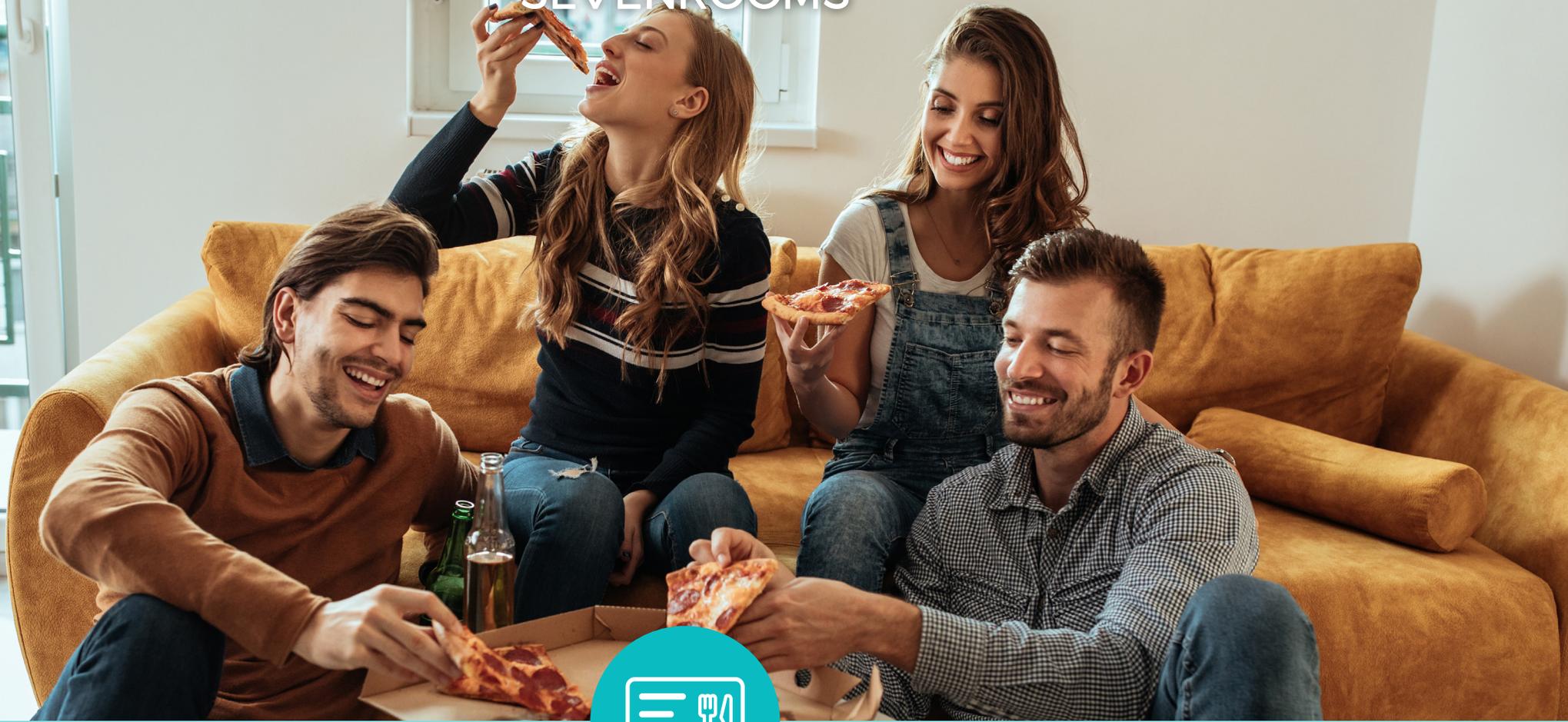


SEVENROOMS



AUSTRALIA HOSPITALITY OUTLOOK:

Online Ordering 'Support Local'



FOREWORD



Paul Hadida

General Manager, Australia at SevenRooms

Third-party platforms such as Uber Eats, Menulog and Deliveroo dominate the online ordering landscape. However, many Australians believe third-party commission fees are too high and have a desire to provide more direct support for restaurants.

The 'Support Local' sentiment in Australia is powerful. Today, it extends not just to who Australians interact with and the brands they support, but how they choose to engage with restaurants as well. With this in mind, operators should seek to optimise their online presence to enable greater data capture that can be used to foster deeper customer relationships.

The pandemic has shown the value and importance of establishing and building direct relationships with customers. It's evident that Australian consumers are looking for more out of the relationships with restaurants, and a direct, data-driven strategy is the first step in making this a reality.

