



Celebrate DineGPS

Insights and Innovation

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A little background

20 years ago, OpenTable started a website to **connect people to great restaurants.**

Since then, we've added our popular mobile apps, over 600 reservation partners, millions of verified guest reviews and lots more to help restaurants keep up with evolving diner behaviors and expectations.



The world's leading dining network

Today—over **1.5B seated guests**
and **45K restaurants** later—we're
still coming up with smart new
ways to help restaurateurs run
and grow their businesses.



More diners in your restaurant

Online marketing channels help drive additional visibility and awareness to the Greater Palm Springs Restaurant Week program.

DINER DISCOVERY



Channels

- OpenTable sites & app
- Search
- Display
- Social Media
- Email
- Blog



Promotion

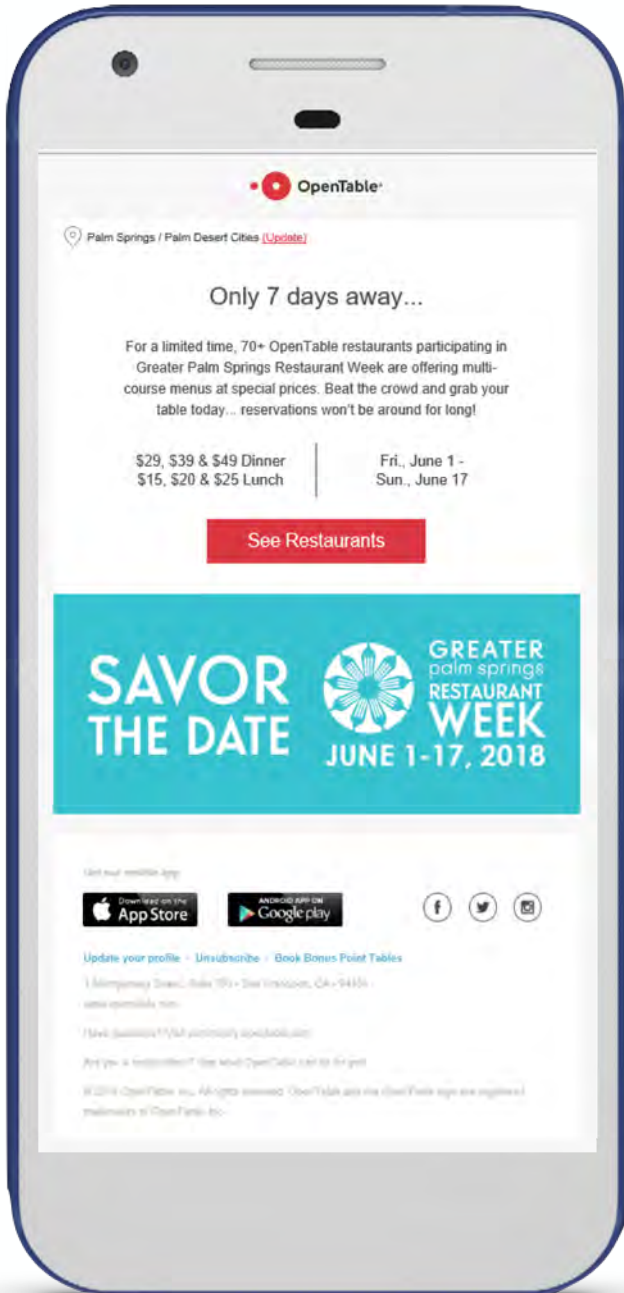
- GPS Restaurant Week
- website Promo page
- on OpenTable



