



DINER INSIGHTS

HOW WE DINE NOW

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

August 2022

FOR RESTAURANTS



With travel back in full swing, OpenTable surveyed people to learn if and why they're traveling, 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 June/July 2022—here's how people dined out this summer.

The tourists are hungry

For many people, the best part of the year comes down to one magic word: vacation. Many are making up for lost time with multiple trips planned.

47%

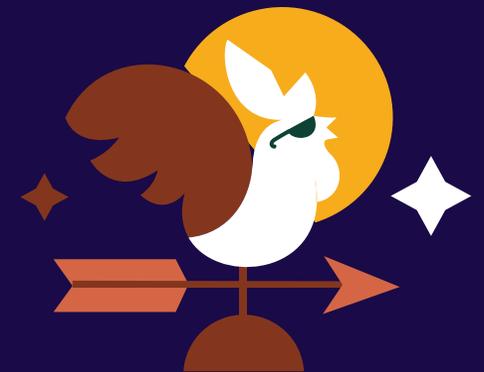
said they **planned to hit the road three to four times this season.** That's a trip every few weeks.

48%

are taking trips because they want to explore a new place. That 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 **target out of towners with an OpenTable marketing campaign.**



Restaurants and travel: better together

TAKEAWAY

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



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

68% dine out for most meals or every single meal while they're on the road.

One-fifth of those surveyed are culinary tourists.

21% 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 pony up in advance.

TAKEAWAY

48% are either not very 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.



are likely to pay a deposit **for a group or during a holiday.**



will pay a deposit **for a special occasions.**



will put a deposit down **because they know it helps the restaurant plan.**

TAKEAWAY

There's a limit to people's willingness to pay deposits.

Only 10% said they'd be likely to put down a deposit to secure a reservation for a weeknight dinner. **Use them strategically.**

When and why people pay deposits

📌 TAKEAWAY

Requesting deposits can be a successful strategy to drive down no-shows. But before you start, it helps to understand what guests think about deposits and when they are most willing to pay them.



Here's what diners say about what would make them more likely to pay a deposit to secure a reservation:

If the amount is applied to their final bill

48%

If the deposit can be cancelled anytime before their reservation

45%

If the reservation is for a special event, like a chef's tasting menu

42%

If the restaurant is busy and buzzy

38%

If they know their credit card information is safe and secure

37%

If the deposit can be refunded once they arrive

28%

The deposit amount matters

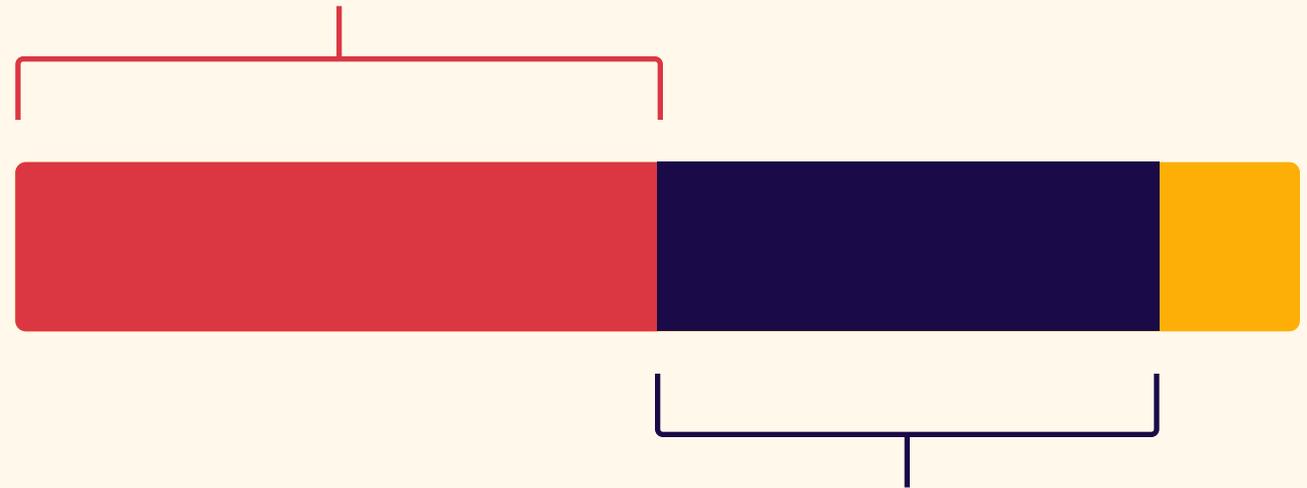
💡 TAKEAWAY

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 dollar amount required also affects people's willingness to put down a deposit on a future restaurant meal.

50% said they'd be **willing to pay** between \$1 and \$50 to secure a **fine dining reservation.**



39% said they'd be **willing to pay** between \$1 and \$25 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 optimized for search.**



Here's how they find restaurants:

73%

do their restaurant research online.

56%

come to a reservation site like OpenTable.

49%

check out best-of city lists and read blogs.

Word of mouth 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.

55%

ask friends and family for restaurant recommendations.



49%

ask a hotel concierge or rental property host for dining advice.



Keep a pulse on industry trends in 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 10,000 diners in the U.S. and Canada on the OpenTable network between June 13, 2022 and July 14, 2022.

