael Mina, Bloomin' Brands, Giordano's, Australian Venue Company, Altamarea Group, AELTC, The Wolseley Hospitality Group, Dishoom, Live Nation and Topgolf.

www.sevenrooms.com