

tableo

Global Digital Booking Trends

A report from real data collected throughout 2024
For restaurants by Tableo



Executive Summary

This report analyses sample data across **restaurants globally** that used Tableo's restaurant reservation and management system between **January to December 2024**. It offers valuable insights into digital booking **trends**, customer **behavior**, and the significant **influence** of digital reservation channels.

1,000,000

Total bookings

4,009,260

Total covers

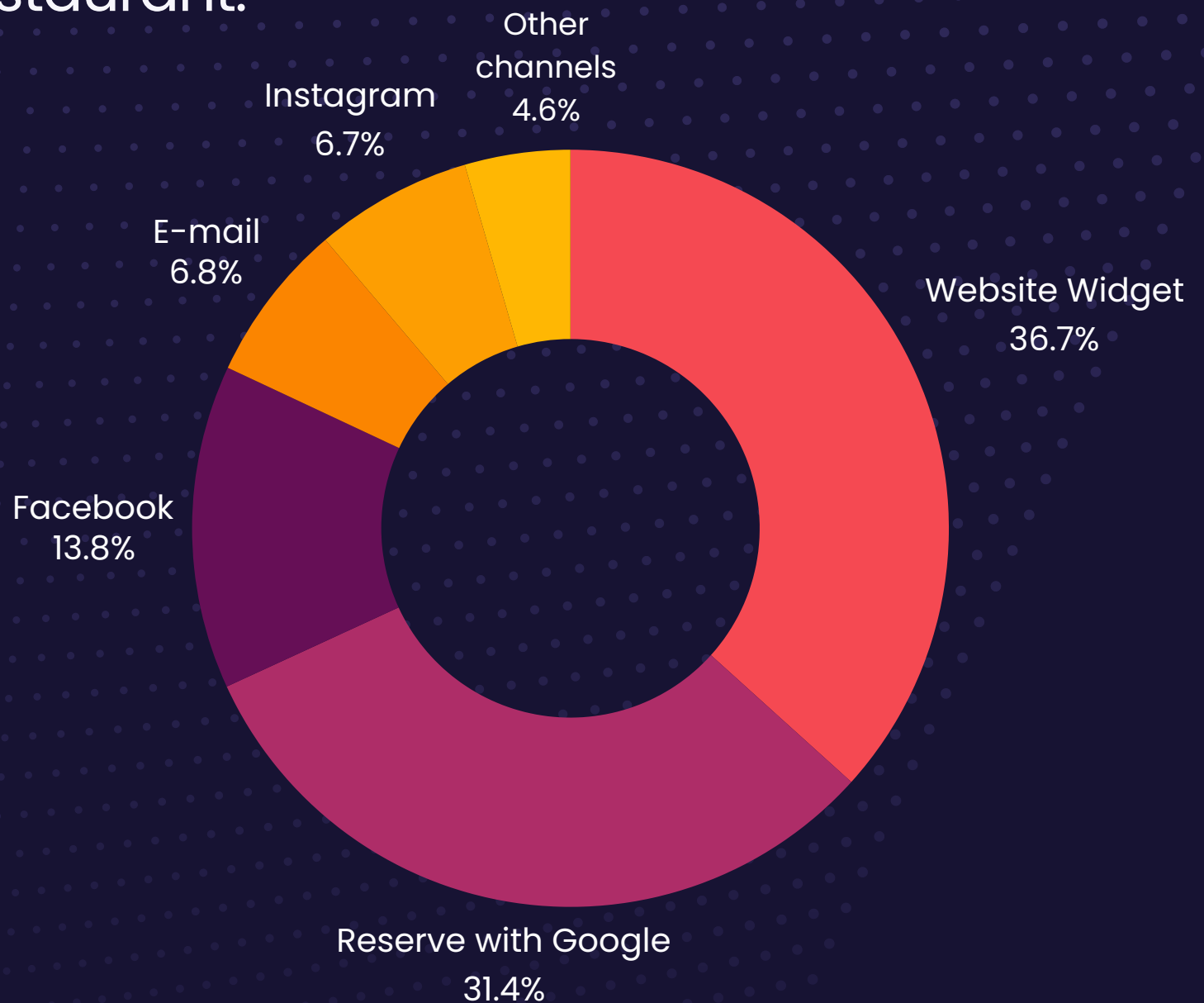


75

Countries

Digital Booking Channels

The distribution of bookings across digital channels provides valuable insights into consumer preferences and highlights the importance of a **multi-channel approach** for restaurant.