Results

- More diners seated in
- your restaurant

Greater Palm Springs Restaurant Week Promotions

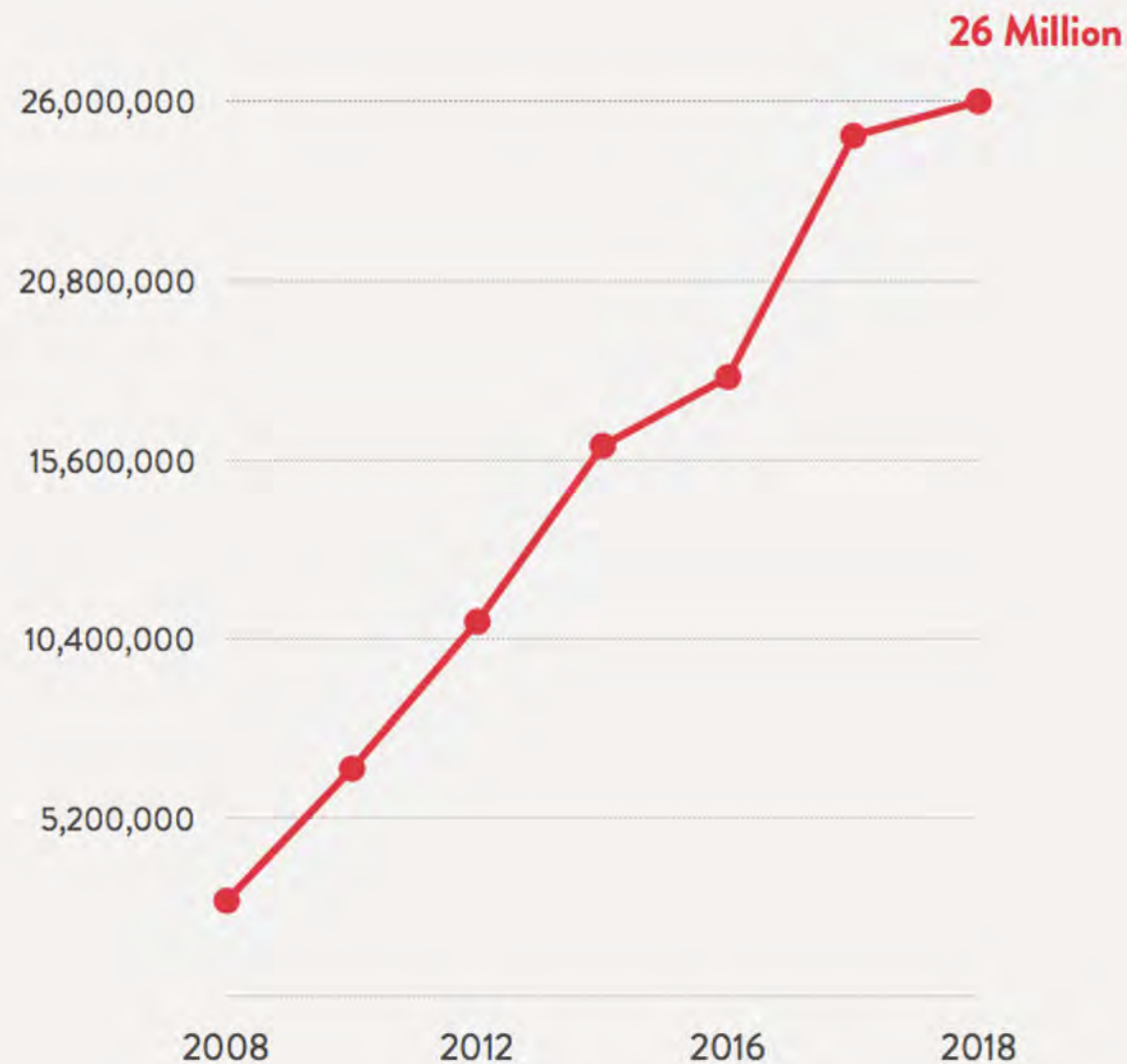


Diners Decoded

Palm Springs + Beyond

We've seen a lot of diners

1.7 billion seated diners and counting



Seated diners since the inception of OpenTable

Who are OpenTable Diners Anyway?