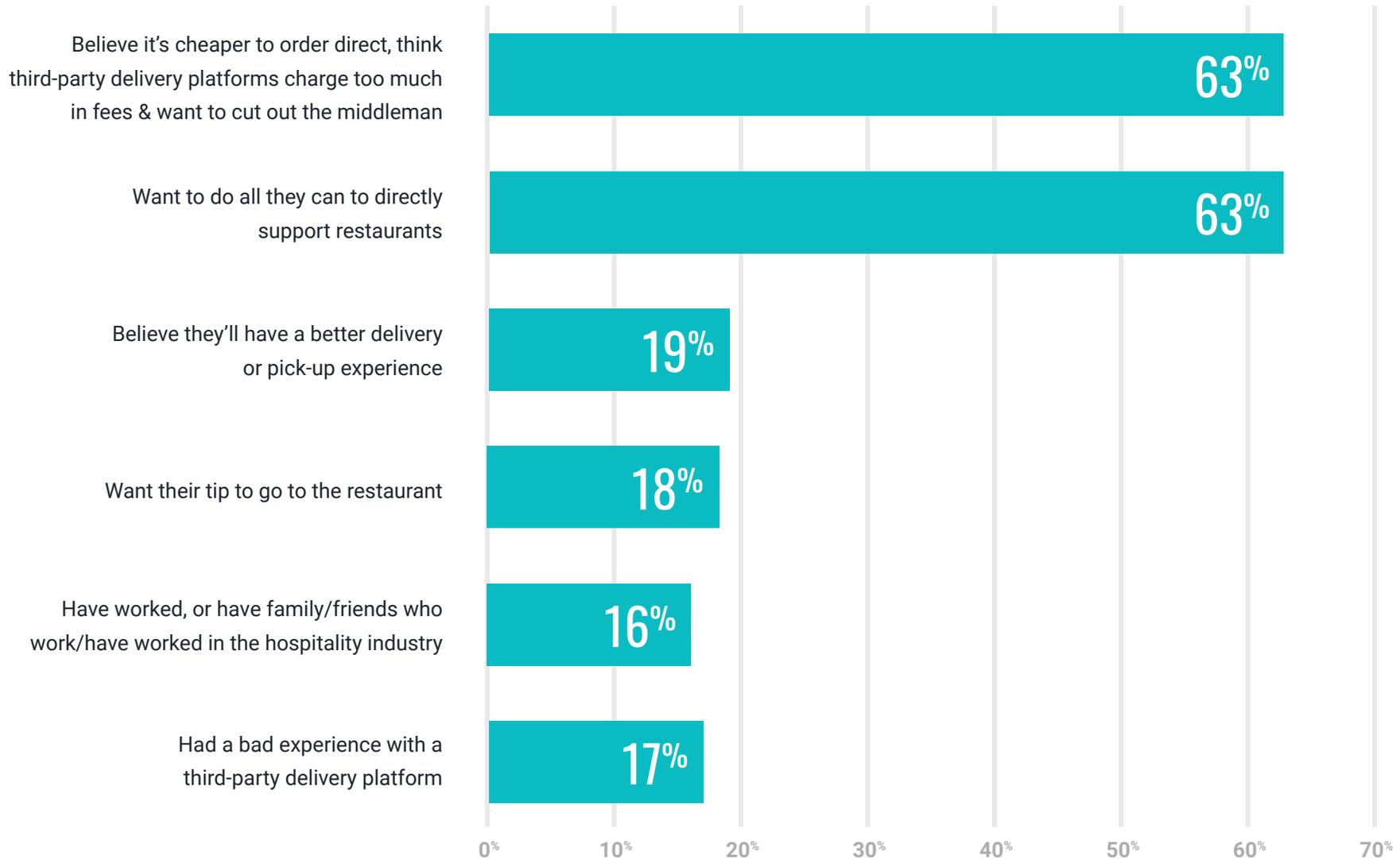


63% of Australian respondents said they want to do all they can to directly support local restaurants