- ✓ The **website booking form** remains the **top performer**, highlighting the need for an optimised, user-friendly booking system on a restaurant's website.
- ✓ **Reserve with Google's** strong performance (31.4%) highlights the growing reliance on third-party platforms to drive bookings.
- ✓ Social media channels **Facebook & Instagram** continue to play a crucial role in engaging with diners, while **email** remains a steady contributor for **larger bookings**.



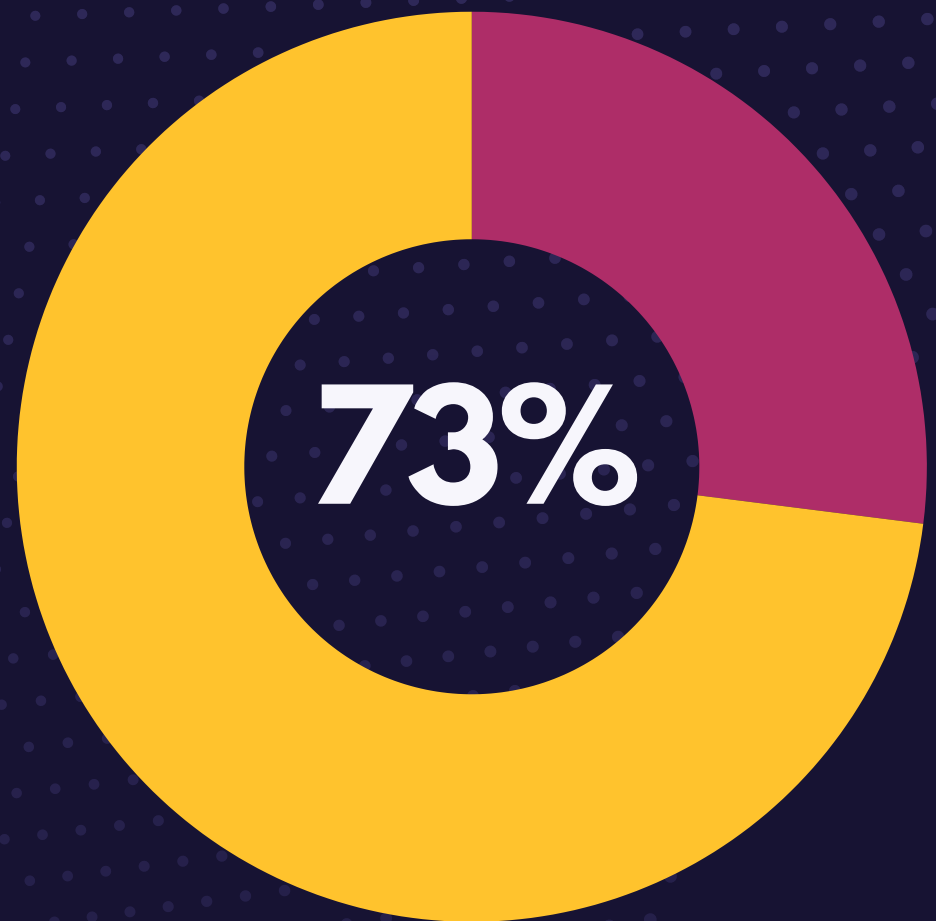
Key Findings: Reserve with Google

- ✓ **73%** of bookings through **Reserve with Google** came from **first-time users**.
- ✓ On average **restaurant booking increased** by **32%** after Reserve with Google activation.

