

Beyond the Booking:

UK and Ireland Hospitality Trends Report 2025



2025 is full of opportunities for venues with the right strategies in place to tackle persisting challenges

As anticipated, 2024 served up a range of challenges for the hospitality industry, with venue operators struggling in areas like the rising cost of operations, achieving profitability, and ongoing staffing issues.

While you can count on 2025 having difficulties of its own, with the UK food waste legislation coming into place in March and the national minimum wage increase in April, there's still a positive mindset within the market and with the right strategies in place, businesses can expect to have a strong, profitable year.

Many operators expect similar trials and tribulations to continue this year, but three stand out as being of greater concern compared to last year:

- 84% anticipate higher operating costs
- 35% are anxious about attracting new customers
- 31% are worried about fewer customers dining at their venue

So, how can restaurant operators combat these rising concerns? In our survey responses, using a booking management system has emerged as a key part of achieving success in 2025. In fact, we've found it can **help the average venue generate around £18,000 in additional revenue every month**.

Of course, that's not all there is to it. Other key areas you'll need to prioritise include connecting with your customers and meeting them where they're at, and expanding promotional efforts to attract diners and achieve growth in your business.

Ultimately, the overall key to unlocking revenue growth in 2025 is **resilience against ongoing challenges and an optimistic outlook** for the year to come. Concentrate on impactful initiatives that deliver high rewards and returns, instead of spreading yourself too thinly to drive real results. Read on for all the data and tools you need.

Plus, we'll show how ResDiary will support your business on the road to success long into the future.

Colin Winning
Commercial Director
ResDiary



In this report...

To give you the tools to successfully navigate the current hospitality landscape, we surveyed 179 venue operators and 882 diners across the UK and Ireland. Based on their insights, we've compiled this comprehensive report looking back on 2024 and projecting what 2025 might have in store.

In addition to showcasing the major challenges predicted, we'll touch on reasons for optimism, strategies to overcome your obstacles, and - most importantly - how resilience is key to achieving growth in 2025.

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The key numbers for hospitality in 2025

49% of venue operators predict they will achieve more revenue in 2025, compared to 2024.

49%

12%

Just 12% predict achieving less.

84%

84% expect higher operating costs in 2025.

2%

Just 2% expect them to be lower.

71% plan to increase menu pricing in 2025.



44%

plan to use seasonal promotions in 2025.



42%

plan to use special offers in 2025.

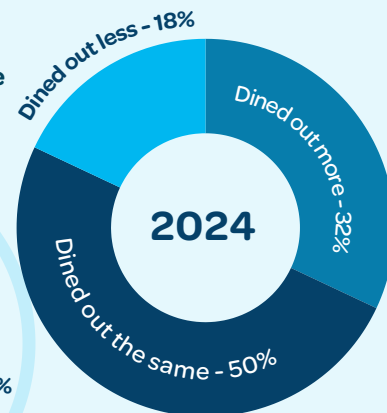


42%

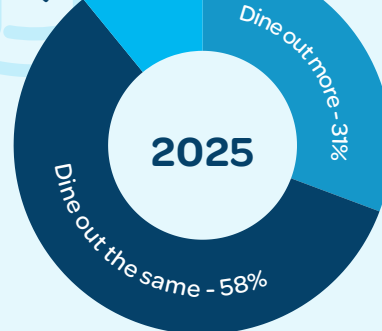
plan to run events in 2025.

The average % of diners who dined out more in 2024 was

32%



The average % of diners who plan to dine out more in 2025 is

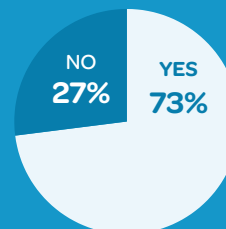


The average % of diners who plan to dine out more in 2025 is

31%

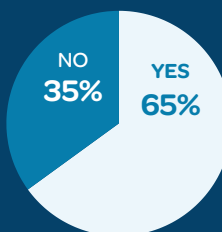
73%

of diners are happy to provide card details when booking.



65%

of diners are happy to pay a deposit when booking.



84%

of venues anticipate higher operating costs than in 2024.

The solutions that venue operators have been waiting for are here

The hospitality industry has indeed experienced tough times over the past five years and even now, despite diner enthusiasm restabilising post-pandemic, the issues persist. Unsurprisingly, the major contributor to this is the rising cost of operations that refuses to ease.



82% of respondents say their operating costs were higher than expected in 2024 and 84% expect them to be even higher in 2025.



82% of respondents say their operating costs were higher than expected in 2024 - a similar statistic to last year, when 83% of respondents said the same about 2023. Worse still; **84% of respondents expect them to be even higher in 2025.**

These higher operating costs exacerbate all other issues that you face, making it more difficult to manage your business. From effectively staffing your shifts to being able to supply your menu offerings, covering increased energy bills, and, most importantly, growing profit. Everything is impacted, even your customers who are faced with an ever-higher cost of living too.

But understanding these obstacles and planning your 2025 strategy around them, allows you to maintain focus and drive impactful returns in the areas where you can, to effectively achieve revenue growth.

Any restaurateur enters a new year hoping to earn more revenue than the previous one, and these figures might feel discouraging, but the resilience of venue operators in the UK and Ireland shines through despite this.

Half (49%) of respondents predict that revenue generated in 2025 will exceed takings from 2024, with only 12% predicting a decrease. For those who expect growth, the expected increase is 20% - a welcome figure.

But the research suggests there's even more reason for a much larger percentage to be confident of revenue growth too.

84%

of venues expect higher operating costs in 2025.

49%

of venues expect to exceed revenue from last year.

20%

is the average increase in revenue venues expect.



For the past three years, there has been three challenges that stand out as continually increasing year on year. This trend in the data allows us to analyse these issues and prepare strategies to help overcome them, so you can eliminate them as ongoing stressors, and position yourself for a successful 2025.

With the right approach, many more operators can achieve success.

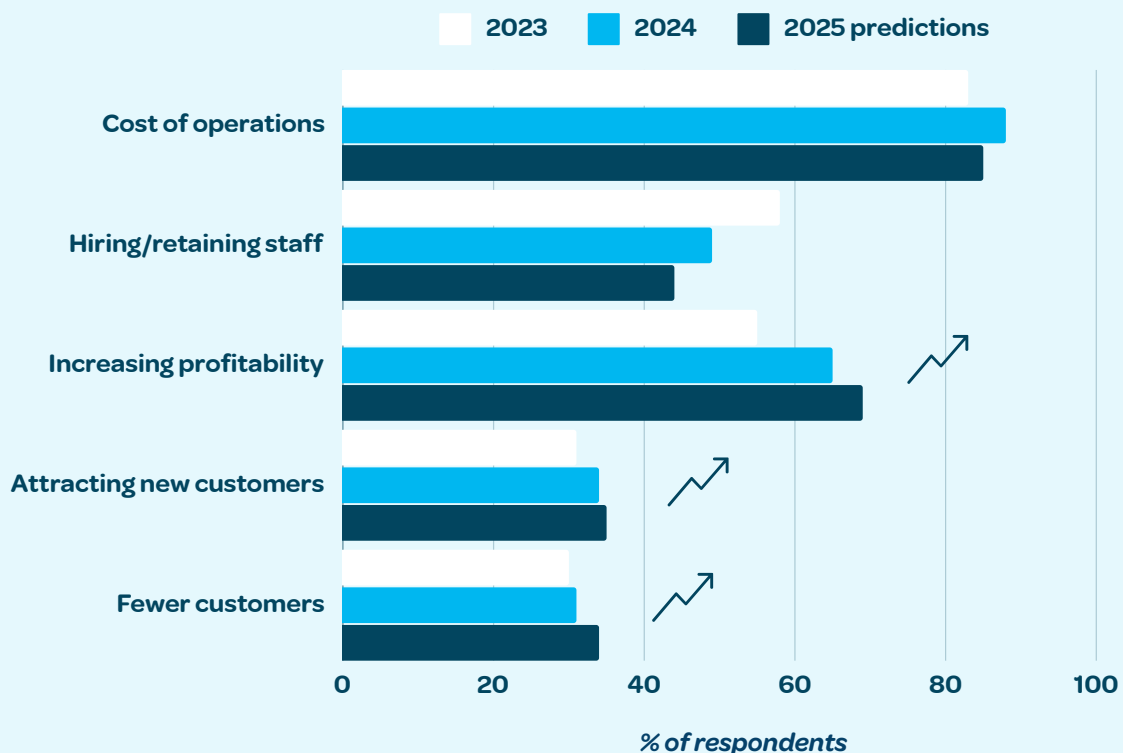
To achieve the predicted 20% growth in revenue, you'll need to deal with increased costs, effectively utilise booking management systems to optimise and save, and find new ways to connect with your customers and draw them in.

