



DINER INSIGHTS

HOW WE DINE NOW

We asked, and diners answered. Use this new data to make Valentine's Day 2023 the best one yet.

January 2023

A photograph of a man and a woman sitting at a table in a restaurant, smiling and eating. The man is wearing a black shirt and the woman is wearing a gold top. There are plates of food, a glass of water, and a glass of red wine on the table.

VALENTINE'S DAY EDITION

Cupid's arrow brings a packed reservation book

Use these insights to get even more out of one of the busiest moments in the year. You'll also find more data on how diners feel now about rising prices, restaurants limiting hours, and online reviews.

Think beyond February 14

Valentine's Day falls on Tuesday this year. That creates the opportunity to help people celebrate for more of the month.

14%

plan to celebrate Valentine's Day the weekend before or the weekend after the holiday.



TAKEAWAY

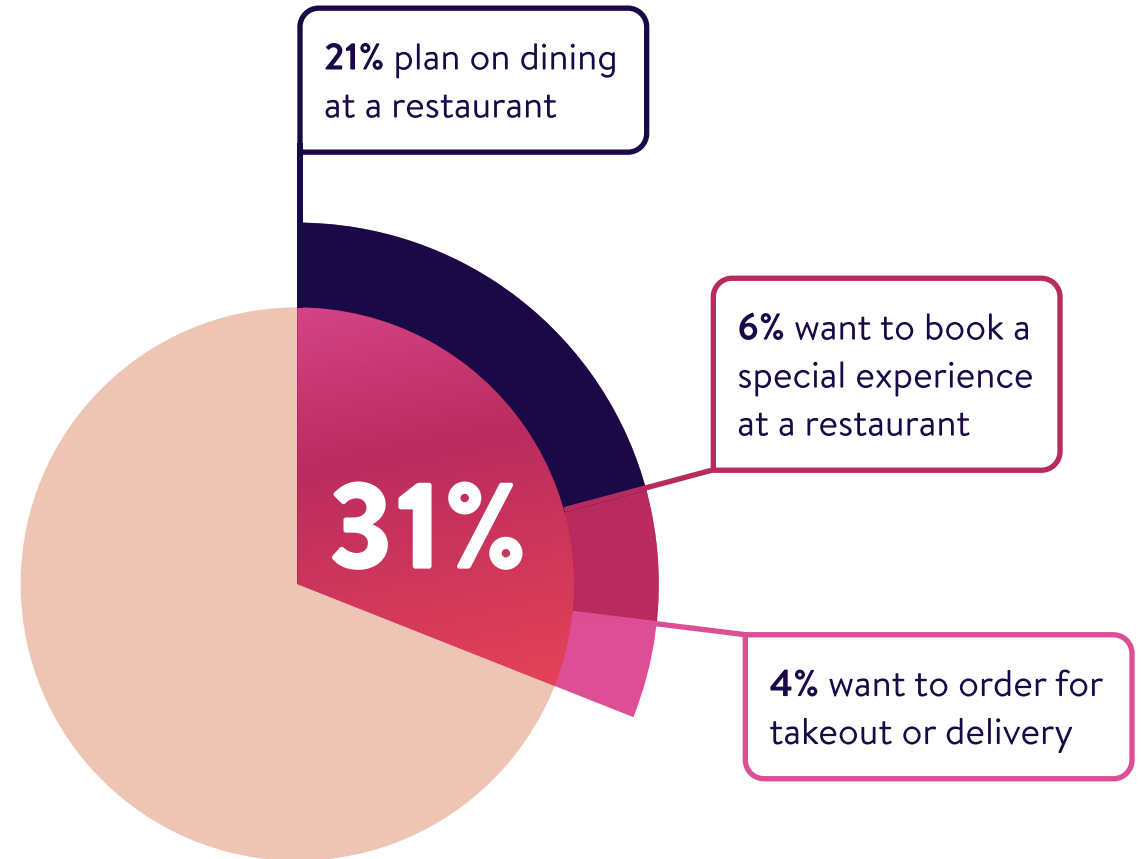
Offer your Valentine's Day menu, event, or specials **from February 10-19** to capture every opportunity.

Woo guests with special offers

Consider planning a multi-course tasting menu, champagne toast, or wine pairing dinner as an **Experience**.



Restaurants and romance go together like a bouquet of roses and a box of chocolate. In fact, 31% of people said restaurants are central to their Valentine's Day plans this year.



Help people who love to splurge

Tempt guests with supplements and add-ons such as beverage pairings, lobster, or shaved truffles. Many people want to spend.



37%

plan to spend more than usual on their Valentine's Day meal.



61%

plan to spend what they normally would.



Get the word out to eager guests

Money worries haven't stopped a certain group of people from dining out more than they have in the past.

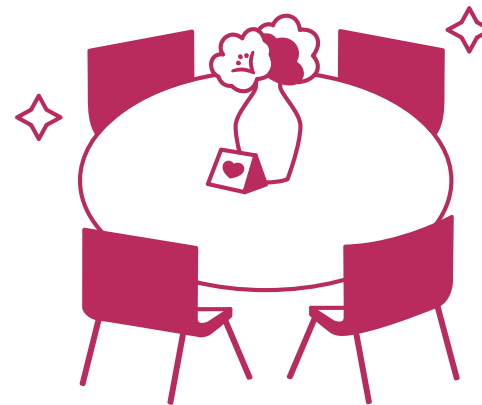
TAKEAWAY

Diner demand remains strong. Amp up your marketing efforts to make sure people know about you. **Try an email campaign** to bring back guests who haven't dined with you lately.



34%

say they are dining out more than they did 6 months ago.



20%

say they are visiting restaurants less frequently.

Meet guests where they are

Whatever their dining frequency, almost all diners have noticed menu prices increasing at restaurants.

TAKEAWAY

Evaluate the menu and **add some lower-priced options** if possible. And **consider adding a share charge** for guests who want to split one entree to cover the cost of service.



93% say they've seen the costs of their favorite items tick up. And most are making adjustments. Here's what they're doing in response:

40% are dining out less frequently

33% order fewer dishes

28% order less expensive items

28% share menu items

23% seek out lower-priced restaurants

The silver lining?

26% are doing none of the above.

Make hours of operation work for you

Thanks to the labor shortage, some restaurants have had to cut their hours and the number of days of the week they're open. The good news is that it doesn't have to hurt business.

TAKEAWAY

If you've been hesitant to close on Monday or Tuesday, a leap of faith could pay off. Remember **to talk to guests about why you're doing it**—the data suggests that they get it.



The data shows that **going to the restaurant they like when it's open** matters more to diners than going out on a specific day of the week.



82%

of diners visit their favorites just as often or even more frequently after they've cut hours.



Watch your reviews

When it comes to the places diners already know and love, they rely more on their experience than reviews. But reviews can still make the difference between someone booking a table or not—especially at someplace new to them.

TAKEAWAY

Stay on top of online reviews. 69% say it's important for restaurants to engage with guest feedback. Thank guests for positive comments, respond to negative ones, and use the feedback to make your restaurant even better.



Read reviews before checking out a new spot



Find OpenTable reviews to be trustworthy



Skip a restaurant if the reviews are bad



Read reviews before going to a familiar restaurant

62%

of diners **go to OpenTable first** when they want a reservation—an increase of 9% over last quarter.

Keep a pulse on industry trends with 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 11,000 diners in the U.S. between January 3 and January 7, 2023.