



Seasonal and Ongoing Promos

Sign Up to Maximize Revenue and Fill the House Year-round

At OpenTable we offer seasonal and ongoing promo pages where you can feature your restaurant and specials for free to get in front of more diners.

These pages account for the many different ways diners search for restaurants. Whether they're booking a Valentine's Day dinner in their hometown or finding a place to celebrate on vacation, diners rely on Internet searches and OpenTable to find new restaurants that fit their needs. That's where we come in.

Benefits

[Search Engine Exposure](#)

[Optimized Landing Page](#)

[Wide Diner Reach](#)

[Direct Diner Marketing](#)



3X INCREMENTAL LIFT

in seated diners for restaurants that participated in seasonal promos.



9 MILLION DINERS

booked reservations for major holidays on OpenTable in 2014.



15-20% OF RESERVATIONS

made are for 6 or more diners on major holidays like Easter, Mother's Day and Christmas.

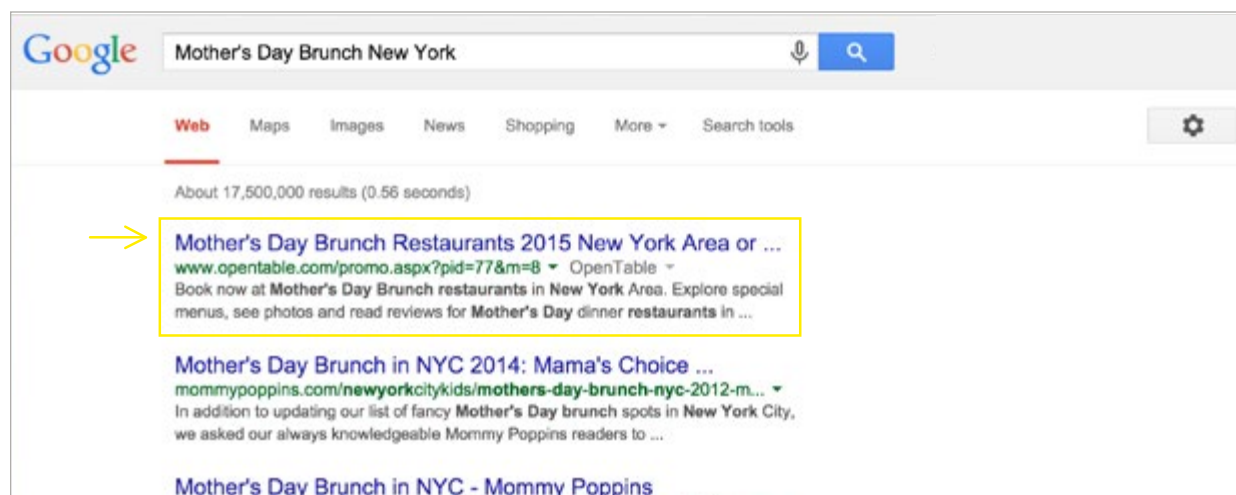


DINERS ARE 2X MORE LIKELY

to book reservations for holiday dining than other days of the year.