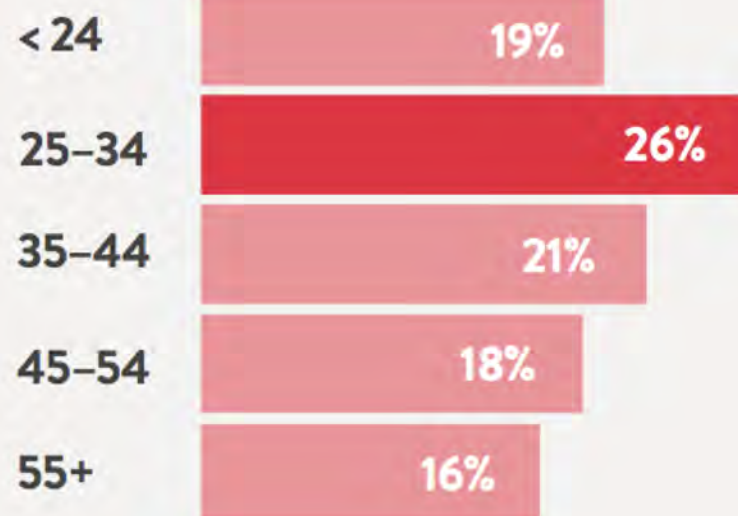
Gender



Children in Household

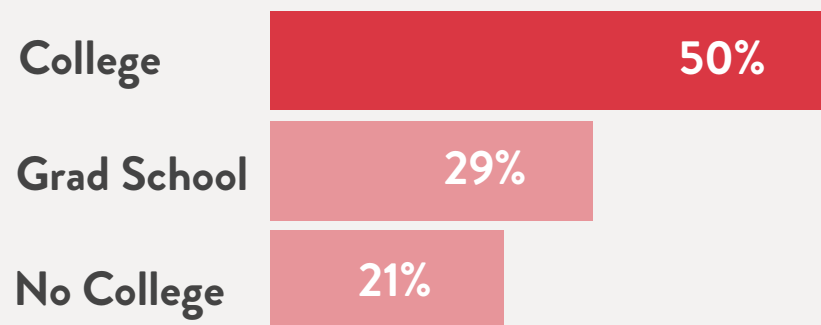


Age

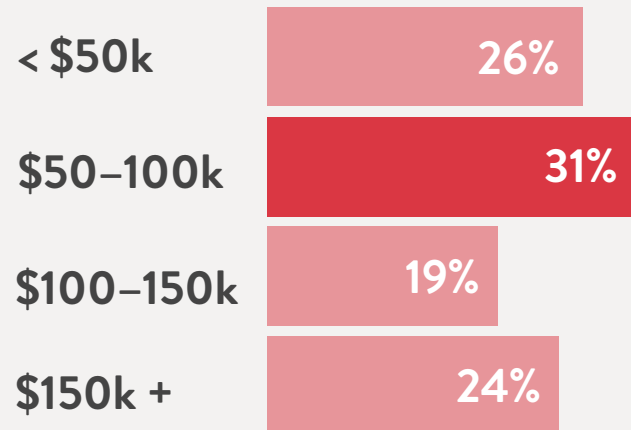


Who are OpenTable Diners Anyway?