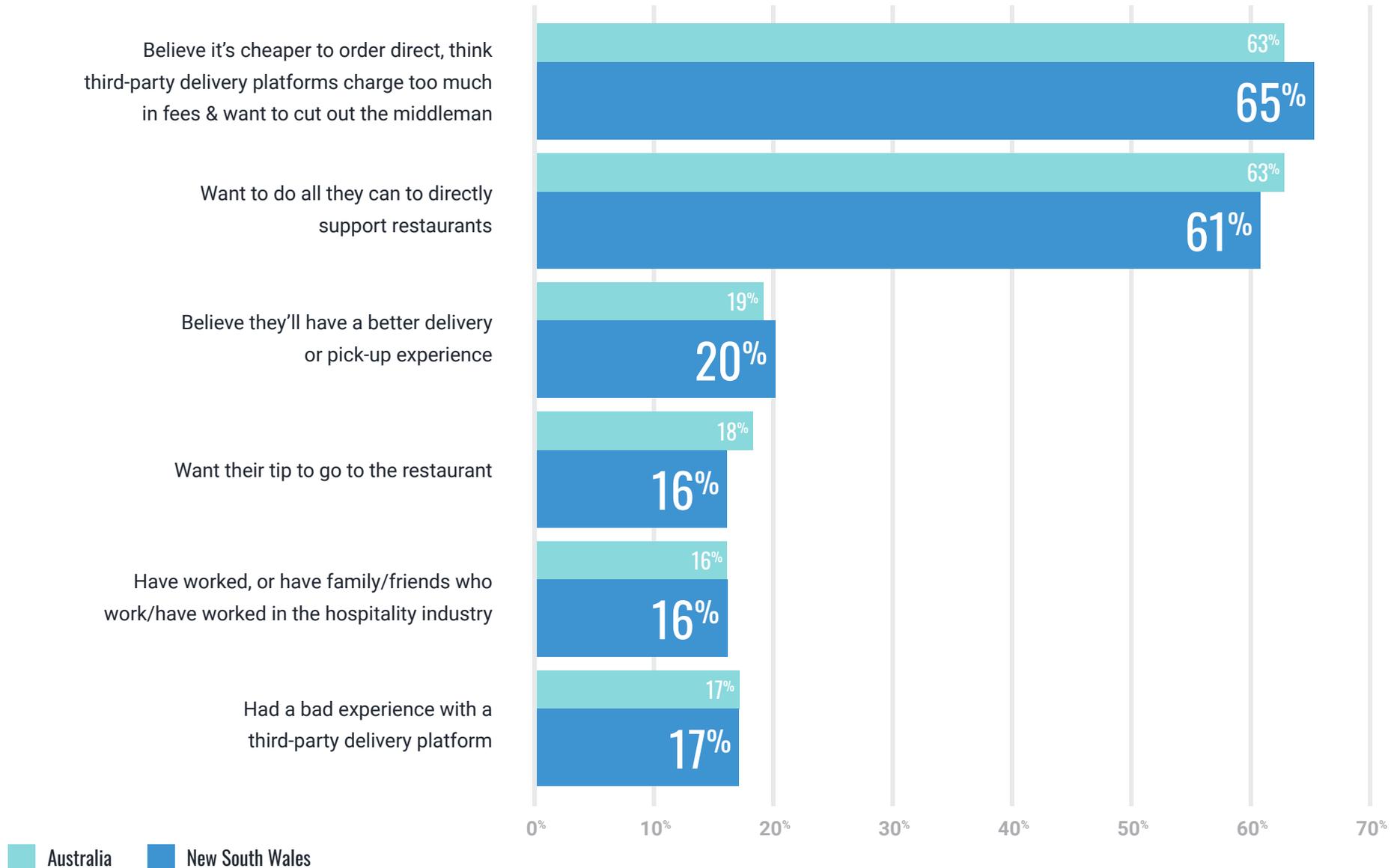


Why order online directly from a restaurant?



