Beat: Technology

OPENTABLE RESEARCH REVEALS WHAT CANADIAN DINERS WANT FROM TECHNOLOGY

TECHNOLOGY AND DINING OUT 2015 RESEARCH

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USPA NEWS - OpenTable, the world's leading provider of online restaurant reservations released on October 21, 2015, the Canadian results of its "Technology and Dining Out" research survey, which provides insight into what diners want from technology before, during and after the dining experience...

OpenTable, the world's leading provider of online restaurant reservations released on October 21, 2015, the Canadian results of its "Technology and Dining Out" research survey, which provides insight into what diners want from technology before, during and after the dining experience.

The study explores everything from what diners think of emerging in-meal technologies like on-table touchscreens and mobile payments, to whether restaurants googling diners before they arrive is creepy or cool.

The survey of more than 7,300 diners across Canada concentrated on six metro areas, including Calgary, Edmonton, Montreal, Toronto, Vancouver and Winnipeg. The respondents were aged 18 or over and had made at least one reservation on OpenTable in the past 12 months. The survey revealed Canadians embrace technology and dining differently depending on their location, with some cities interacting with and embracing technology more than others.

Before the Meal :

- The menu matters: 82 % of Canadian diners regularly check out menus online before dining out.
- Tech wish list: 90 p% of Canadian diners wish they could use technology to get access to a hard-to-get-into-restaurant; 81 % wish technology could inform them how long the wait for a table would be
- Googling guests: Creepy or Cool ? 36 % of Canadians think it's creepy for restaurants to Google them before arriving; 61 % wish restaurants knew their seating preferences before walking in the door; and 23 % want restaurants to know "absolutely nothing" about them.

During the Meal :

- Fine dining versus casual dining etiquette: 64 % of diners eating out at a fine dining restaurant say they "rarely or never" use their phone during the meal, as compared to 40 % of those at a full-service casual restaurant.
- In-meal technology: 23 % of Canadian diners "always" or "frequently" use their phones during meals to research and decide what to order, and the same number take photos to purely remember the experience.
- Mobile payments: Just 6 % of Canadian diners have paid using their mobile device at a restaurant.

After the Meal :

- Post-meal tech use: The most common post-meal technology activity among Canadians is to coordinate plans with others (14 %), while 13 % share their experience on social media. Another 12 % of diners interact with a restaurant's loyalty program using technology.

- Mobile app download: Just six per cent of Canadian diners are "very likely" to download the app of an individual restaurant or restaurant group; 53 % are "very unlikely" (30 %) and "somewhat unlikely" (23 %).

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Source : OpenTable

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