

Altamarea Group Uses SevenRooms Across 8 Restaurants, Reducing Third Party Fees By Over 50%

300% Increase in
Brand-Direct Bookings

Cut Third Party
Costs By **50%**

Michelin Star Restaurants Were Operating On Systems That Weren't Up To Par

The Altamarea Group, led by chef Michael White, has earned more than a few accolades over the years. Recognized by the James Beard Foundation, Zagat, and the New York Times, the hospitality group has earned Michelin stars for Marea and Ai Fiori and has additional restaurant locations across NYC, DC, NJ, Istanbul, Asia and upcoming expansion in the Middle East. After more than 10 years in business, Altamarea was in many ways, a well-oiled machine. But the group at the helm believed deeply that the way to achieve greater profitability for the organization was to enhance their focus on personal relationships with their guests.

There were several challenges with their current set-up:

- / Data was siloed at each restaurant.
- / Third party booking services were charging per cover fees for every reservation and owning the guest relationship.
- / Outdated tools made it cumbersome to execute innovative marketing strategies.

So, leadership sought to evolve. Altamarea's **CFO Arthur Li and Jonna Gerlich, Managing Director of Marketing & Sales** led the search for a reservation, seating and guest management system that would enable them to own their guest relationships from start to finish and help increase profits.

Altamarea Rolls Out New Platform Across All Properties For Universal Access And Faster Operations

Altamarea chose SevenRooms for its direct reservation capabilities, robust guest profiles, and extensive feature set designed for hospitality groups.

“SevenRooms is our source of truth. Whether you're on the mobile app or looking from desktop, you know what's going on at each of our restaurants at any time. We can see when important clients check in, so we can run over to see them at a moment's notice. And it all happens in real-time — like seeing table spend and status. I don't know another program that does that.”

Jonna Gerlich,

Managing Director of Marketing
and Sales, Altamarea

“Training a whole team of people to use a new system is a real challenge, because it’s all happening in real-time” says Jonna Gerlich. “It’s not like we could close down the restaurants to learn. Reservations are booked and shifts continue to run. The SevenRooms team got us up to speed quickly and kept all of the data from our previous platform.”

With the entire group on SevenRooms, Altamarea began to realize the full benefits of the platform, and as a result, expenses started dropping and revenue began accelerating.

“We cut third party fees by 50% by choosing a vendor that doesn’t charge per cover fees for reservation-booking,” says Arthur Li, CFO of Altamarea. “On top of that, this technology gives us a competitive advantage in the market. It powers our host stands with real-time data, and it gives us the analytics and reporting that we need to fully measure the success of our objectives.”

Li and his team can watch table spend from their iPhones, giving the exec team at Altamarea and GMs at each restaurant a deep understanding of what’s happening at any time.

Central Office And Restaurant Staff Are Aligned On Altamarea’s Guest Experience & Improving The Bottom Line

Today, Altamarea uses SevenRooms’ white-labeled widget to accept online reservations directly, which triggers confirmation and reminder emails branded with the restaurant, not a third-party vendor’s logo. The team also has new functionality like customizable, two-way SMS texting with guests that they don’t know how they ever lived without.

And the full potential of Altamarea’s marketing team has been unleashed. They use the SevenRooms Events feature to streamline and expand their events strategy, selling tickets through each restaurant’s website. Whether it’s pasta classes, pastry classes, a Best of Barolo dinner, or a White Truffle meal, the team can guarantee filled seats and collect fees electronically. The ability to advertise tickets on venue websites has filled 80% of ticket sales in a single week leading up to an event.

With SevenRooms, Altamarea now sees 40% of its reservations come directly from venue websites — which means \$0 cost to acquire new guests and welcome back old ones. The transparency that the central office gets with data and reporting helps them constantly scrub for cost savings and revenue opportunities. SevenRooms helps Altamarea to capture and share data across properties and to promote cross-property booking availability.experiences on-site. Add-on purchases became commonplace, with parties regularly exceeding the table minimum by as much as 50%.








Ready to increase your online bookings with a partner that makes you a priority every day?

Reach out today to [schedule a demo](#).

sales@sevenrooms.com | 212-242-5607 | sevenrooms.com