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Father's Day Goes With A Banger

Treating dad to a meal out on Father's Day is on the up according to online booking experts liveRES.

Data from this year shows that online reservations are up 20% on the previous year. Lunchtime is still the most popular time for families to celebrate Father's Day, but there is a growing trend for a breakfast gathering. More people came together for Sunday brunch, as bookings were up 30% on 2015.

liveRES managing director Olivia FitzGerald said: "Every year we see a steady increase in the number of people treating dad to a meal out. And using mobile devices to make a reservation is becoming more common place.

"Pubs and restaurants need to meet customer demand by investing in the right technology through their websites and mobile apps. We're seeing a trend towards making plans on the fly, with diners browsing online for availability on the day, so showing real-time availability is all important to secure those last minute reservations. It's also worth considering running a special offer for brunch, filling tables at the traditionally quieter times on key calendar dates like Father's Day.

"The beauty of online bookings is that you can capture so much data about your customers, deliver effective table management and ultimately maximise profits from each and every table, time slot and diner."

Working in partnership with UK hospitality brands, liveRES is part of the Zonal family, and its solutions are fully integrated with Aztec EPoS, unlocking access to spend data and in-session table management.

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For further information please contact

Jo Mathers on 07799 662389 / jo@limegreencommunications.com