*The figures are based on a sample of restaurants that have been operating for over two years.
We analysed bookings from the year before activating Reserve with Google and
compared them to the year after activation.*

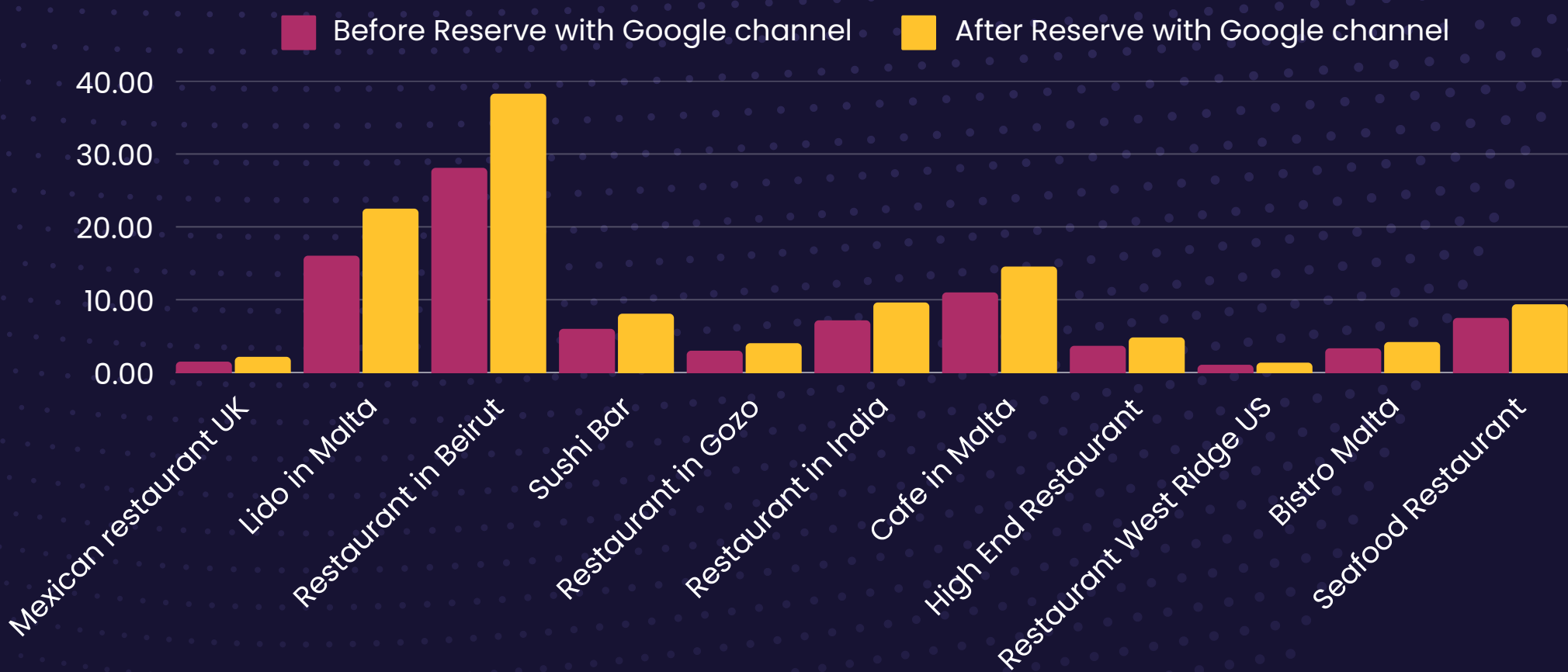


73% of bookings through **Reserve with Google** came from **first-time users**, illustrating its potential to expand a restaurant's reach and attract new patrons.



This figure aligns with a [study conducted by Reuters](#) in 2018 about Reserve with Google being a winning tool for converting customers.

From a sample of **1000 restaurants**, the median **increase in bookings** after activating Reserve with Google was **32.3%**. This signals the effectiveness of Reserve with Google as a tool for **boosting visibility** and **generating additional bookings** across various types of restaurants and regions.





Key Takeaways

- ✓ Digital reservation channels will help restaurants reach more customers.
- ✓ These channels are essential both for restaurant discovery and bookings.
- ✓ Reserve with Google helps attract new customer segments and increase reviews
- ✓ A multi-channel booking strategy can significantly boost reservations.



Our Recommendations

- ✓ Prioritise website and Google Reservation integration.
- ✓ Develop strategies to leverage first-time customer acquisition.
- ✓ Continuously monitor and optimise digital booking channels.



THANK YOU.

This report serves as **a testament to the power of digital transformation in the restaurant industry**, providing actionable insights for restaurateurs looking to enhance their operational **success in 2025 and beyond.**

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