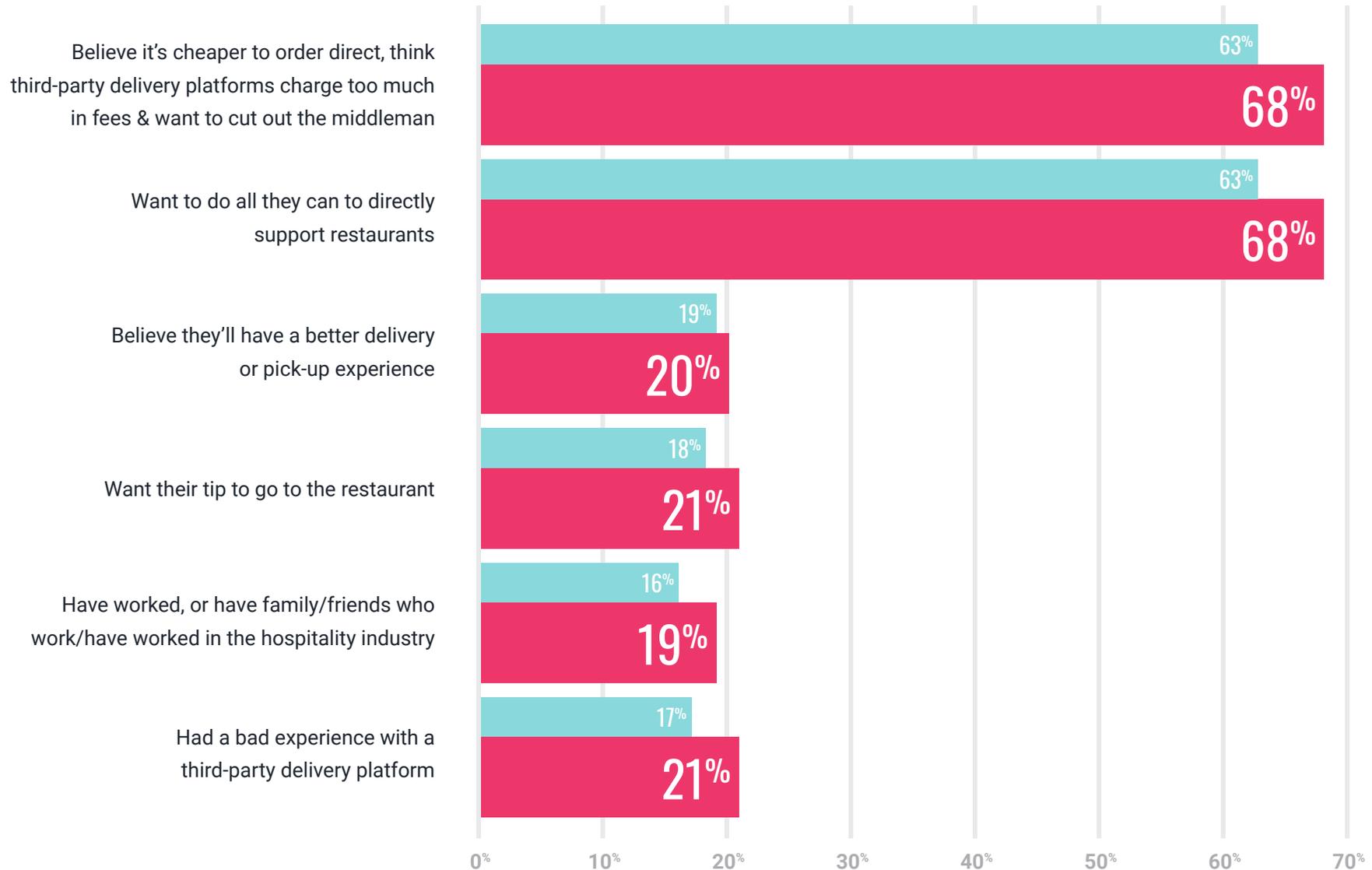


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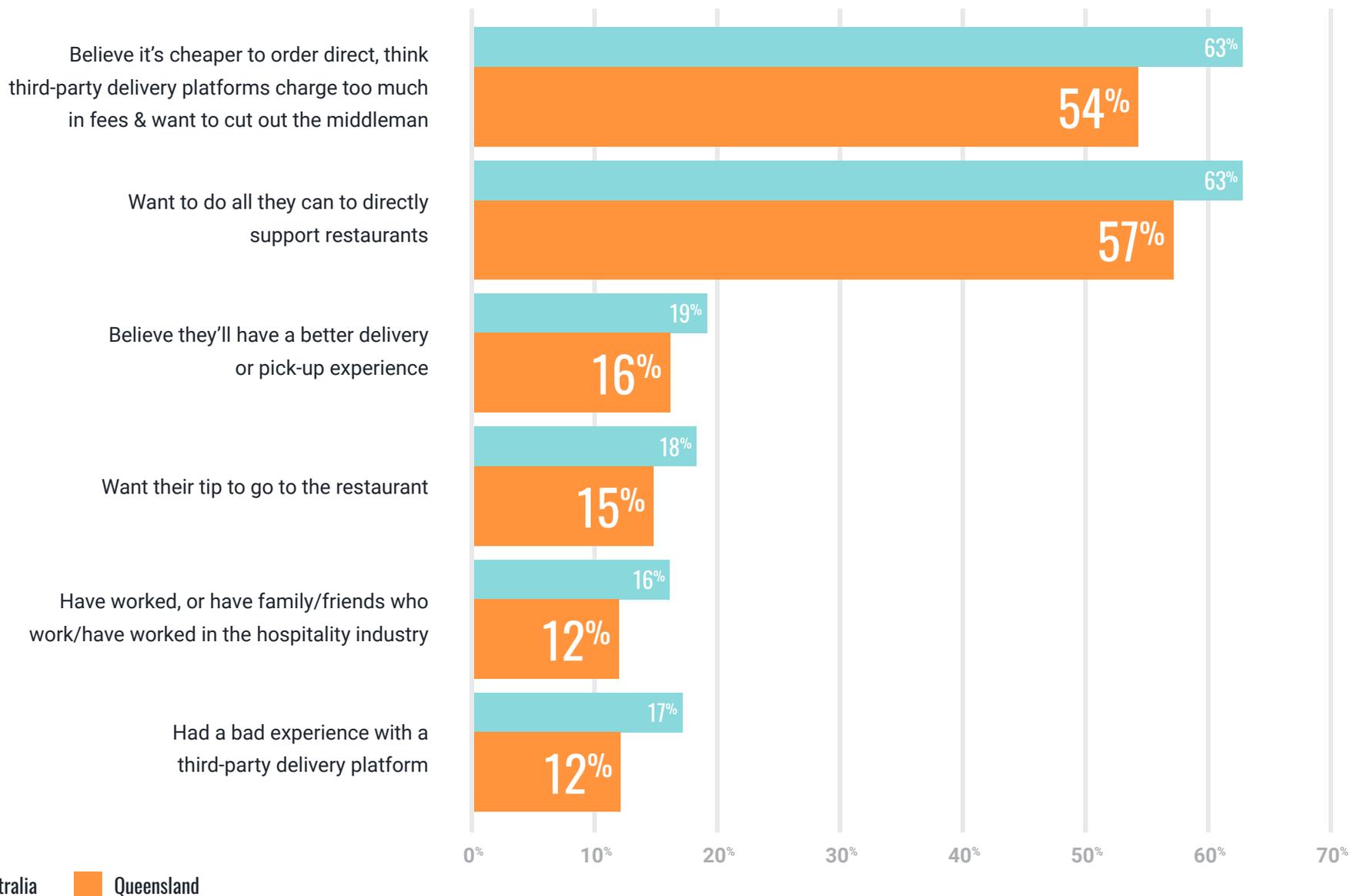
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