



DINER INSIGHTS

HOW WE DINE NOW

A data-driven update on how diners travelled in summer 2022 and what they think about paying deposits to secure reservations.

August 2022

FOR RESTAURANTS



With travel back open again, OpenTable surveyed people to learn if and why they're travelling, how often they plan to dine out, and whether they're willing to pay a deposit to secure a reservation.

Read on for those insights, plus how people are discovering restaurants this summer.

OpenTable conducted our quarterly diner survey in July 2022 – here's how people dined out this summer.

The tourists are hungry

For many, the best part of this time of year comes down to one magic word: holidays. Some are even making up for lost time with multiple trips planned.

52%

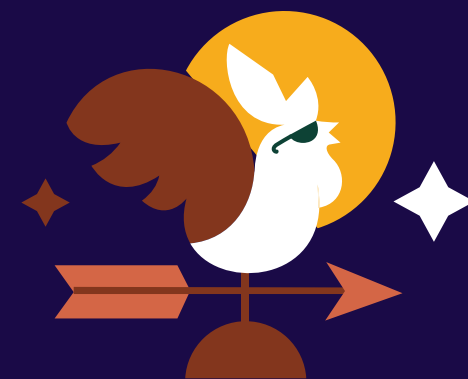
of people surveyed said **they planned to travel three to four times this summer**. That's a trip every few weeks.

23%

are taking trips because they want to explore a new place, **which typically includes checking out the restaurants and food culture when they visit.**

TAKEAWAY

With so many people visiting new places, it's a great time to **launch an OpenTable marketing campaign** to target diners from further afield.



Restaurants and travel: better together

TAKEAWAY

Plan an Experience that will appeal to travellers who want to take a bite of the local dining scene.



For most people, visiting restaurants is an essential part of a travel adventure.

58%

dine out for most meals or every single meal while they're on the road.



8%

said they are making a trip specifically for a special food experience.



No-shows hurt. deposits can help

Guests' willingness to put down deposits depends on when and why you're asking them to pay in advance.

TAKEAWAY

Of those surveyed, 21% are either not knowledgeable at all or only slightly knowledgeable about why a restaurant may ask for a deposit. Consider explaining why you're asking in person, through a newsletter, or on social media.



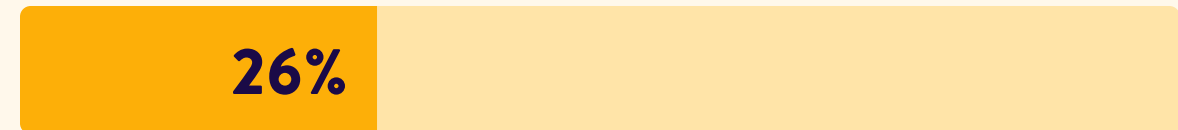
Guests are more likely to put down a deposit in certain situations. Of those we surveyed...



would put down a deposit for a reservation during a holiday (i.e. New Year's Eve).



would put down a deposit for a large group reservation or for a special occasion.



would put a deposit down because they know it helps the restaurant.

TAKEAWAY

There's a limit to people's willingness to pay deposits. Only 12% said they'd be extremely likely to put down a deposit to secure a reservation for a weeknight dinner. **Use deposits strategically.**

The deposit amount matters

💡 TAKEAWAY

When setting a deposit policy, **consider what style of dining you offer and set a deposit amount accordingly.** As the amount goes up, people's willingness to pay it goes down.



The amount required also affects people's willingness to put down a deposit on a future restaurant meal. Of those surveyed...

71%

said they'd be **willing to pay between 1 and 50 pounds or euros to secure a fine dining reservation**



65%

said they'd be **willing to pay between 1 and 25 pounds or euros to secure reservations at a casual spot**



Get discovered where diners search

People rely on technology to find restaurants. They make must-try lists before they go and have their phones ready when they need to find a restaurant on the fly.

TAKEAWAY

Make sure **your online presence and OpenTable profile is optimised for search.**



54%



go digital when finding a restaurant, whether it's using search engines, OpenTable or checking the 'best-of' city lists or blogs.

Word of mouth still counts for a lot

Screens aren't the only place people go for restaurant information. Even with all the info and reviews available online, they still make decisions based on conversations with real people.

TAKEAWAY

Always ask happy guests and regulars to tell their friends about you.

26%

ask for recommendations
**from friends, family or
hospitality professionals.**



Keep a pulse on industry trends using country and city-level data and insights on OpenTable's state of the industry hub.

For more insights from OpenTable's quarterly Diner Insights series, see results from the past surveys.



About the survey

OpenTable surveyed over 1,200 diners in the UK and Ireland on the OpenTable network between 11 July 2022 and 18 July 2022.