This report is your roadmap to achieve this – with key insights to take on these obstacles and come out on top.

The major challenges for hospitality in 2025

One of the best ways to effectively prepare for success in 2025, is to assess challenges faced in previous years, to anticipate what may come your way.

The top challenges faced by venues in recent years and 2025 predictions:



Operators expect the landscape to be similar in the coming year, but some challenges stand out from the rest as having consistently increased in concern over the past three years, while others have started to marginally subside.

The worry around hiring or retaining staff is on the decline, with 14% less respondents in 2025 concerned about this challenge than in 2023. This indicates that the worst of the hospitality staff shortages in the UK and Ireland may be declining.

On the other hand, venue operators now face even greater difficulty when it comes to improving profitability, with 14% more respondents in 2025 concerned about this challenge than in 2023. This concern has risen year on year, alongside the fears around having enough customers, with responses for both 'Attracting new customers' and 'Fewer customers' rising by 4% since 2023.

The challenges that have increased in concern from 2023 to 2025 are:

+14%

Improving profitability



+4%

Attracting new customers



+4%

Having fewer customers

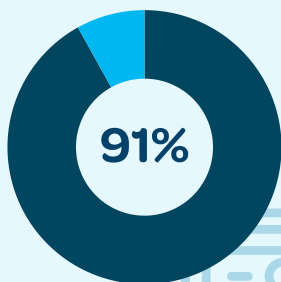


What this highlights is that it's time for us to establish new strategies for tackling these challenges and prevent concern increasing for another year.

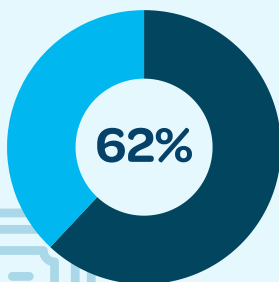
As usual, the cost of operations is expected to be an **ongoing challenge in the next year**, yet this is the first year that the percentage of respondents who anticipate this to be a challenge has actually decreased. While it's still a massive concern in the hospitality industry, we can see a glimmer of optimism in the decrease here.

For respondents expecting increased cost of operations in 2025, the main reasons are:

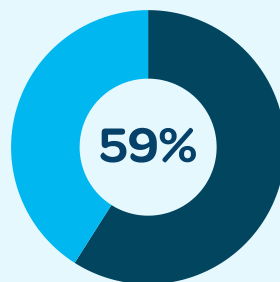
- Cost of labour – 91%
- Cost of utilities (energy/water, etc.) – 62%
- Cost of ingredients/food stock – 59%
- Cost of business rates/taxes – 33%



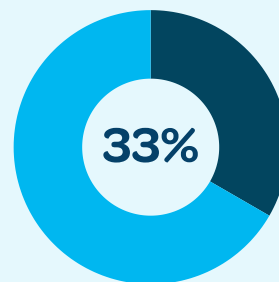
Cost of labour



Cost of utilities



Cost of ingredients



Cost of business rates

To help counteract these increases and optimise your restaurant to save costs in other areas, our survey has shown that 2025 might be the time to ditch your old pen and paper diary.

Survey respondents who moved from a paper diary to a digital booking management system like ResDiary estimate that they save 39 hours a month.



Have a go on our Value Calculator to see how much you could save in time, effort and money: [Digital System vs Pen and Paper Savings Calculator](#)

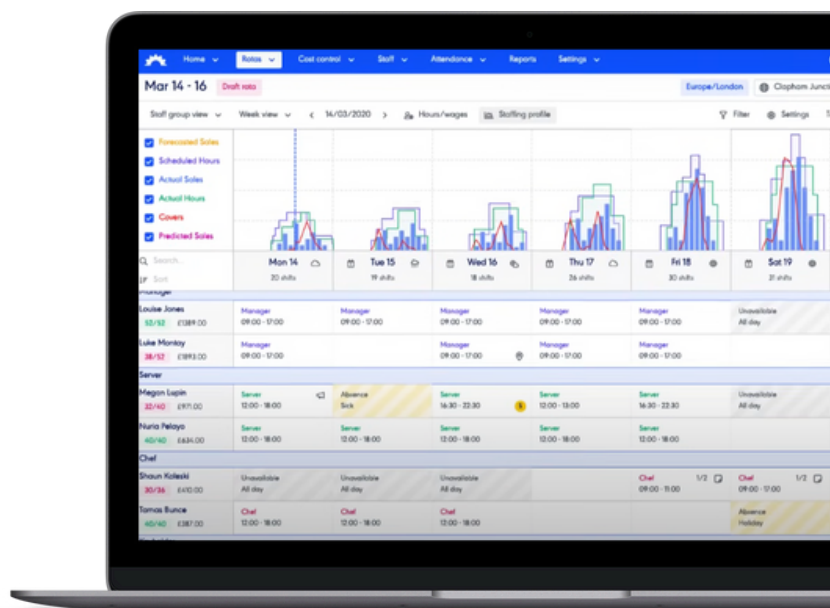
This time-saving will result in significant financial savings in manual labour alone by entirely automating the booking process. That can go a long way to softening the impact of operational costs, freeing up funds to invest in growth strategies to boost your profitability instead.

Another benefit of a digital booking system is complete oversight of your bookings across each day, week, and month. Having this view in one digital location, rather than hidden within the pages of your paper diary, allows you to better understand your staffing requirements and identify trends over time

If you really want to save on labour costs in your business, you can turn to ResDiary's [integration with Rotaready](#).

Rotaready helps you create the best possible rotas based on future demand, and through our integration, you can utilise your booking data when creating rotas too.

This stops you overspending on labour costs or having understaffed shifts and is a crucial part of saving on labour costs and achieving growth in 2025.



Of course, that's just one of the many ways you can bring down your costs and ensure profitability in the coming year.



Understanding diner booking habits

One of the most important ways venues can tackle the challenges of fewer diners and attracting new diners is to understand your customers better than ever.

How often do your customers dine out?

