



DINER INSIGHTS

How we dine now

A data-driven rundown, from Mother's Day to the day-to-day

April 2022

FOR RESTAURANTS



With spring in the air, OpenTable surveyed people to find out how they're feeling about dining out.

The results were clear: **People are eager to discover new restaurants, and they're not afraid to open their wallets to have a great meal.**

Data directly from diners can help you make the most of Mother's Day and the busy spring and summer months ahead.

OpenTable conducted our quarterly diner survey in March 2022—let's dig into what diners are thinking right now.

The mother of all holidays

💡 TAKEAWAY

Don't overlook the evening when it comes to Mother's Day specials. Even more people plan on making a dinner reservation than say they'll go out to the classic brunch.

43%

plan to **dine at a restaurant or order takeout** to celebrate Mother's Day.

56%

plan to take mom out for **dinner**.

47%

plan to go out for **brunch** with mom.



People splurge on mom, so go big

TAKEAWAY

Don't be afraid to roll out big ticket entrees or multi-course tasting menus for Mother's Day. People are willing to spend more.



80% plan to spend \$25 or more per person. Here's a breakdown of specifically how much they plan to spend:

39% \$26-50 per person

20% \$51-75 per person

16% \$76-100 per person

11% More than \$100 per person

◆ **Only 2%** of people say cost is a concern when choosing a Mother's Day experience.

Most people want add-ons and upsells

TAKEAWAY

Consider upgrades and add-ons to enhance the dining experience and boost the bottom line.

Diners said they'd be interested in adding a glass of champagne, a box of chocolates, or a bouquet of flowers to make the meal unforgettable for mom.

80%

of people say they'd be interested in adding one or more special upsells to their Mother's Day meal to celebrate mom.



47%

would be interested in adding a special dessert to their meal.



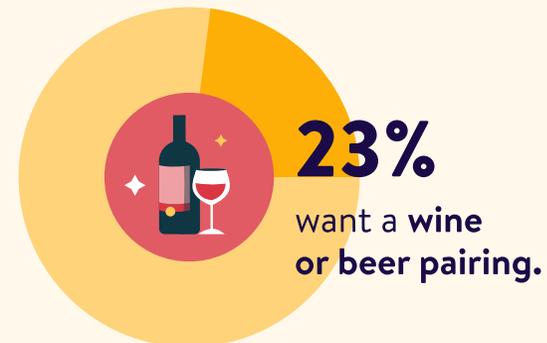
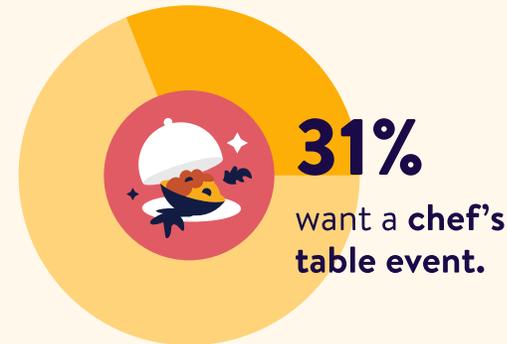
Switch things up with creative dining experiences

TAKEAWAY

Consider a prepaid experience. 37% of diners said they'd prepay for a dining experience if the restaurant were offering something special that's not on the regular menu.



Experiences can provide the variety diners desire:



Learn more about [OpenTable experiences](#)

Frequent diners energize everyday dining

TAKEAWAY

Keep your regulars coming back by reviewing guest notes to offer personalized service that reflects their tastes.

The number of people dining out at a restaurant once a week has increased 13% compared to the most recent survey:

67%

now say they are **dining out at least once a week.**

36%

of people **dine out twice a week or more.**



Grab the opportunity to attract new people

TAKEAWAY

Help people find you when they're looking to book a table by [polishing your profile](#) or launching a [boost campaign](#).

The vast majority of diners like to check out new or different restaurants:

95%

want to **try a new restaurant at least some of the time** they dine out.



15%

want to **try someplace new most of the time** they dine out.

Your restaurant profile is your front door

When it comes to finding reliable information about restaurants, **diners turn to OpenTable more than other sources.**

42%

look to OpenTable **for restaurant information.**



37%

check **social media** to find out about restaurants.



News you can use beats prestigious awards

47%

consider local “best of” or cuisine-based guides while **only 12% care about awards** like the James Beard award or Michelin stars.



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 more than 12,000 diners in the U.S. and Canada on the OpenTable network between March 21, 2022 and March 22, 2022.

