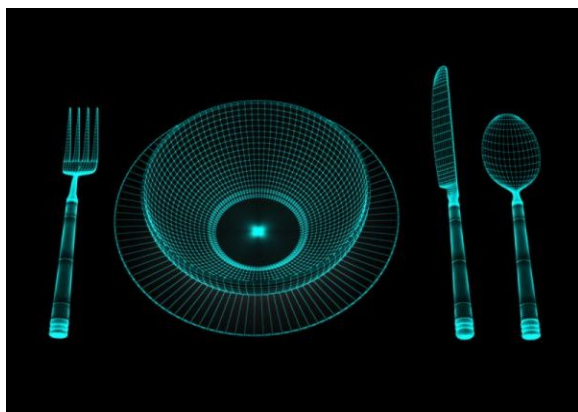


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*"The dining experience goes beyond the menu and can include aspects such as décor and technology. Each operator must find the right balance that meets the needs of their brand, their consumers, and the segment they occupy. Experimenting with strategies that are atypical to a particular segment can help to differentiate a brand, which may create attention and increase traffic."*

– Bethany Wall, Foodservice Analyst

### In this report we answer the key questions:

- What makes a great experience?
- What's the right blend of technologies?
- What kinds of deals are most effective for restaurants?

Providing an optimal dining out experience means different things to different consumers. It includes ambience, technology, service, and myriad other factors. To be successful in creating a good experience, restaurants must understand what different groups of consumers are looking for and match their offerings to their core consumers and target customers. It is all about finding the right balance. Also, with Americans' increased on-the-go lifestyle, many dining areas of many restaurants are empty, raising new questions of how to ensure the restaurant experience is not lost when using to-go, delivery, or drive-thru services. Operators also grapple with how to lure consumers into restaurants for higher check averages.

Among the topics covered in this report are:

- The factors driving the market, including economic indicators and restaurant sales data.
- Marketing strategies across many advertising mediums, as well as menu and pricing promotions.
- Menu trends over the past three years covering multiple dayparts and menu sections.
- Consumer ordering behavior as it relates to segment, method, and usage of deals.
- Data revealing consumers' technological preferences, ambience influences, and deterrents.
- Breakdown of survey data by demographic, order method group, and cluster groups.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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