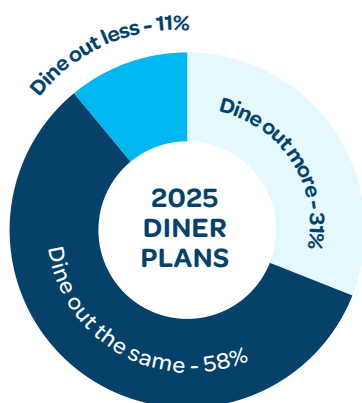
81% of diners in the UK and Ireland dine out for dinner at least once a month. A very encouraging statistic, showing that 4/5 diners enjoy dining out for dinner on a regular basis.

Lunch service remains a backbone for the industry too, with 67% of respondents dining out at least once a month for lunch. Despite being quite a bit further behind in popularity, breakfast also fairs well, with half (47%) of respondents dining out for breakfast at least once a month.

Brunch is not favoured in the same way – with 44% dining out less than once a month, and 24% never dining out for brunch. However, this seemingly refers to dining out for a traditional brunch, whose popularity has paled in comparison to ticketed events like bottomless brunches, social affairs with never-ending alcohol and pre-ordered plates that have become an essential for a celebration.

It's clear that diners enjoy their meals out, but interestingly, the extent to which people are dining out more often is waning. **31% of diners say that they plan to dine out more in 2025.**

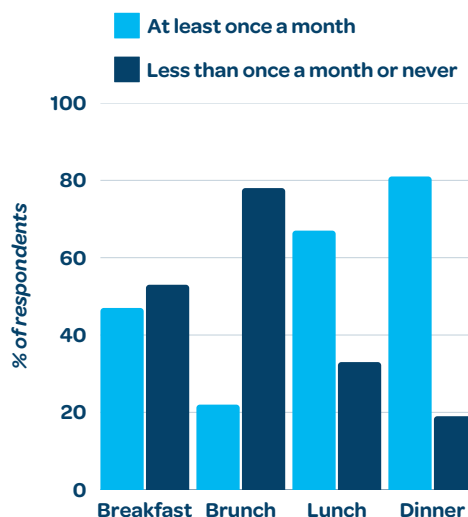
This is similar to the 32% who said they dined out more in 2024 than in 2023, but a stark decline compared to 46% of respondents who dined out more in 2023 than in 2022.



This will likely be indicative of the pandemic recovery and shows that we are entering a more stable era for the hospitality industry and performance forecasting may be easier for venue operators.

11% of diners expect to dine out less in 2025 though, and its key to understand why. This might be the minority, but the insights will enable you to address the pain points that diners have in a wider sense and bring more of them into your business.

How often do diners dine out for each meal?



What factors deter customers from dining out?

The most prominent reason customers plan to dine out less in 2025 is that they expect to have less disposable income. 68% of those expecting to dine out less in 2025 cited this as a primary reason.

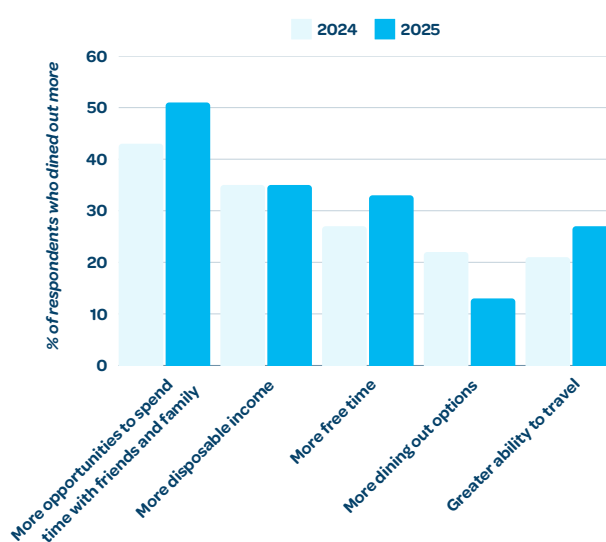
Similarly, of customers dining out less in 2024, 62% said less disposable income was a contributing factor. It's a consistent issue, and one that's apparently getting worse as the cost of living crisis continues.

While many customers are feeling a cost-of-living pinch that's keeping them away from your venue, there's still a lot of opportunity to draw in new diners.

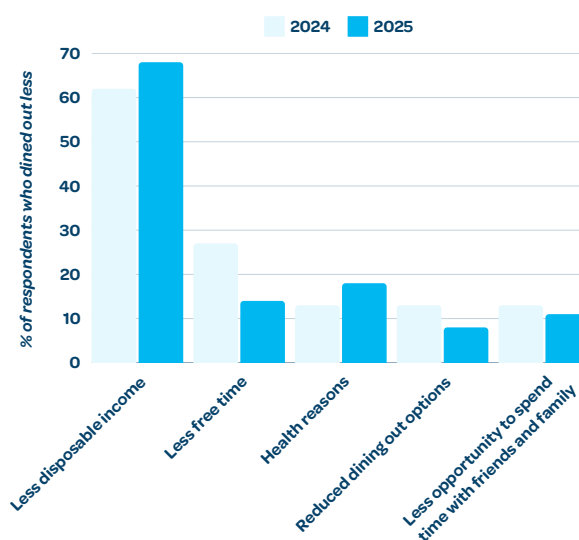
The biggest reason given for dining out more in 2024 was more opportunities to spend time with friends and family (43%), so this could be something to consider when trying to entice disengaged diners back - tailoring your restaurant promotions to attract groups and promote social activities.

It's also important to consider **where you're promoting these offers to your customers**: do you want to do this via a third-party platform and increase reach, or do you want to talk directly to your customer base and protect your profit by not paying any commission to a third party?

Reasons for dining out more



Reasons for dining out less



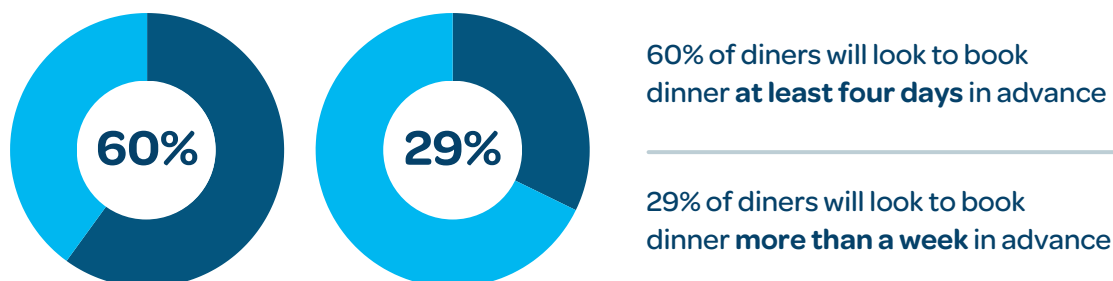
And remember, **there are more diners that are planning to dine out more (31%) and maintain their dining out frequency (59%) than those planning to eat out less.**

Tapping into this base of customers, encouraging repeat bookings, and incentivising increased spend per head is the key for achieving growth.