Education Level



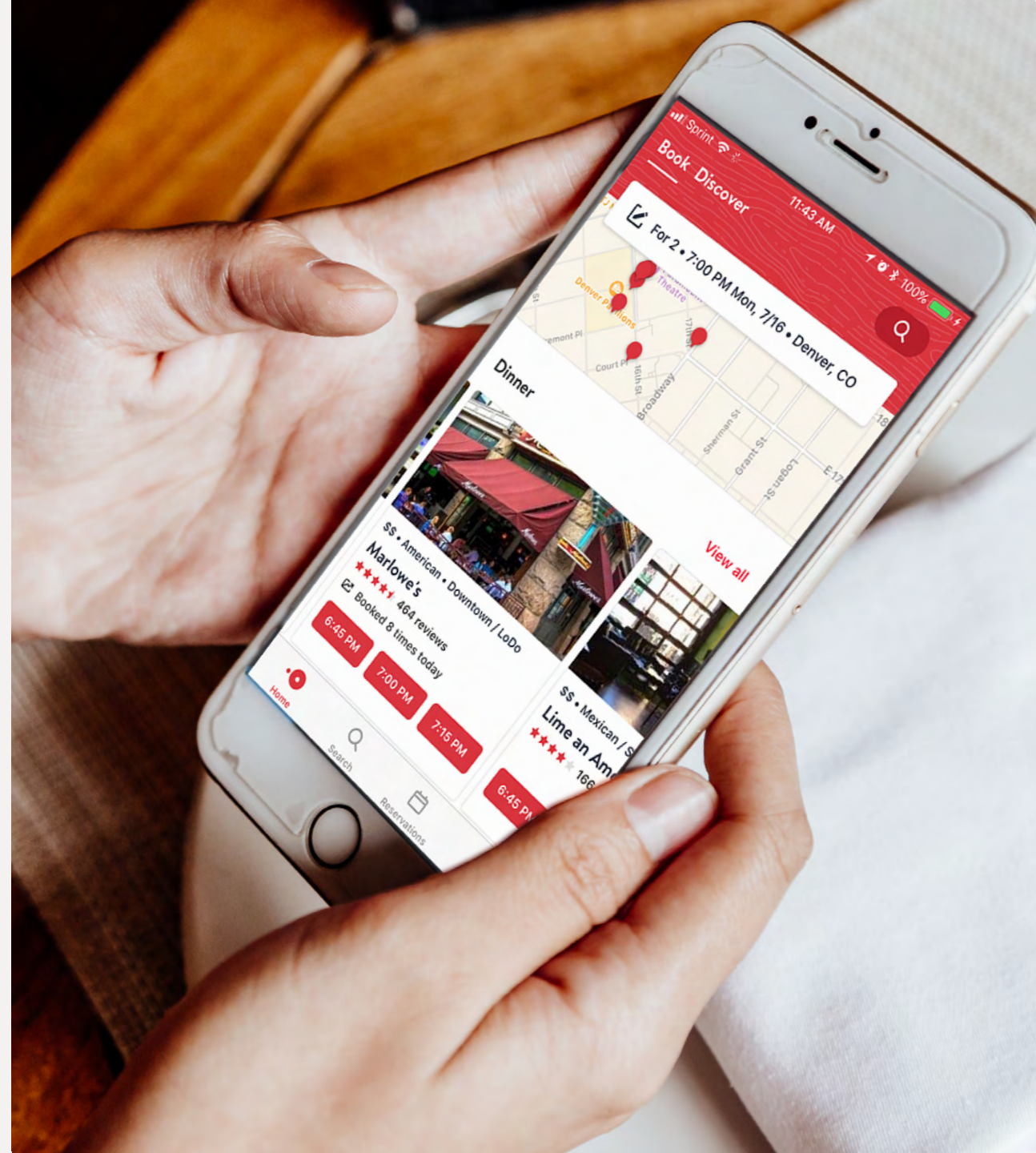
Income



Mobile = instant gratification

	Mobile	Desktop
% total bookings	56%	44%
% same day	30%	14%
% within 90 mins	11%	3%

OpenTable reservations in Palm Springs Jan 2017 - Dec 2017
as a percentage of total bookings



GPS Restaurant Week diners

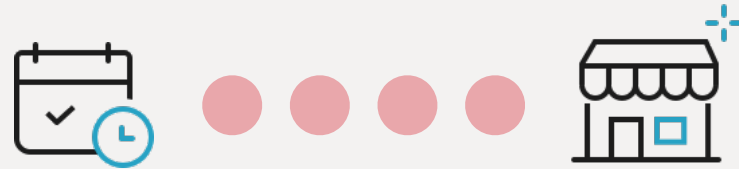
80.5% of Restaurant Week
diners are trying a restaurant
for the first time on OpenTable



Are they planners?

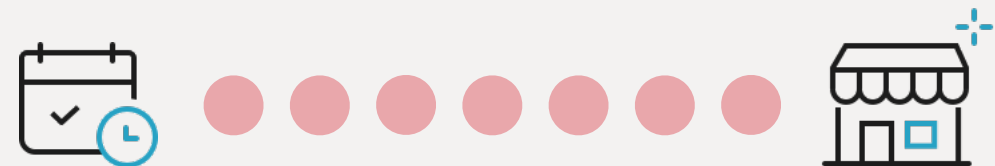
Non-Restaurant Week

4 days in advance



Restaurant Week

7 days in advance





Configure your Tables

56%

of Restaurant Week reservations
are two tops

VS.

50%

of non-RW reservations are two
tops

*Based on 2018 Palm Springs Restaurant Week data

Tapping into travelers

57%

of seated diners during GPS Restaurant Week were out of town diners.



Based on OpenTable seated diners from 2018 RW



Open your Books



+34% higher shoulder time
bookings during the Restaurant
Week period.

