



DINER INSIGHTS

How we dine now

A data-driven rundown on the state of restaurant dining



FOR RESTAURANTS

As 2022 gets into full swing, 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, particularly as the Delta and Omicron variants continue to take a toll on restaurants.

OpenTable conducted our diner survey in January 2022—let's dive into what diners said.

Hungry for convenience and choice

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

51%

of people say they're less likely to dine out due to the new variants, but nearly as many (43%) say the variants haven't affected how they're dining out.

86%

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

TAKEAWAY

Plenty of people are dining out—**update your availability** so they can find your restaurant.



Good news: dining is up and up compared to October last year

80% say they're **dining out** at a restaurant **once a month**, compared to 59% in October 2021.

And new variants don't seem to be holding people back

43% say they're **neither more nor less likely to dine out due to the COVID-19 Delta and Omicron variants.**

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

TAKEAWAY

Make it special!

Give guests even more of a reason to celebrate with a surprise dessert, on-the-house item, or 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:

Dates

41%



Special days

(i.e. Valentine's Day, Public Holidays)

49%



Celebrations

(i.e. birthday, anniversary, graduation)

85%



Just for fun

87%



68%

say they **attend an in-person dining experience** (i.e. set menu, wine or beer pairing) at least a few times a year.

It's gotta be easy and convenient

TAKEAWAY

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



Now more than ever, people want as much information and control as they can get. When people 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)

92%

Change a reservation online without calling the restaurant

85%

Directly communicate with the restaurant

75%

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

73%

See the restaurant's safety measures

66%

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

57%

Turn your regulars into regulars for life

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.

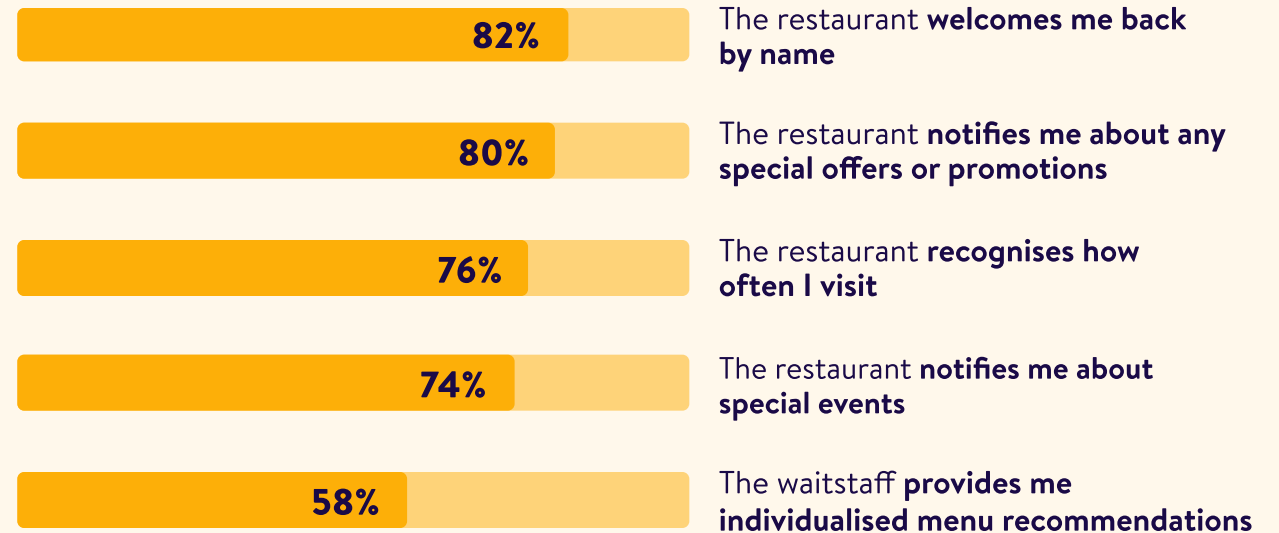


The eagerness is palpable—people miss their usual haunts. Now's the time to build your community of loyal guests.

86%

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

TAKEAWAY

Manage digital ordering through OpenTable to keep operations running smoothly.



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

84% Want restaurants to continue to offer delivery and/or takeaway

25% say they're ordering takeaway from restaurants once a week

14% Order delivery from restaurants once a week

When people order delivery or takeaway from a restaurant, the two things most important to them are:

87% The flexibility to order immediately or ahead for a scheduled time

86% I can order directly from the restaurant (instead of third party ordering apps)

What diners say keeps them coming back ...

72%

The restaurant provides a discount or special promotion



67%

The menu design



60%

The restaurant offers a loyalty program



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

For more insights from OpenTable's diner insights series, [see all the data from the past](#).



About the survey

OpenTable surveyed 927 diners in Australia on the OpenTable network between 10 January, 2022 and 18 January, 2022.