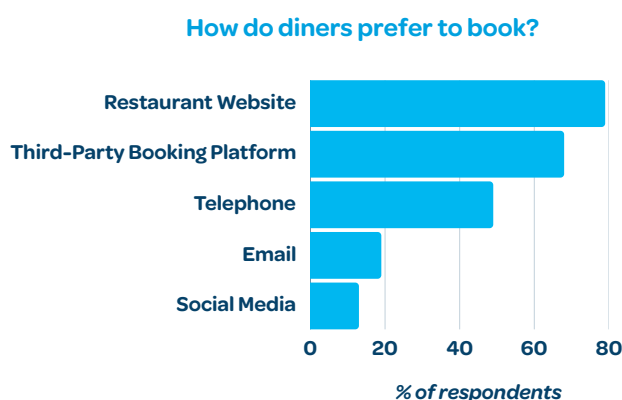


How will customers make bookings in 2025?

The booking behaviour of customers varies when it comes to different meals.



However, customers are much more relaxed when it comes to lunch bookings with most (56%) looking to book at least one day in advance. And even more relaxed with breakfast, where 42% won't book at all, preferring to be spontaneous.



The top methods for booking are **directly via a venue's website, with 79% of respondents using this method**, using third-party booking platforms (67%), and calling the restaurant directly (39%).

When calling the restaurant directly, 16% of diners would look elsewhere if no-one answered the first time, while 66% of diners would try ringing twice before trying elsewhere.

This means venues could lose 82% of those trying to make a reservation if they are too busy to answer the phone and don't have an alternative means of booking a table.

Plus, the proportion of diners who want to book by calling a restaurant directly nearly halves to 21%, when interrogating responses only from those aged 18-34 years. This suggests that diners of the future will prefer to use online methods over the telephone when booking a table in a restaurant.

This aligns with diner data from all ages that suggests that **more than a quarter (29%) of diners are turned off by the inability to book online**, with 27% prioritising a different restaurant if forced to call or email a venue, and 2% disregarding the venue altogether.



Challenge: Attracting New Customers

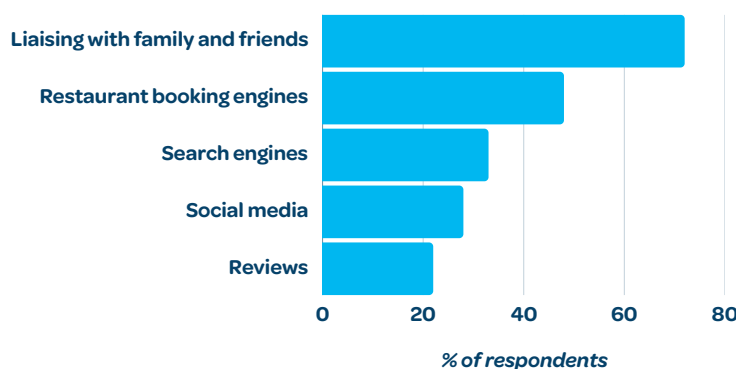
Solution: Meeting your customers where they're at in 2025

With attracting new customers a growing concern for venue operators, it's essential that you know how diners are discovering new restaurants and where to connect with them.

Of course, these figures can be quite different for different demographics. For 18-34-year-olds, social media skyrockets to 60%, and third-party publications rises to 33%.

With ResDiary's channel management, you can accept a booking from just about anywhere, thanks to custom-made widgets and booking integrations that make it easy to meet customers wherever they're at.

How do diners discover new restaurants?



Plus, you can track what source your customers placed their bookings from, allowing you to optimise your promotion efforts towards those channels going forward.

Social Media

Aside from peer recommendations, social media is the largest source for discovering restaurants for 18-34-year-olds, so it's essential to capitalise on this.

The perfect way to do this and take advantage of social media as a promotion channel, is through ResDiary's **Meta integration**. You can link directly into your booking diary from your Facebook and Instagram pages, allowing you to convert viewers of your content into paying customers with ease. That way, when diners come searching for restaurant inspiration, you can capture their momentum, direct them straight to your booking call to action, and simplify the process.



Check out our [complete guide to social media marketing](#) to learn how to effectively attract diners to your venue using your social media.

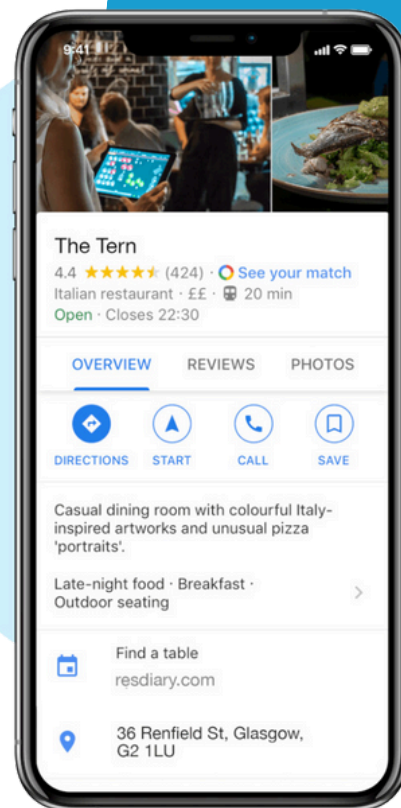
Search Engines

How often do you think diners search for terms like 'restaurants near me', 'restaurants in [location]', and '[cuisine type] restaurants' to find dining out options?

A third of diners (33%) use search engines to find new venues, so the answer is probably: A lot.

If you want to leverage search engine marketing for your business, ResDiary is a great tool. We integrate with [Reserve with Google](#), enabling you to link to your booking diary from your Google Business Profile. This means customers can place a reservation directly from Google Search results when your venue pops up in one of their searches.

Combined with a comprehensive restaurant SEO strategy, it's your ticket to earning more reservations than ever in 2025.



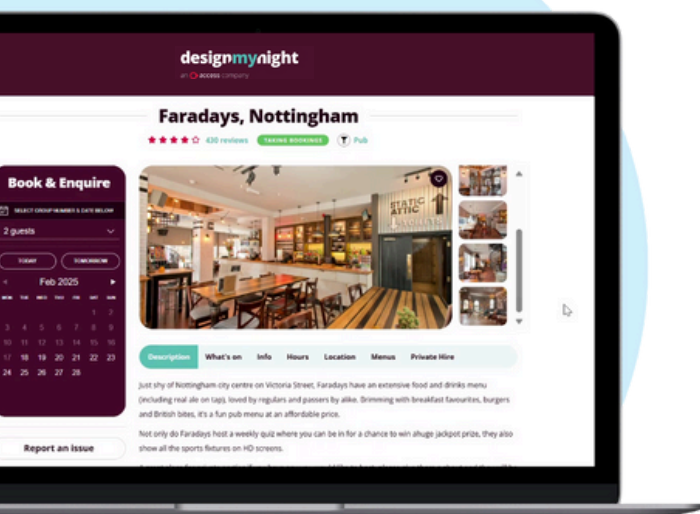
Read our blog on [7 Restaurant SEO Tips to Boost Your Online Presence](#) to improve your visibility on search engines and reach more customers.

Restaurant Booking Engines

Half (48%) of diners use restaurant booking engines to source restaurants. These booking engines connect diners with venues related to their specific searches, boosting your restaurant visibility.

With ResDiary's [DesignMyNight](#) partnership, your venue is shared with as many as 3.9 million monthly users, and promoted to diners who are searching for your location, venue type, event theme, and more. Customers can make reservations at your restaurant straight from your DesignMyNight listing, without any additional charges or hidden commission fees and all bookings made are instantly synchronised with ResDiary, allowing you to see all reservations and cancellations in your diary in real time.

