

# A restaurant's guide to an outstanding Valentine's Day

## Plan ahead to maximize one of the busiest days of the year

### 63% of people prefer a set menu on Valentine's Day<sup>1</sup>

Set menus do more than meet guests' expectations for their night out. They help you:

- ◆ Control turn times
- ◆ Know your price per cover
- ◆ Reduce food waste



### 83% of bookings (on average) are for parties of two on Valentine's Day<sup>3</sup>

Leverage your space to accommodate more two-tops:

- ◆ Break up bigger tables when possible
- ◆ Get creative with communal tables
- ◆ Open bar seating and private rooms for booking

### 55% of millennials say their ideal gift for Valentine's Day is an experience<sup>2</sup>

Consider adding unique touches to wow guests and up the experience factor of their meal:

- ◆ Live music
- ◆ Ticketed events such as special pairings
- ◆ A glass of bubbles upon arrival



## Think beyond Valentine's Day

The days around the 14th are also popular with guests, so keep the love and any specials going all weekend long.

### Online reservations by day<sup>4</sup>:

45%

February 14

25%

February 15

30%

February 16



### Don't forget February 13 (aka Galentine's Day)

Consider starting any Valentine's Day offerings early or creating a unique Galentine's cocktail, mocktail, or other special.

## Fill every seat in the house



### Consider credit card deposits

They can reduce cancellations, and 11% of online reservations made for Valentine's Day last year were cancelled day of <sup>4</sup>.



### Get your waitlist ready

Having a waitlist option can make people feel taken care of and think of you for a future date.



### Keep an eye on your book

Most people book 10 days in advance, but 17% of guests book on the 14th<sup>4</sup>—you'll want to find ways to work in last-minute parties if you can.