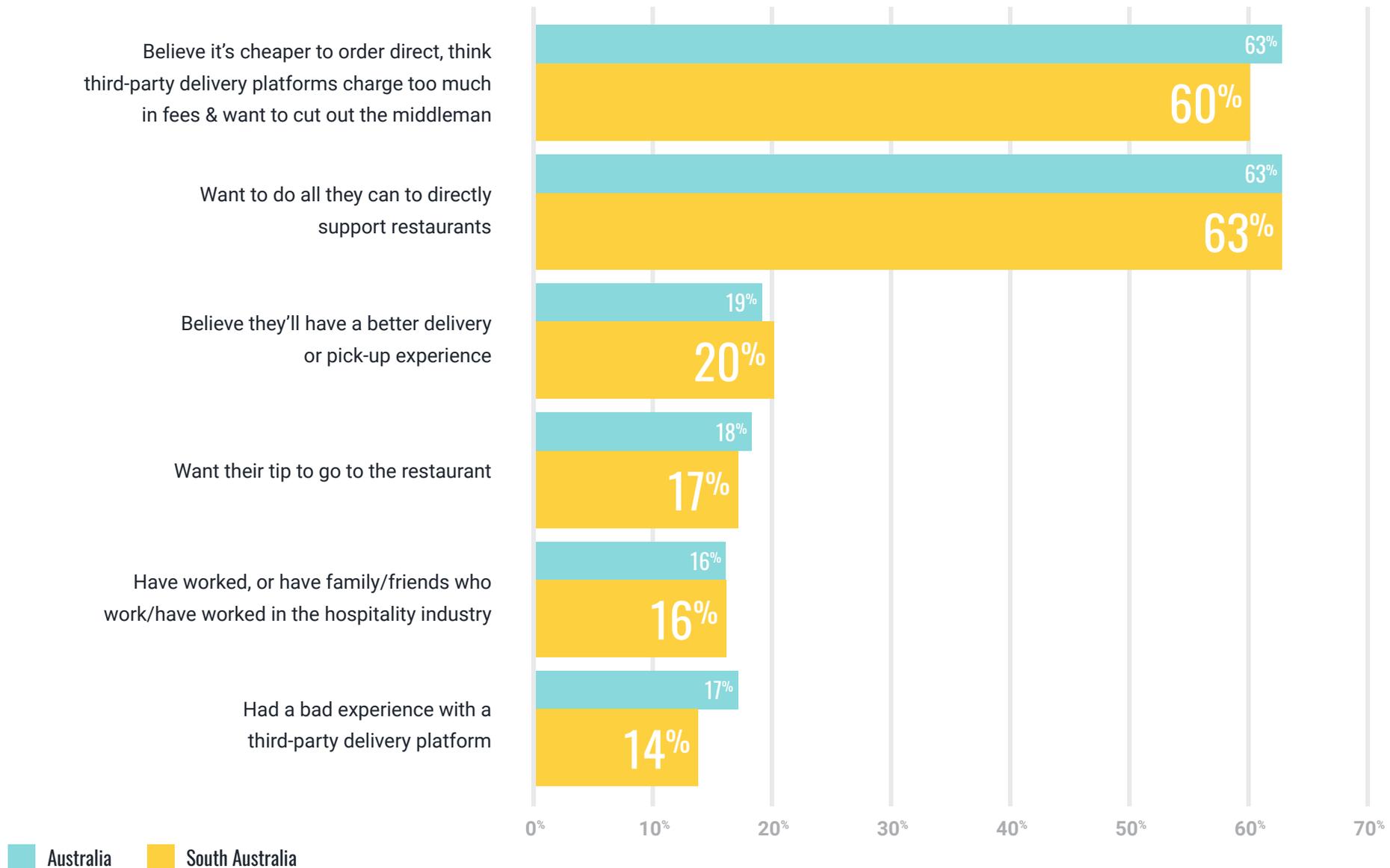
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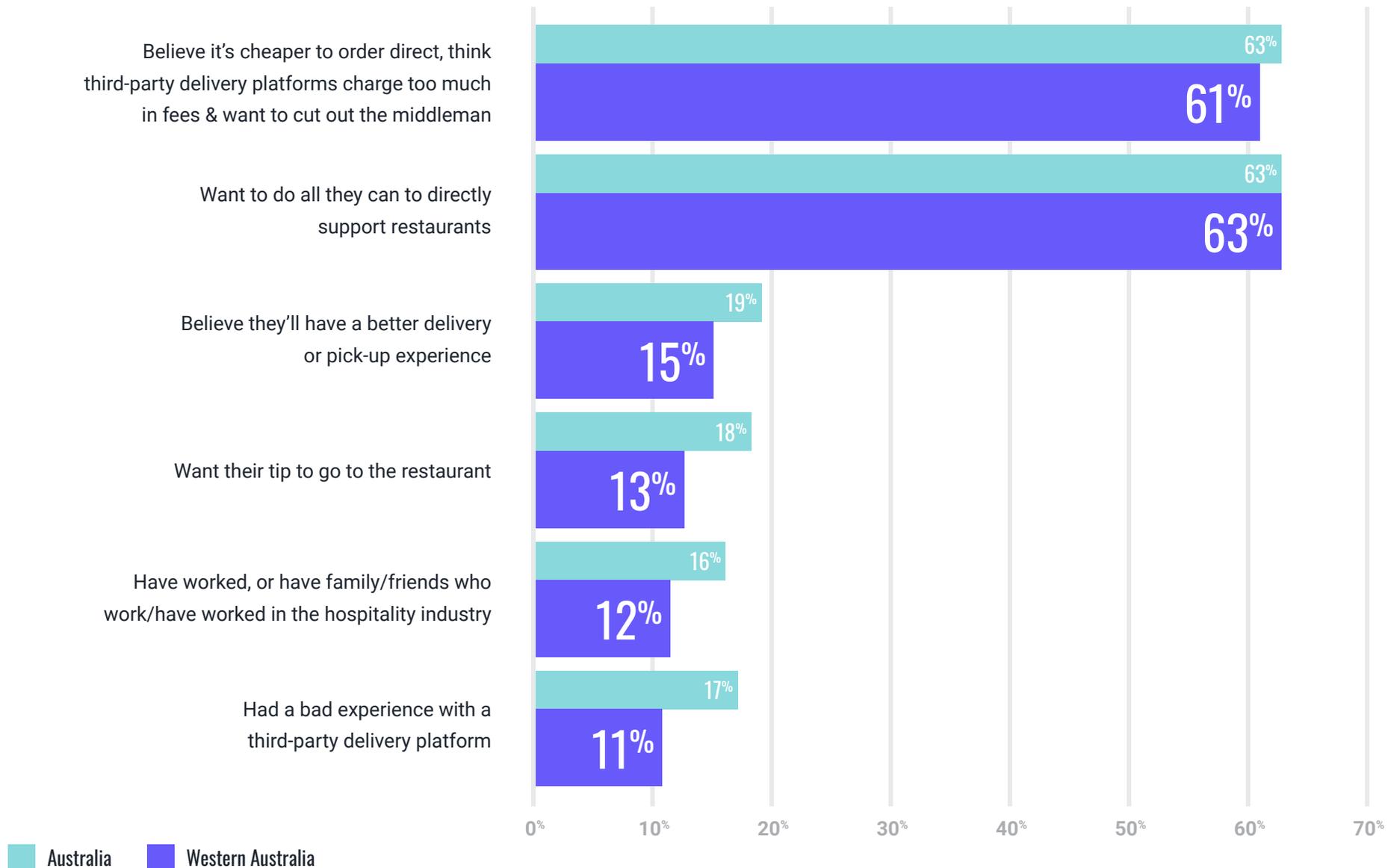