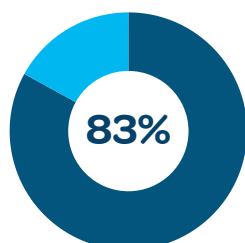
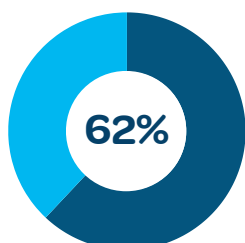
Put your brand in front of the right audience and watch the bookings roll in.



Challenge: Cost of Operations

Solution: Managing costs and achieving growth for 2025

Keeping your costs from ballooning further in 2025 isn't just a way to preserve your bottom line. It's also crucial to keep customers coming into your venue throughout the year.



62% of diners stated **less disposable income** as the primary reason for dining out less.

For customers aged **18-34**, 83% of those who dined out less did so for this reason.

Remember that for customers dining out less in 2024, 62% stated less disposable income as the primary reason. For customers aged 18-34, 83% of those who dined out less did so for this reason.

So, you can't afford to have your menu prices growing at a massive rate, despite the upcoming minimum wage increase making it a tempting way to cover costs.



One business ResDiary spoke with, said they made **small incremental price rises on a quarterly basis over the course of a year, to prevent an obvious price hike for customers in April**. This forward-planning meant that they could future-proof their business from the challenges they knew were coming.

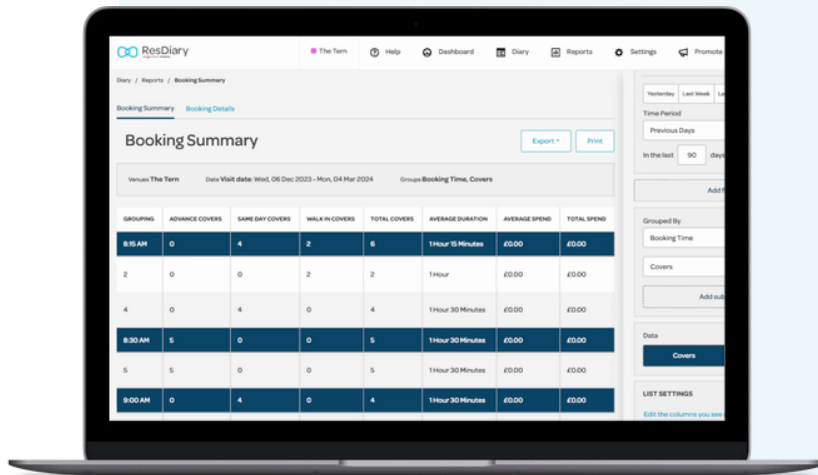
Having a considered strategy allows you to manage and adjust over time, to set yourself up for success.

Another business said that in March 2025 they would be offering 20% off food on Tuesdays and Wednesdays, despite April bringing a rise in the cost of ingredients, wages and National Insurance. **Instead of raising menu prices and alienating customers, leading to profit loss, their strategy is to make their restaurant more accessible** to attract more diners and drive revenue growth to cover increased costs.

Another way to tackle these increases and maintain sustainable growth in 2025 is by bringing your costs down and maximising value from your diners, through optimised operations, streamlined systems and prevention of no-shows.

Optimising operations

One of the most powerful ways to achieve this is with a booking management system like ResDiary, with features for handling reservations more effectively in your business. These include smart rules that are automatically applied when customers place bookings, and yield management settings that ensure your venue gets the most out of every service.



GROUPING	ADVANCE COVERS	SAME DAY COVERS	WALK-IN COVERS	TOTAL COVERS	AVERAGE DURATION	AVERAGE SPEND	TOTAL SPEND
9:15 AM	0	4	2	6	1 Hour 15 Minutes	£0.00	£0.00
2	0	0	2	2	1 Hour	£0.00	£0.00
4	0	4	0	4	1 Hour 30 Minutes	£0.00	£0.00
9:30 AM	5	0	0	5	1 Hour 30 Minutes	£0.00	£0.00
5	5	0	0	5	1 Hour 30 Minutes	£0.00	£0.00
9:00 AM	0	4	0	4	1 Hour 30 Minutes	£0.00	£0.00

These allow you to set conditions like not short-selling tables during your busiest periods, optimising turn times, minimising empty tables, and ensuring bookings are staggered efficiently so excellent service can be delivered.

It's an easy, automated way to manage bookings more intelligently, and it frees up your team to do what they should be doing: delivering an incredible diner experience.

This in turn helps you to **maximise growth while cutting down on your admin time by an average of 39 hours a month**. But it's not just time savings that you can increase by switching from pen and paper to our digital system though, as that admin time confirming bookings, chasing deposits, and organising table plans equates to a significant sum in terms of wages saved every month.

And we've calculated that you can **increase your monthly bookings by at least 6%**, just through extra reservations via our **Reserve with Google** integration. As a result, we estimate that **ResDiary could be worth an additional £18,072 in revenue per month to the average venue**.

That's just one of the financial benefits that can help counteract the increased cost of operations. ResDiary is also a commission-free solution. That means you get to keep the money you earn from your bookings, generating more revenue for your business.



Streamlining systems

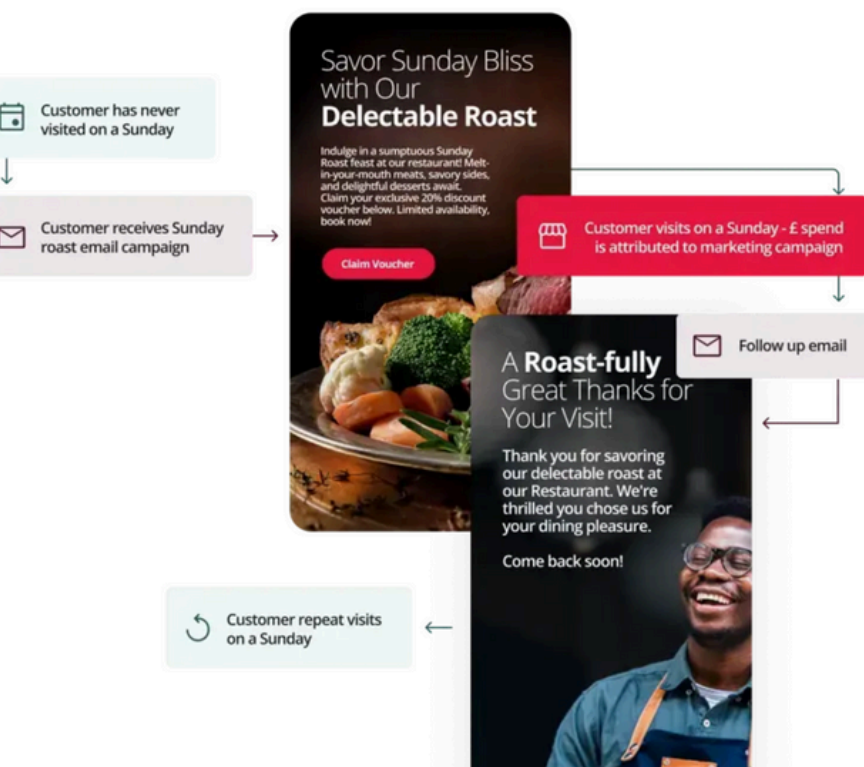
With so much concern about rising costs in 2025, you might think areas like marketing will be too expensive for you to pursue. Fortunately, ResDiary offers a wide range of marketing tools and **integrations**. **With one cohesive tech stack, your marketing efforts are more affordable and more effective.** Not only that, but they're totally automated, to take the weight off your shoulders and do the heavy lifting for you.

