

## XX's survey reveals eating-out habits and restaurant reservation preferences of Hong Kong diners

Changing customers' booking patterns show how restaurateurs can ~~attract~~ draw more Gen M foodies

Since making its debut in Hong Kong in 20XX, XX, an online restaurant booking platform, has been committed to ~~offering~~ bringing a convenient, ~~and~~ user-friendly restaurant reservation experience to patrons across Hong Kong. ~~This year~~ Stepping into the new year of 20XX, the brand has ~~put on~~ a refreshing new look with an exciting array of additional features and exclusive offers, enabling diners to earn a variety of rewards, including cash coupons, airline miles and more, when making ~~their~~ restaurant reservations. The idea is ~~that~~: the more you ~~enjoy~~ dining out, the more rewards you ~~will~~ earn!

XX ~~is strongly interested in~~ highly identifying and fulfilling its ~~values~~ customers' needs, ~~so earlier this year, it~~ ~~and~~ conducted a consumer survey, titled ~~the~~ "Survey on Hong Kong People's Habits of Eating Out and Restaurant Booking" ~~earlier this year~~ to ~~get~~ provide more insights into the dining-out and booking habits of local diners. Based on interviews with 500 local residents, the survey revealed ~~ed~~ a number of interesting reservation and consumer behaviour patterns.:

**Convenience is everything in restaurant booking** — More than half of the respondents (53.6%) make their reservations at work, ~~and a~~ Almost half of the female respondents (47.44%) ~~grabs every second of their free time to~~ make bookings while on the move. ~~In addition to~~ Besides convenience, speed and ease of use are ~~also~~ important ~~to consumers~~.

**Mobile is the best** — More than four-fifths of respondents (87.44%) make ~~bookings via mobile devices or computers~~ or online bookings at least once per month, ~~and the figures of e~~ E-reservations are ~~most popular~~ highest among the 25–34 age group, reaching 90.79%. This finding shows that e-booking is an ~~overwhelming~~ inevitable trend, especially among the young generation.

**Special discounts, giveaways and perks hold great appeal** — More than half of respondents (56.6%) make reservations ~~via websites or~~ online or through mobile apps to enjoy ~~the~~ discounts and special services ~~offered~~. Surprisingly, 39.3% ~~of~~ male customers place advanced bookings to enjoy discounts ~~compared to only 33.49% of females, more so than their female counterparts (33.49%)~~. More than one third of respondents (23.53%) aged over 54 made bookings ~~immediately when they~~ right away after they discovered ~~ed~~ that ~~the~~ discounts came with their advanced reservations.

"The Hong Kong diners behaviour survey commissioned by XX shows that over half of the respondents ~~are~~ were looking for convenience ~~seekers~~. They prefer to ~~make~~ place table reservations ~~wherever they are~~ anywhere and whenever they are free," said XXX, General Manager of XX Hong Kong. "Given our well-informed understanding of ~~what~~ how diners

think and ~~what they~~ want, we are delighted to launch the rebranded XX for local patrons, along with new service features and a diverse array of rewards offered by our numerous business partners.”

The findings ~~of from~~ XX’s survey provides a strong factual basis for the restaurant industry to attract more foodies of Gen M, an emerging group of young people ~~who that~~ relies more heavily on mobile technologies for both work and their social life in their work and personal lives, by catering to their booking and consumption preferences ~~habits~~.

XXXX, General Manager ~~of at~~ XXXXX, a French restaurant and business partner of XX ~~Restaurant~~, said: “Reservations are ~~has been~~ a crucial part of our daily restaurant operations, and we’ve seen interesting changes over the years in ~~of~~ how ~~the~~ consumers place bookings ~~over the years~~. Through our collaboration with a credible and reliable platform like XX, we’ ~~have~~ kept abreast of the evolving demands of our customers’ ~~demands~~, and this has enabled us to provide the related services and promotions in perfect alignment with their needs.”

As a real-time booking platform that connects diners with its partner restaurants, XX provides ~~has brought~~ unparalleled convenience to diners, addressing the previous problem ~~of~~ placing restaurant reservations by ~~through~~ phone ~~calls~~ that could only be done during operating hours ~~in the past by providing~~. ~~This is because~~ XX ~~supports~~ restaurant booking via ~~on~~ mobile devices or computers anytime, anywhere!

Booking through XX is also a rewarding experience. Every time customers make a reservation and show up, they ~~will~~ get a hundred ~~100~~ XX dollars, ~~\$~~ which they can ~~to~~ redeem for different rewards, from AsiaMiles ~~offers~~ to dining coupons, Starbucks vouchers and more ~~others~~!

A huge variety of perks awaits XX users, including discounts of up to 50% for dining in off-peak hours, 10% off at any time of the day, and monthly promotion deals, such as free dishes and buy-1, -get-1-free offers.

XX leverages ~~Harnessing technology~~ its innovative app and online platform features to connect restaurants and patrons, ~~XX leverages on the features of its innovative online platform~~ “to create a convenient, enjoyable dining experience for more people, more often.”