Why order online directly from a restaurant?





Why order online directly from a restaurant?



Motivations to order directly from a restaurant rather than via a third-party delivery platform



if the restaurant had its own app for ordering, tracking, communications, etc.



if they were offered a complimentary addition to their meal (i.e. free drink, dessert or appetiser)



if they were offered a personalised promotion for their meal (i.e. discount code, complimentary drink or appetiser)



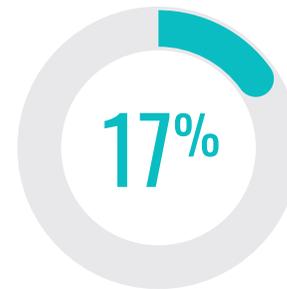
if the website menu had photos for each item



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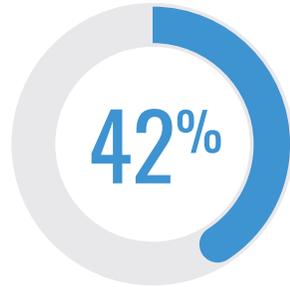


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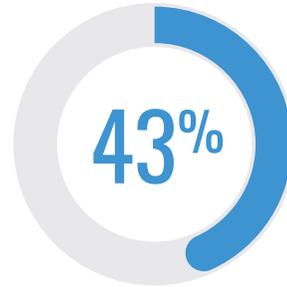


if the restaurant sent marketing communications tailored to their tastes and preferences

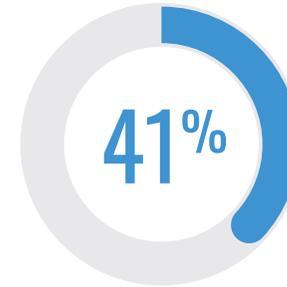
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National Average = 44%



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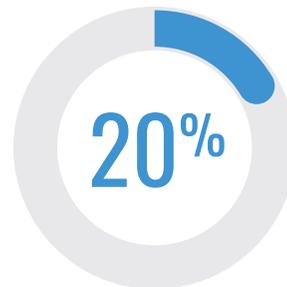
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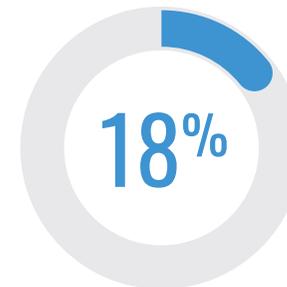
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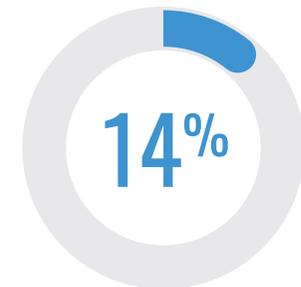
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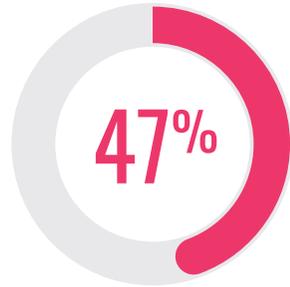


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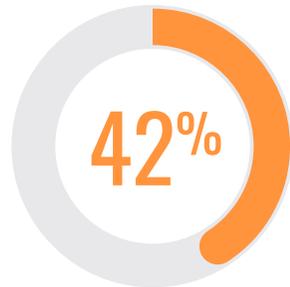