ResDiary's email marketing functionality allows you to stay in touch with your customers with ease – creating further opportunity for data collection and connection. You can create branded communications that are automatically triggered by events like bookings being placed, promotions they have booked on, even birthdays. This keeps your business front of mind for your customers and makes them feel valued, encouraging them to make that repeat booking and increase their spend with you.

Our marketing integrations include the customer relationship management (CRM) system, **Acteol**. Acteol levels up your email marketing even further: collecting data points about your customers and bringing them together to create sophisticated diner profiles.

These help you to understand your diners better than ever and create more targeted and automated campaigns for totally hands-free, effective marketing.

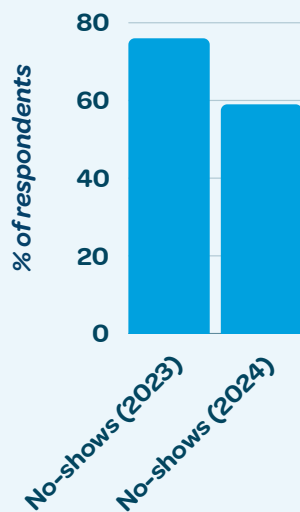
For another way to reach your customers, ResDiary integrates with **Silverstreet**. This SMS marketing tool integrates with your booking software to automatically send communications once set up. It's a low-cost, hassle-free way to promote your restaurant.



These are just a few of the ways that utilising digital marketing systems can transform the profitability of your business.

By streamlining your reservation management and serving as the lynchpin of your tech stack, ResDiary is the solution to your financial fears for 2025.

No more no-shows



No-shows are nothing new for hospitality. 76% of venues were impacted by no-shows in 2023, leading to a serious amount of lost revenue for these businesses.

However, it seems like all the work restauranters have done to bring down no-shows is paying off, as **only 59% of respondents reported being impacted by no-shows in 2024, in comparison.**

It's still a high figure, but the 17% annual drop-off is definitely something to celebrate. For affected venues, an average of 7% of bookings resulted in a no-show in 2024, down 8% from in 2023. Another successful drop-off.

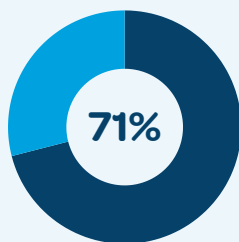
However, it's estimated that **this cost restaurants £3,813 annually per venue, on average.** This figure has increased from £3,621 in 2023, despite the decrease in bookings affected.

This showcases how the value of customers has increased alongside the cost of operations, so it's especially important to continue to reduce no-show numbers.

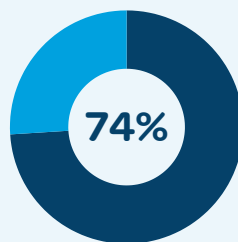
How are venues achieving this decline in no-shows? Well, it appears that deposits are becoming an increasingly standard part of the hospitality industry.

- 50% of surveyed venue operators take deposits for bookings of a specific size
- 8% take deposits regardless of booking size

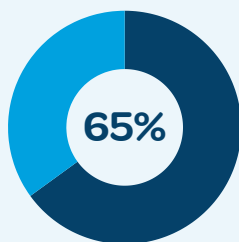
This empowers businesses to take these necessary steps to preventing costly no-shows. Another key component of this is the attitudes that diners have towards no-shows:



71%
of diners
are happy to
provide their
card details
when placing
a booking



74%
strongly disagree with the
practice of making reservations
at multiple restaurants for the
same date and time, with the
intention of attending only one



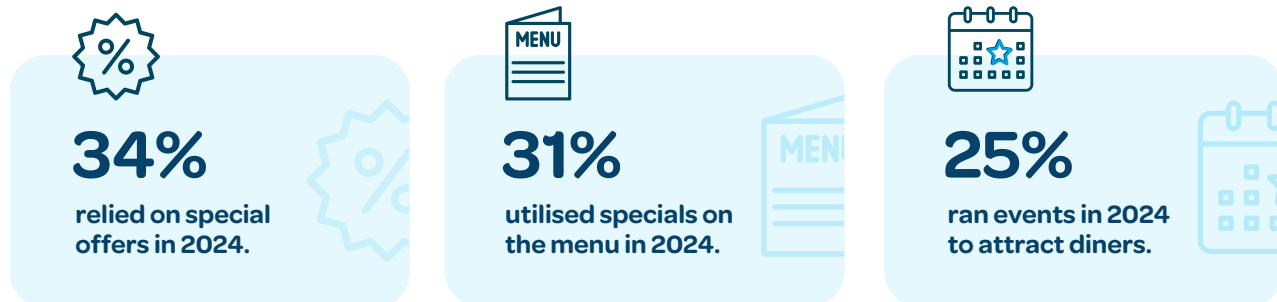
65%
of diners
are happy to
place a deposit
when placing
a booking

It's very positive to see operators and diners are working together to bring down no-shows and across 2025, it's likely we'll see a larger number of venues following suit and implementing deposits or card detail requests.

