



DINER INSIGHTS

How we dine now

A data-driven rundown on the state of restaurant dining



FOR RESTAURANTS

As we enter a new year, OpenTable took people's pulse to see what they care about most when planning to dine out. **Hint: they want to choose their dining area and they care about being welcomed by name.**

Insights and data straight from diners can help you plan and make decisions to meet guests' needs. That's why we conducted our quarterly diner survey in January 2022 to get the pulse of diners and see what they care about most when eating out. Let's dive into what they said.

Hungry for convenience and choice

The most common reason people are dining out is... just for fun!

38%

of people say they're less likely to dine out due to the new variants, but more promisingly, 52% say the variants haven't affected their decision to eat out.

79%

of people say they're likely to return to a restaurant that makes them feel like a regular. (We also asked what makes them feel that way—read on!)

People want convenience and choice when it comes to selecting their dining areas and changing their reservation online.



COVID surges can't hold back guests who love a good meal out

KEY TAKEAWAY

Plenty of people are dining out—update your availability so they know when you're open and ready to welcome guests.



Many people aren't influenced by the new Covid variant

52%

say they're **neither more nor less likely to dine out** due to COVID-19 and its variant.

But some people are dining out less often

38%

say they're **less likely to dine out** due to the COVID-19 variants.

Celebration and just-for-fun dining are back, big time

KEY TAKEAWAY

Make it special!

When guests are celebrating with you, do something special like give a dessert on the house or a birthday card.

Make it memorable!

Showcase special experiences people can book.



You don't need a reason to go out. But when we asked people why they dine out, they said:

Just for fun

88%



Celebrations

i.e. birthday, anniversary, accomplishments

82%



Special days

i.e. Valentine's Day, Bank Holidays

46%



Dates

31%



It's gotta be easy and convenient

KEY TAKEAWAY

Set up dining areas to give people the choice of where they sit. Use Direct Messaging closer to their reservation to confirm details with guests ahead of time.

The outdoor option

73% want restaurants to **continue to offer increased outdoor seating**

The no touch option

76% want restaurants to **continue to offer contactless payment, ordering, or menus**

Now more than ever, people want as much information and control as they can get. When diners make a reservation and prepare for a meal out, they largely agree on what's important

Select which dining areas they can sit in for their meal (i.e. bar, patio)

88%

Change a reservation online without having to call the restaurant

80%

Directly communicate with the restaurant

71%

Tell the restaurant they're celebrating a special occasion (i.e. birthday, anniversary)

69%

See the restaurant's safety measures and vaccination requirements

65%

Share their dining preferences (i.e. dietary restrictions)

54%

Turn your regulars into regulars for life

KEY TAKEAWAY

Look at **guest profiles** to get the information you need to recognise repeat guests by name. And keep guests coming back by sending an email when you have a new event.

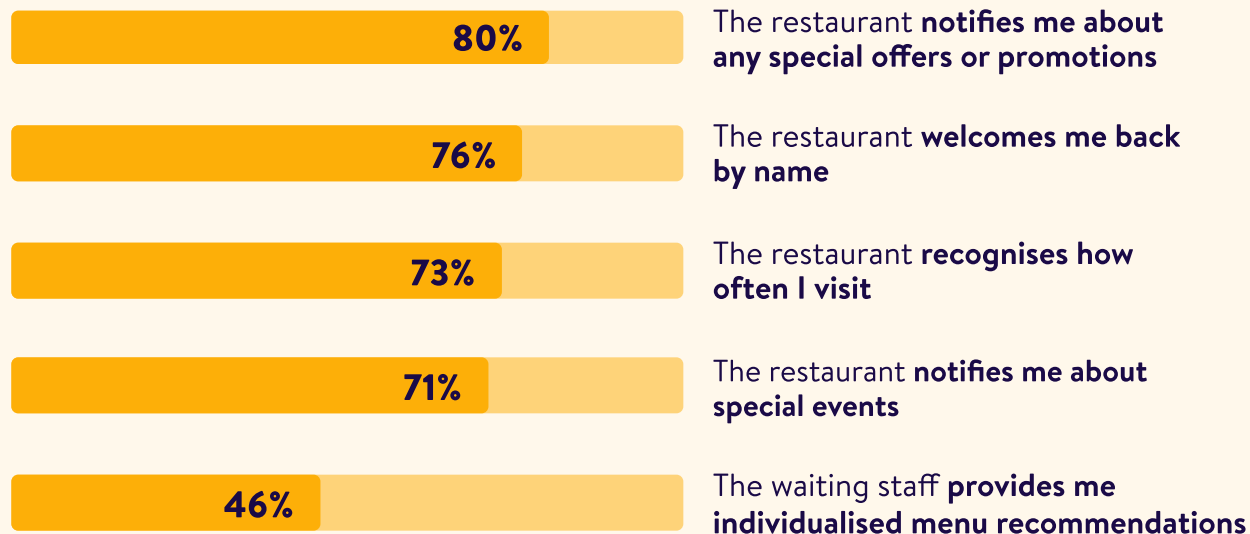


The eagerness is palpable—people miss their usual haunts. Now's the time to build your community of loyal guests.

79%

say they're likely to return to a restaurant that makes them feel like a regular.

And there are no surprises when it comes to what makes people feel like regulars:



Keep delivery and takeaway on the table

KEY TAKEAWAY

Maximise your business with **digital ordering** to give guests what they want while making operations ultra-efficient.



Yes, dining out is back—but people are still loving the convenient option of ordering takeaway and delivery.

72%

Want restaurants to continue to offer delivery and/or takeaway

People prefer to order directly from the restaurant and like flexibility on timing:

77%

I can order directly from the restaurant (instead of via third party ordering apps)

79%

The flexibility to order immediately or ahead for a scheduled time

What diners say keeps them coming back ...

70%

The restaurant provides a discount or special promotion



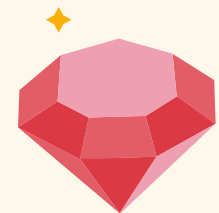
69%

The menu design



58%

The restaurant offers a loyalty programme



Keep a pulse on industry trends in 2022 using country and city-level data and insights on [OpenTable's state of the industry hub](#) and get [additional tools and tips](#).

For more in-depth data from OpenTable's Diner Insights series, [see the results](#) from past surveys.



About the survey

OpenTable surveyed 951 diners in the UK and Ireland on the OpenTable network between 10 January, 2022 and 17 January, 2022.