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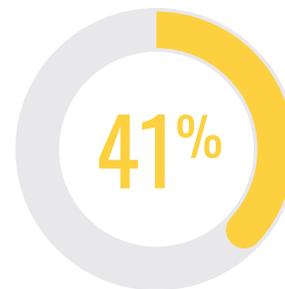
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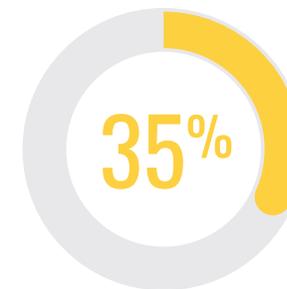
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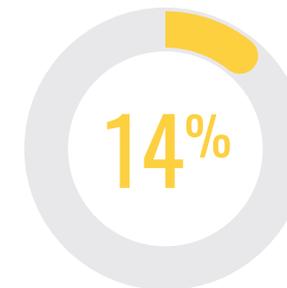
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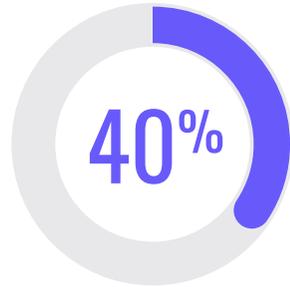
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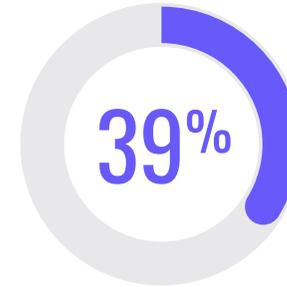
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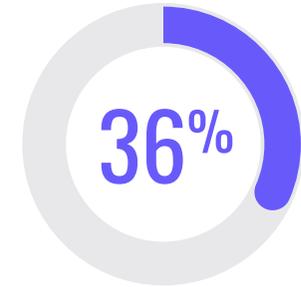
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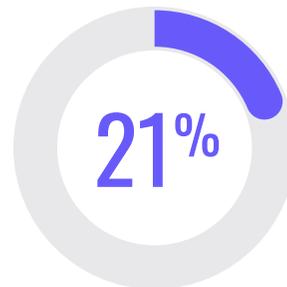