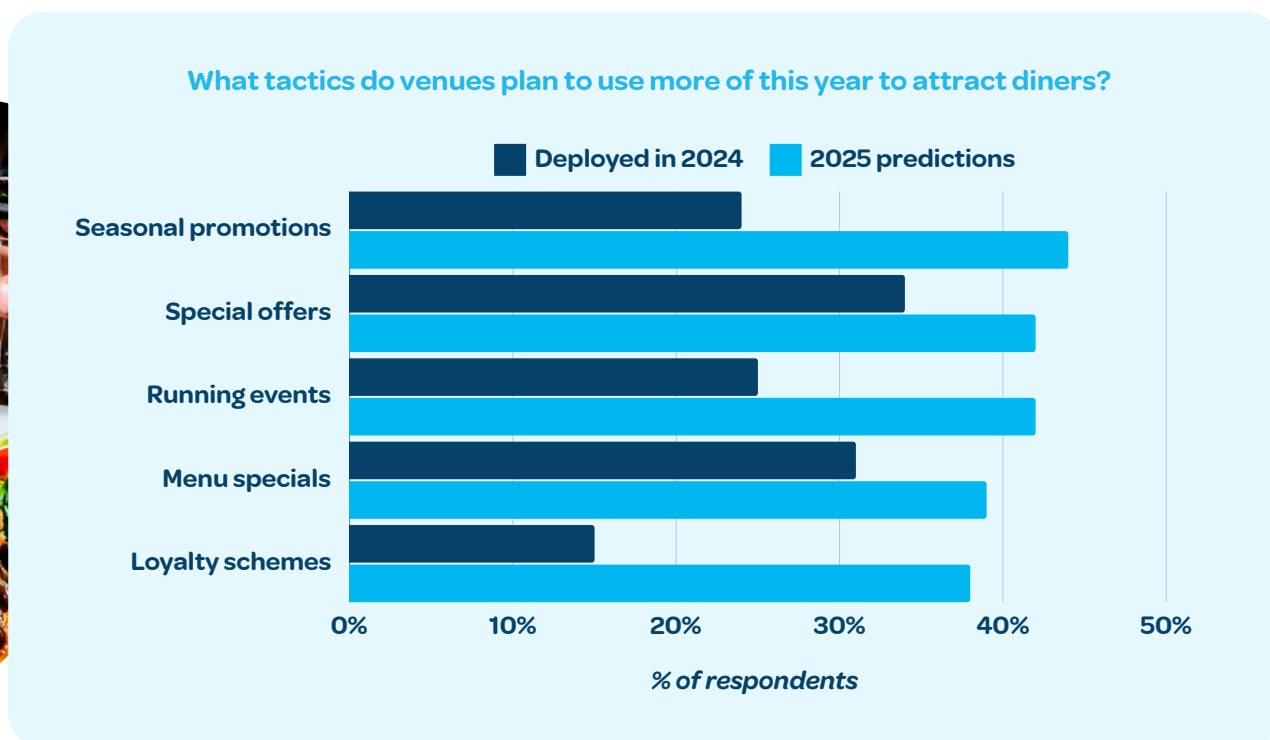
Challenge: Fewer Customers

Solution: Strategies to maximise bookings and attract diners

Here's what our survey respondents tried throughout 2024 to maximise bookings:



With another year of trial and error under its belt, the industry's approach looks to be different in 2025:



For each option we surveyed operators on, they're planning to up their efforts in 2025. And, there are some new options on the table. Venue operators understand that some extra work and creativity is required to achieve their desired growth, and ResDiary is here to help with strategies and practical support for this.

Read our blog on the [10 Best Restaurant Promotion Ideas](#) to explore this data in more depth!

Seasonal Promotions

44% of venues plan to use seasonal promotions to capitalise on high demand occasions and drive higher foot traffic this year.

This could be special menus for calendar-staples like Valentine's Day or Mother's Day. Or a wine and cheese winter warmer promotion in January. Or a spooktacular series of pizza and pint nights in October. Or tapas Tuesdays all summer long.

Using booking and EPoS data, you can identify when to offer promotions like these, taking advantage of insights into quieter nights or months that need a boost, or curating themes based on stock items that need to be upsold, for example.

With ResDiary promotions, you can easily manage a wide array of seasonal offers to drive growth in your business, allowing diners to book for afternoon tea, or steak night, or any other seasonal promotion you may have on in one easy booking location. The booking then pulls through to your diary with all relevant information attached so you can effectively prep and plan.

You can also utilise the segments feature to allow you to quickly and easily make changes to your restaurant at certain times. For example, on Valentine's Day you can alter your floor plan and diary to seat more tables of two, and the next day, you can switch right back. Then, you can save your segment to use again next year.



Plus, you can add booking widgets to your website promoting your seasonal specials.

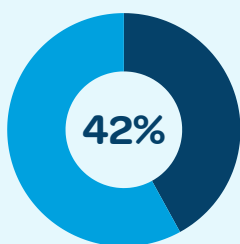
These attractive widgets allow customers to make bookings for your promotion with ease, even placing pre-orders and making deposits using our [Stripe](#) integration.

And with ResDiary's email marketing features, it's easy to get the word out about your promotions too.

This is a critical step that you must not overlook as a promotion can't do much to help your venue if you don't effectively market it.



Special Offers



of venues
plan to use special
offers to attract
diners in 2025

Special offers and discounts can encourage customer visits during off-peak times, increasing table turnover and sales.

42% of venue operators recognise this and plan to implement special offers in 2025, an increase of 8% from last year.

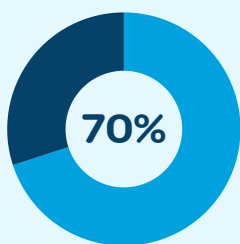
This could be 20% off vouchers that you send to previous customers to promote repeat visits, a 2-for-1 offer on Mondays and Tuesdays, or a free dessert with each jumbo sharing platter ordered, for example. Whatever discount suits the target audience, menu offering, or low-traffic periods of your restaurant – it's up to you.

Running Events

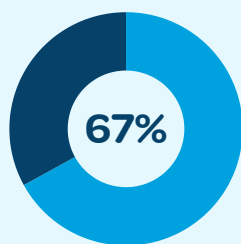
If running more events is in your plan for the next year, you're aligned with 42% of venue operators in the UK and Ireland. It's a major strategy that has **jumped up in popularity from last year**, when just 25% of respondents turned to events to help attract more diners into their venues.

It's worth noting that 14% of operators repurposed their venue in 2024, while 10% considered it. 21% are already considering doing it in 2025. This is because it's not as easy as relying on purely good food and service to make your restaurant succeed anymore.

Events are key to diversifying your offering and enticing diners through the door, where you can then wow them with all you have to offer.



say that spending time
with friends is their main
reason for dining out



say that spending time
with family is the main
reason for dining out

Venues can use this insight to their advantage – **it's about more than food; it's about the social value of dining out.**

Read our [Guide to Mastering Restaurant Events!](#)

Think: quiz nights, paint and sip nights, open mic nights, bottomless brunches, maybe even speed dating. There are lots of event opportunities that you can use to attract diners who want a unique experience. And you need a booking management system that's up for the challenge.

ResDiary's partnership with [Tonic](#) allows you to easily sell tickets for events in your hospitality business. Using the cloud-based platform, you can sell tickets 24/7, and rely on a mobile ticket scanning app. You can also get exposure for your events with ResDiary's [DesignMyNight](#) partnership. DesignMyNight is used by over 3.9 million users every month to discover the best spots in their local area, making it the perfect place to promote your event.

Menu Specials

Menu specials can be a good tool for maximising bookings and encouraging repeat visits to your venue, because they provide variety and surprise for your diners.

Maybe your customers are fed up with the menu staples that they've had time and time again, maybe they want a new, exciting menu item to take their fancy – that's what a specials menu can do. Diners might return month after month if they know there is a rotating specials board with fresh seasonal dishes for them to try.

Plus, menu specials allow you to drive increased revenue for your business by **encouraging customers to try high-margin dishes and increase average spend**. Or to prevent wastage of an expensive ingredient that hasn't performed well by transforming it into a limited-time option, avoiding a financial loss.

ResDiary integrates with over 70 providers, including a range of EPoS integrations, like [AccessEPoS](#), that empower you to analyse your sales data to identify the right items to offer as specials. For example, you might want to offer specials on your highest-margin items to ensure you are still generating a profit on them.

With a lack of disposable income such a significant concern for your customers, any extra value you offer them can go a long way. That's why menu specials could be a huge part of your success in 2025.



31% of venue operators used menu specials in 2024, and 39% plan to use them this year - an increase of 8%.



This is an easy addition to your menu that **promotes high-margin dishes** to diners.

Loyalty schemes

Loyalty schemes are another powerful tool for getting more bookings in 2025. **Loyalty programs naturally increase customer retention**, as diners have extra motivation to keep coming back to your business.

With ResDiary's [Acteol integration](#), venue operators can collect diner data at time of booking and push this information into tailored marketing automations with loyalty rewards – making crafting a loyal programme simple as can be.

You can offer loyalty points for money spent or provide a discount after a specific number of visits, encouraging diners to visit your venue more for increased rewards.

The importance of levelling up your booking management

When it comes to tackling all three major challenges to cut costs and maximising growth, one of the most important areas to look at is your booking management. If you aren't taking the time to optimise your reservation processes, you're leaving a lot of money on the table.

