



DINER INSIGHTS

# HOW WE DINE NOW

The numbers are in. Here's our data-driven report on diners' plans for the 2022 holiday season.

November 2022



**HOLIDAY EDITION**

# Buckle up, restaurants. The holidays are here.

OpenTable surveyed people in September 2022 to find out how they plan to celebrate at restaurants this year.

Spoiler alert: dining out is central to the festivities.

Read on to learn how people plan, what they want, and where they look first for reservations.

## Cash in on high demand

The merry season means more restaurant visits. People are excited to celebrate over meals with loved ones this time of year.

# 95%

said they will **definitely or probably dine at a restaurant** during the holiday season.

# 57%

said they're **more likely to dine out at a fine-dining restaurant** in November and December compared to other times of year.

### TAKEAWAY

With heightened interest in dining out right now, it's the perfect time to draw first-time guests with an **OpenTable marketing campaign.**



# Lock down the advance planners

People know they're not alone in their desire to go out and don't want to leave special meals to chance. They want the peace of mind that comes with a reservation.

## TAKEAWAY

You deserve peace of mind, too. Try asking for a deposit to secure reservations at in-demand times. 53% of people said they would or might be willing to pay one for a holiday reservation.



**Consider opening your books a bit earlier than you normally would. Some people are looking for tables up to two months in advance.**

**40%**

said **they make reservations the same week they want to dine.**

**38%**

want to make a reservation **2 to 3 weeks in advance.**

**10%**

start looking for a reservation **1 to 2 months in advance.**

# Help guests make decisions

## TAKEAWAY

Create a special holiday **experience**. Knowing the restaurant has an unforgettable dining experience planned takes the pressure off guests.



Here's how most people handle restaurant planning during the holidays:

# 54%

take turns making restaurant plans with family, friends, or a partner.



# 34%

always make the reservations but would like a helping hand.

# People want memories, not stocking stuffers

## 💡 TAKEAWAY

Use social media to promote any special holiday dinners or events as giftable experiences for restaurant lovers.



**30% of people are more likely to try a new dining experience during the holidays. Here's what they said grabs their attention:**

**71%**

said **the gift of an experience is better than a material thing.**

**49%**

said **they'd like to celebrate with a fancy holiday prix fixe.**

**30%**

said **they'd buy tickets to an exclusive dining event.**

# Technology helps make holiday magic

These are OpenTable tools diners love most for making restaurant plans:



# 51%

use **availability alerts** that notify them when hot tables open up.



# 50%

check out **guides** that highlight the best restaurants near them.



# 37%

like having the ability to **save their favorite restaurants** to a list.



# 36%

rely on **personalized recommendations** that match their tastes.

# Don't sleep on private dining

Think beyond office parties: people increasingly turn to restaurants to host intimate gatherings for family and friends.

# 43%

said they're planning or considering hosting a **private party at a restaurant** this year.



Here are the kinds of events they're looking to book:

63%

want **something for friends and family.**

46%

would like an **intimate meal for fewer than 20 people.**

22%

are planning a **cocktail party with light bites.**

17%

will host a **work event.**

## TAKEAWAY

Make your restaurant pop on [OpenTable's Private Dining marketplace](#). Use photos of your spaces and describe your options in detail. It could help holiday party planners find you.

# So many restaurants, so little time

Picking a restaurant for a holiday meal can be a high pressure situation. That's why most people have a go-to system when they need to book a table for a special date.

## TAKEAWAY

Spruce up your website and [OpenTable profile](#) so you make a good impression on guests who are searching.



Here's how diners find restaurants and make their holiday reservations:

**56%** of diners use OpenTable to **find new restaurants.**

**52%** go to OpenTable **first** when they want a reservation.

**33%** go directly to a **restaurant's website.**

Keep a pulse on industry trends with country, state, 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 all the data](#) from past survey results.



### **About the survey**

OpenTable surveyed over 20,000 diners in the U.S. and Canada on the OpenTable network between September 26 and October 3, 2022.