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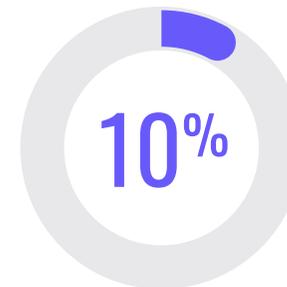
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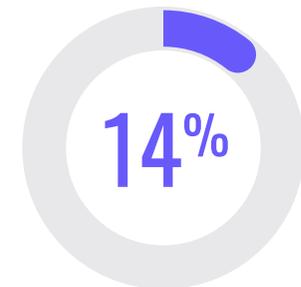
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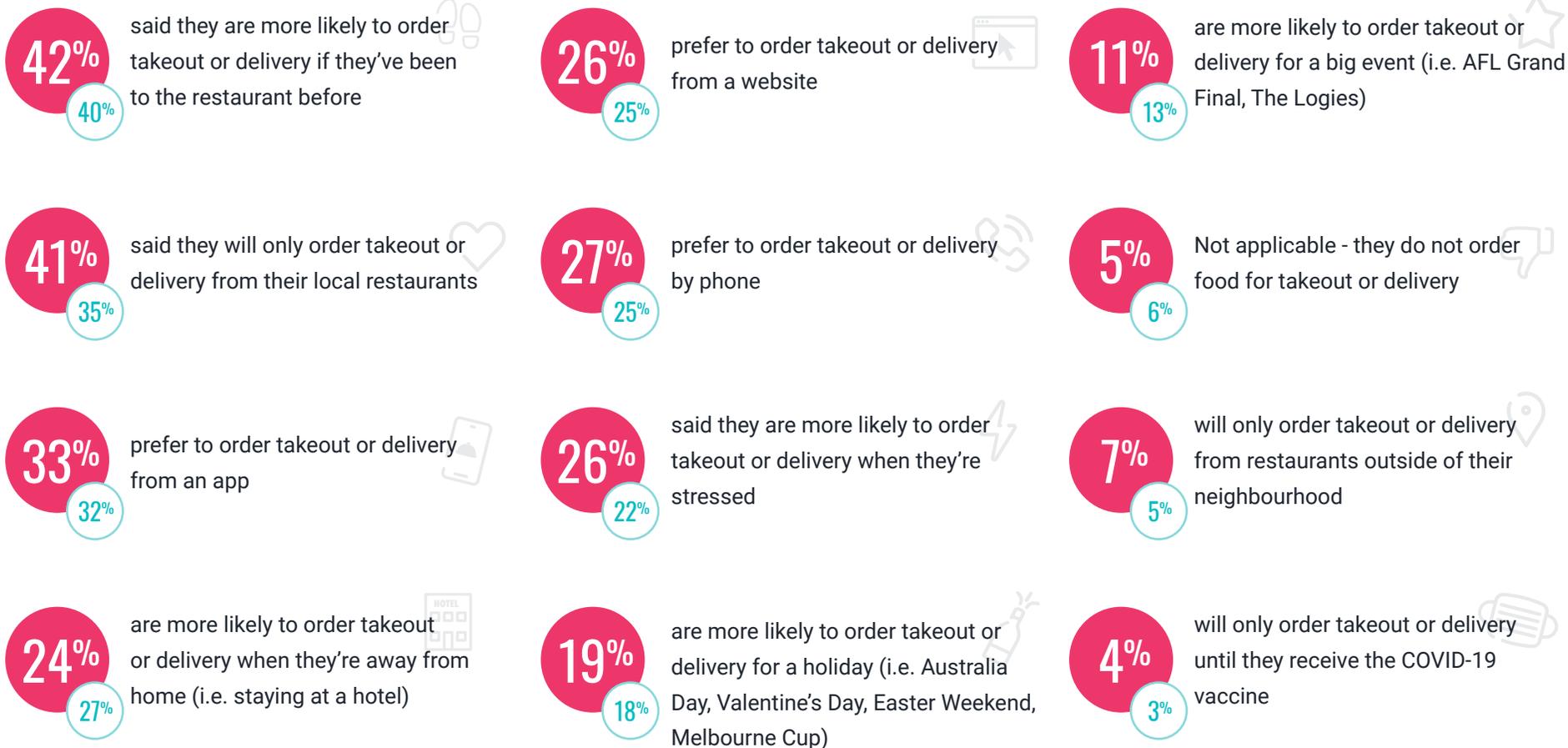
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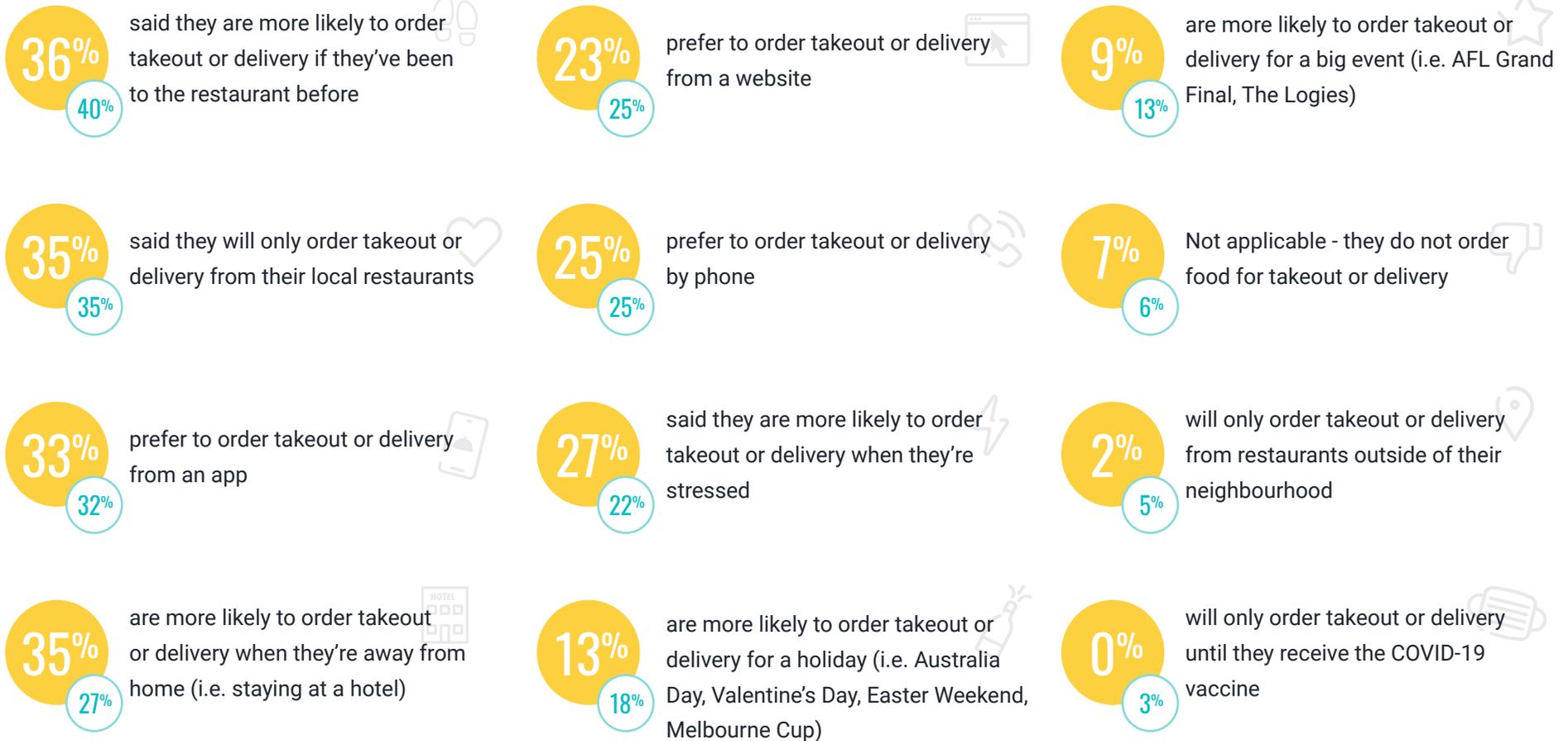
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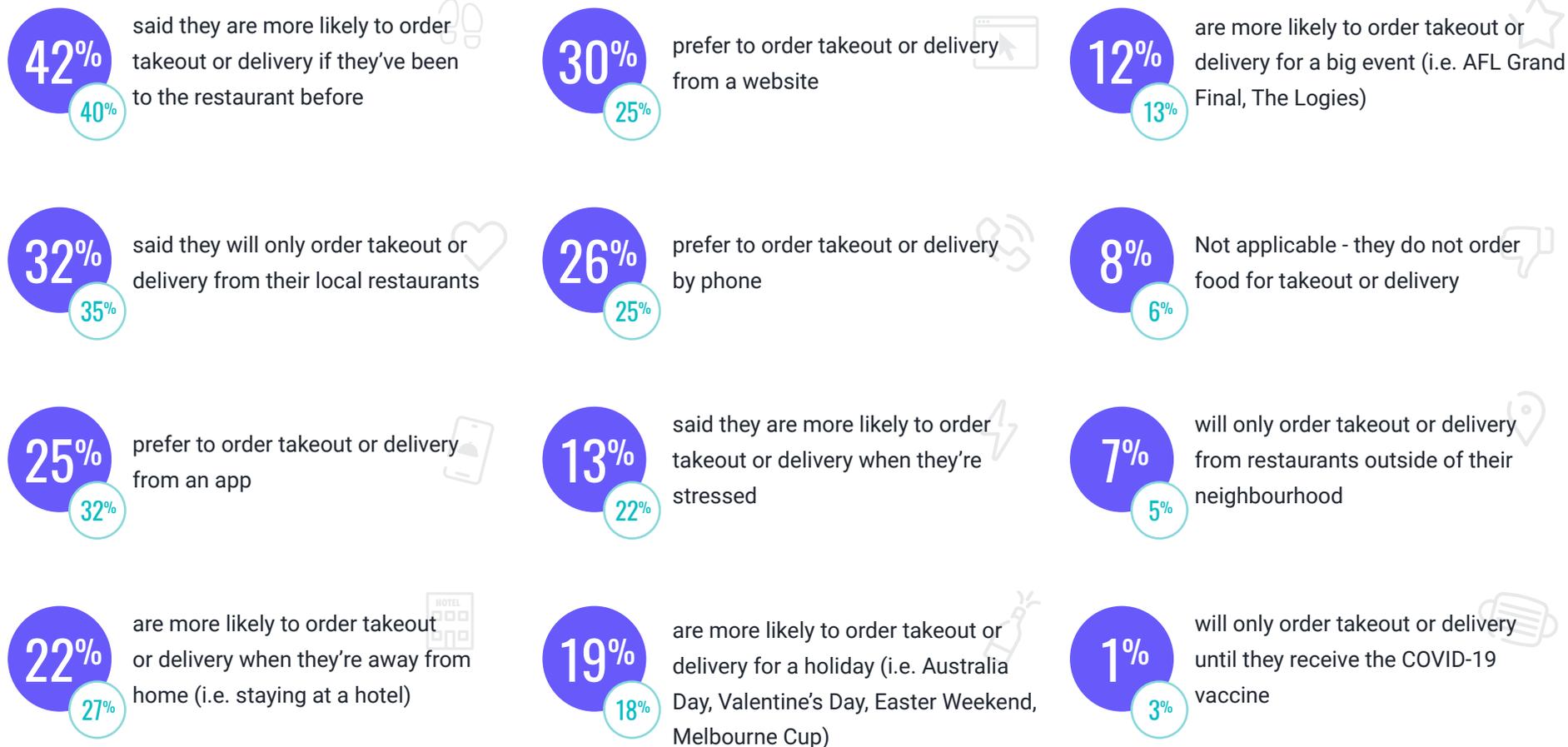


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For more information on SevenRooms, please visit sevenrooms.com.

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