Did you know...



The average number of covers per booking is **four**.



The average number of bookings taken per venue per month is **1,630**.



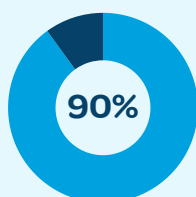
The average spend per head is said to be **£45**.

That's a lot of reservations for your business to deal with and if you are attracting more diners through your efforts, you'll have to handle even more bookings.

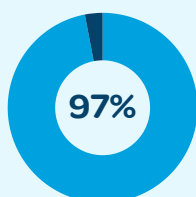
It's important to remember that these figures are all averages. If your venue only has ten tables, you might not be able to accommodate 1,600 monthly bookings even at maximum capacity. Similarly, if your offering is more breakfast and lunch focused, it might be unlikely to expect £45 spend per head, as this figure is inclusive of dinner data where cost is typically higher.

Use these insights, and a booking management system where you can analyse your own data insights, to help position your prices and offering at an optimised level for your business.

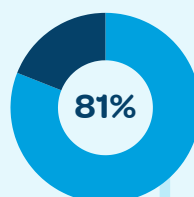
Did you know...



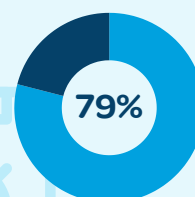
of all diners like to be able to book online



of diners aged 18-34 like to be able to book online



of all diners expect to be able to book online



prefer to book directly via the restaurant website

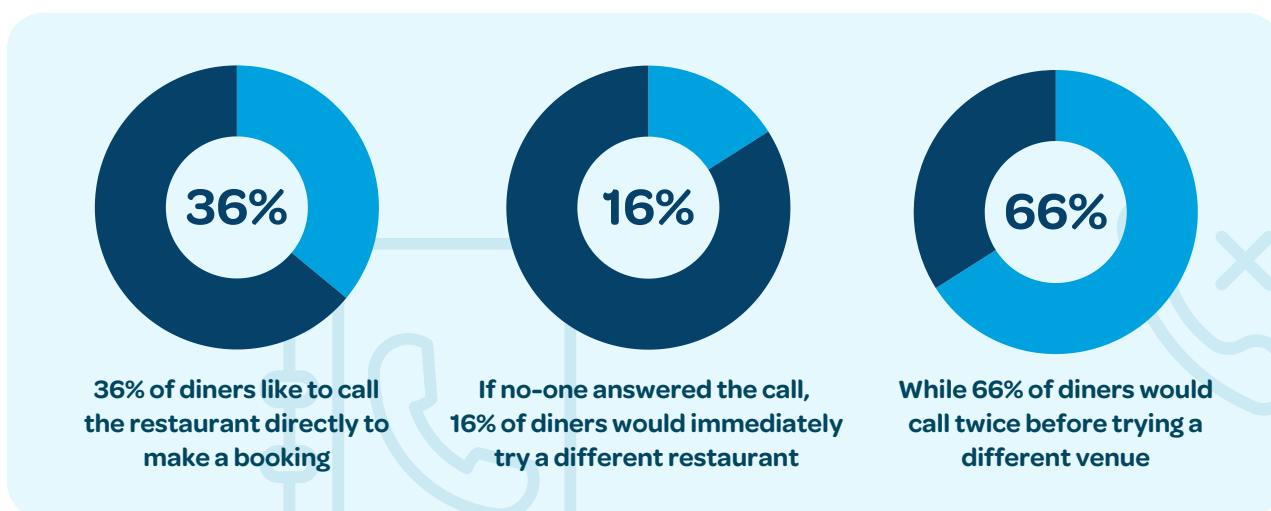
To maximise bookings and attract diners, it's crucial that you make placing an online reservation as frictionless as possible – with elements like booking widgets that clearly direct customers through the booking journey on your website.

A digital booking management system is essential to cater to these diner preferences and prevent loss of potential bookings. Not only that, but it can also generate **additional revenue to the tune of £18,072 per month** for the average venue.



Have a go on our Value Calculator to see how much you could save in time, effort and money: [Digital System vs Pen and Paper Savings Calculator](#)

Did you know...



As important as your website is for accepting bookings, it's far from being the only way that customers prefer to place reservations. **39% like to call the restaurant directly.**

When calling a restaurant directly to make a booking, 16% of diners would try once and then go elsewhere, while 66% would try ringing twice before trying elsewhere. Only 18% would continue calling until they got their booking. **That means that if you don't have systems in place to ensure your phone is always answered, you could miss out on as much as 82% of your business in the time that staff are not on hand to take calls.**

If you never have time to answer your phone during a hectic service, it's time to find an alternative solution. ResDiary offers just that with ResPhone.

ResPhone is a phone answering system that enables customers to place a booking, even when no one in your team is able to get to the phone. It connects directly to your booking diary and will enter a customer's details for their desired reservation time. If that time slot is unavailable, they'll be offered the closest available time. It's a set-and-forget solution that removes the dread that comes with a ringing phone on your busiest night of the week.

Your roadmap for a successful 2025

We hope this report has been useful as you prepare your business for the coming challenges of 2025. With these insights and the help of tools like ResDiary, you're in the perfect position to overcome the odds and achieve significant growth in the next year.

Here are our key findings and solutions:

Managing costs and achieving growth



Bringing down costs is the key for your business to succeed this year, giving you the space to achieve your revenue growth ambitions and be among the venue operators hoping for 20% growth in 2025.

Digital tools like ResDiary, [Rotaready](#), and [Reserve with Google](#) can optimise operations by **cutting admin time by 39 hours monthly, increasing bookings by 6%, and adding £18,072 in monthly revenue** to the average business. ResDiary's marketing integrations also help to keep engagement cost-effective and targeted, to ensure costs stay low, but booking potential is boosted.

Streamlining your operations, alongside continued combatting of no-shows will help minimise losses, keep costs low, and allow you to pass these savings onto customers to see the rewards roll in.

Attracting new diners and increasing bookings



Connecting with diners in the right place for them is the key to getting more bookings and growing your business in 2025. So, **understand the many different channels customers use to interact with your restaurant, from social media to search engines, and use them to your advantage**. Plus, try new initiatives like running events, increasing seasonal promotions and utilising special offers to entice diners to your venue once they have discovered it.

Establishing your strategy for these channels and promotions becomes easier with ResDiary's integrations, connecting straight to your diary and allowing simple customisation and flexibility. The perfect way to get a handle on your promotional strategies.



Optimising booking management

With all your new strategies to put in place and more diners to draw in, it's more important than ever to have outstanding, reliable table management software on your side. Rely on ResDiary to automatically control the flow of bookings in your restaurant, and take advantage of features like booking widgets and integrations to capture online bookings from all angles.

And with ResPhone, you don't even need to worry about answering the phone during a hectic service or missing a booking again. **Having the right reservation system ensures a great experience for your customer and less admin time for you.**

Throughout 2025 and beyond, ResDiary will be here to support our customers and the hospitality industry as a whole.

With this roadmap and great booking management, venue operators can overcome the challenges of previous years and **many more than 49% of operators can achieve significant revenue growth in 2025.**

[Book a demo with ResDiary today and find out how we can help you thrive in 2025.](#)

So, what's next?

Why not download our [Dining Out in London Data Infographic](#) for insights into the unique hospitality landscape?

