



DINER INSIGHTS

How we dine now

A data-driven rundown on the state of restaurant dining



FOR RESTAURANTS

As we all 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, particularly as the Delta and Omicron variants continue to take a toll on restaurants.

OpenTable conducted our quarterly 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!**

42%

of people say **they're less likely to dine out due to the new variants**, but almost the same percentage (45%) say the variants haven't affected how they're dining out.

82%

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 from
this time last year

54% say they're **dining out** at a
restaurant **once a week**,
compared to 38% in Q1 2021.

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

45% 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:

Holidays

51%



Dates

51%



Celebrations

85%



Just for fun

92%



58%

say they **attend an in-person dining experience** (i.e. prix-fixe meal, wine or beer pairing) at least once a month.

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 planning a meal out.

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

97%

Change a reservation online without having to call the restaurant

96%

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

91%

Directly communicate with the restaurant

85%

See the restaurant's safety measures and vaccination requirements

85%

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

75%

Turn your regulars into regulars for life

TAKEAWAY

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

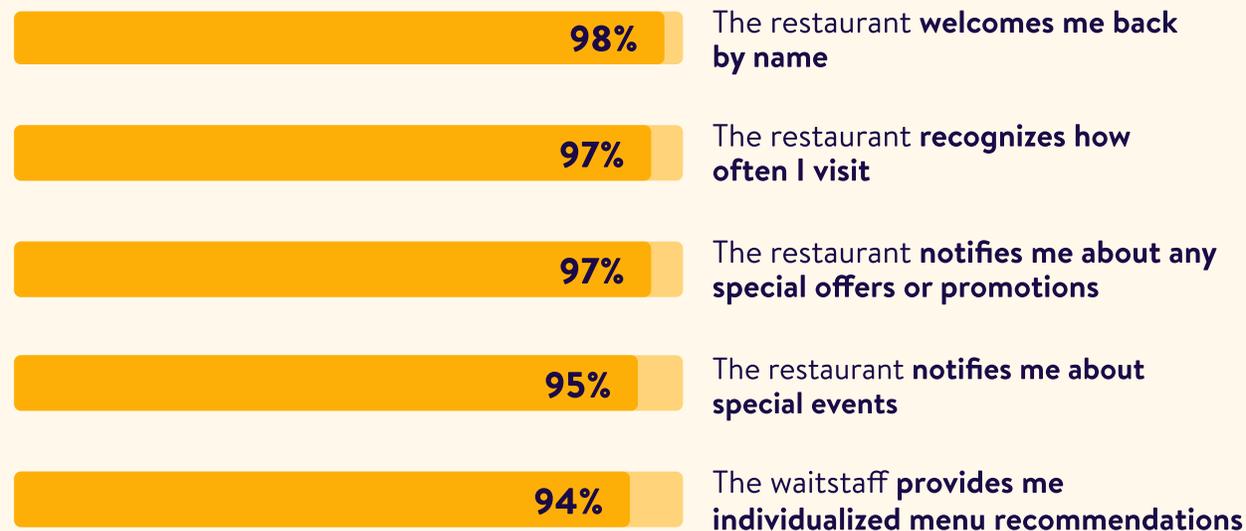


The eagerness is palpable—people miss their usual haunts. Now's the time to build your community of loyal guests.

82%

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 takeout on the table

TAKEAWAY

Manage **takeout through OpenTable** alongside your reservations in one system.



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

88% Want restaurants to continue to offer delivery and/or takeout

30% say they're ordering takeout from restaurants once a week

13% Order delivery from restaurants once a week

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

90% I can order directly from the restaurant (instead of third-party ordering apps like DoorDash)

88% The flexibility to order immediately or ahead for a scheduled time

What diners say keeps them coming back ...

75%

The restaurant provides a discount or special promotion ✨



66%

The restaurant offers a loyalty program



66%

The menu design ✨



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 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 January 3, 2022 and January 5, 2022.