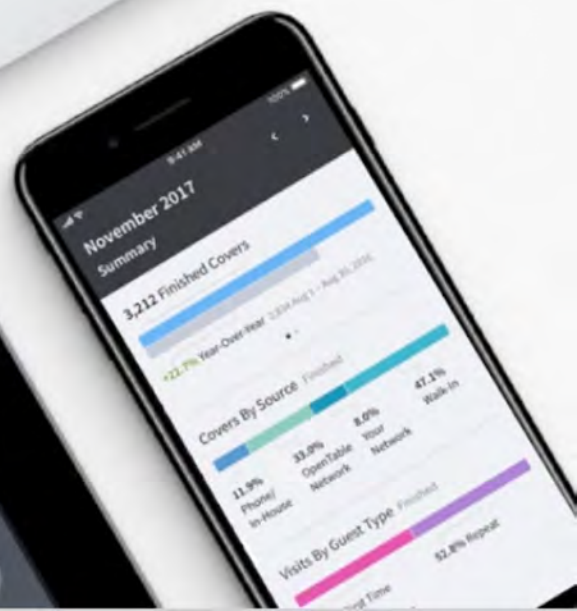
Tag and track Restaurant Week diners with a Guest Code/Tag to market to in the future as well as recognize when welcoming back.



Take Note!

GuestCenter

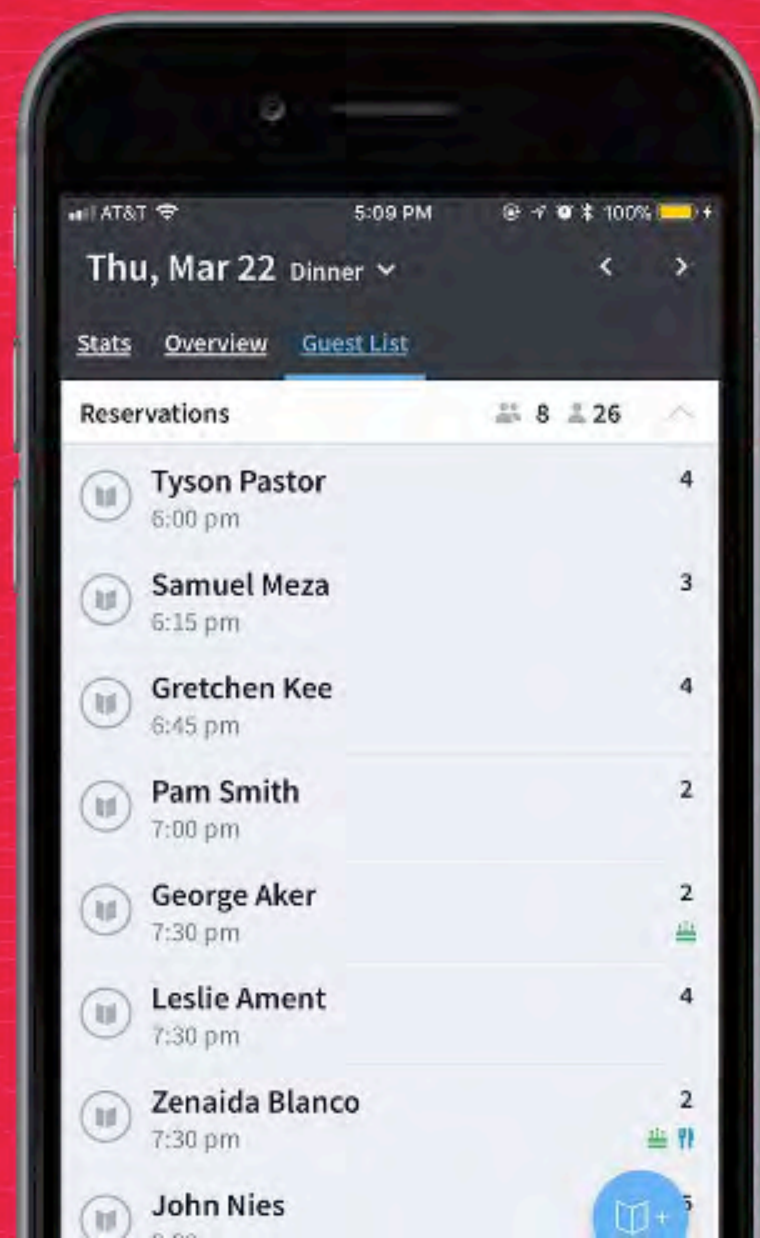
THE POWER TO MANAGE YOUR
RESTAURANT FROM ANYWHERE





Get more diners on demand.

OpenTable Connect puts your
restaurant on the world's largest
dining network.



**Not on the OpenTable
Network?**

Please come see me later if you would like discuss GuestCenter or a trial product!

Cheers!

[RESTAURANT.OPENTABLE.COM](https://restaurant.opentable.com)