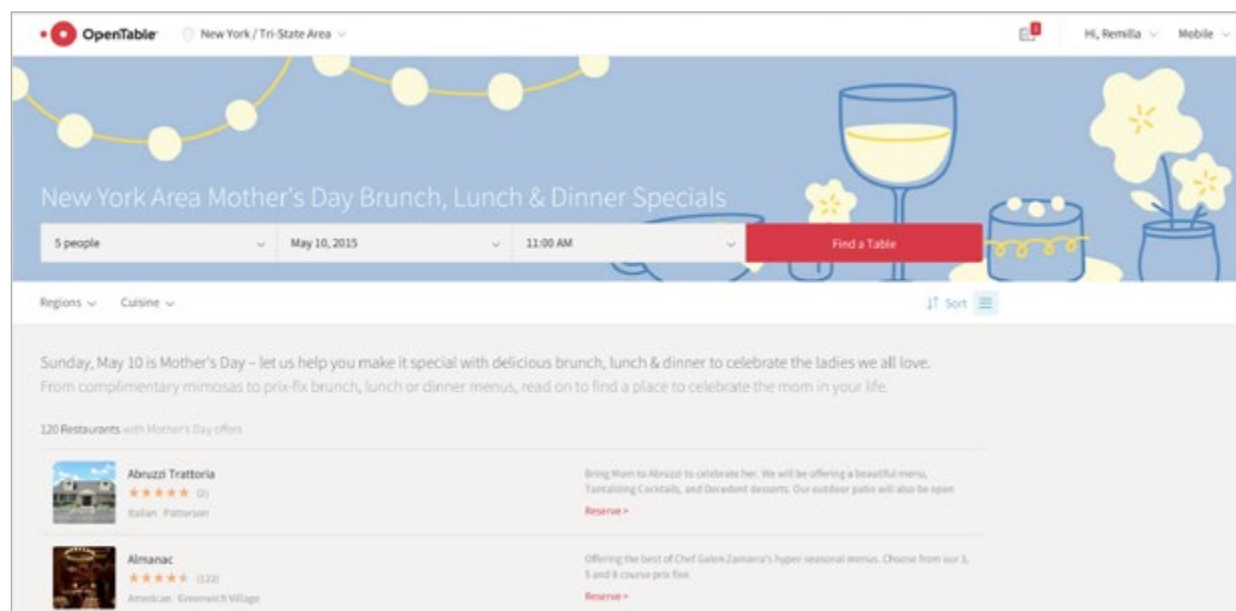
SEARCH ENGINE EXPOSURE

When a diner searches specifically for your restaurant, they can find it easily. But most diners search more general terms, such as “Mother’s Day Brunch in New York.” All of OpenTable’s promo pages are SEO-optimized, so they appear at the top of search results, bringing your restaurant directly to the diner.



OPTIMIZED LANDING PAGE

Diners who search for reservations on desktop or mobile devices will land on OpenTable’s promo pages, which prominently feature your restaurant and your own special message.



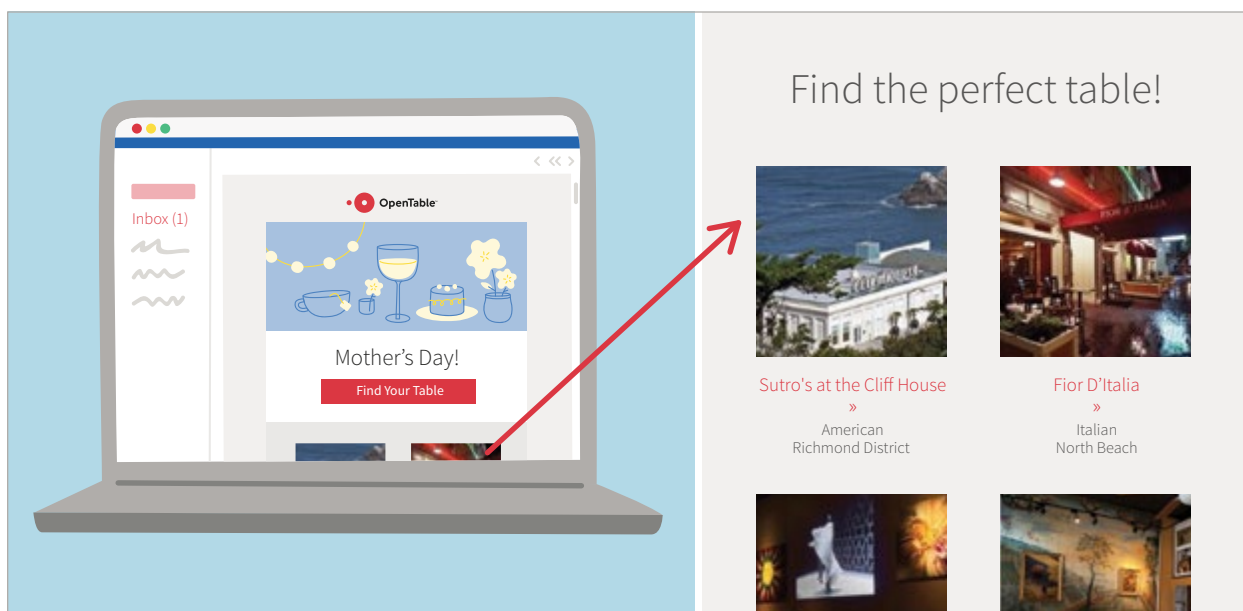
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4 Steps to Sign Up

Take advantage of the additional exposure and reservations these pages drive — **sign up now**.

1. Log into [OpenTable Restaurant Center](#) at [otrestaurant.com](#)
2. Click on the Marketing tab
3. Select [Seasonal Promos](#) and choose a holiday
4. Click the “sign up now” button and enter a personalized message for your diners

Repeat the above 4 steps to sign up for ongoing promos and be featured on pages that are live and promoted year-round.



Seasonal Promos

Sign Up Opens January

[Valentine's Day](#)

[Easter](#)

[Cinco de Mayo](#)

[Mother's Day](#)

[Father's Day](#)

Sign Up Opens August

[Canadian Thanksgiving](#)

[Thanksgiving](#)

[Christmas Eve](#)

[Christmas](#)

[New Year's Eve](#)

Ongoing Promos

[Outdoor Dining](#)

[Sunday Brunch](#)

[Vegetarian & Vegan Dining](#)

[Business Bites](#)

[Theater Menus](#)

[Free Corkage/ BYOB](#)

[Gluten Free](#)

[Artisanal Cocktails](#)

Sign up now at [otrestaurant.com](#)

