

# Tableo Unveils Global Digital Booking Trends 2025 Report

Report highlighting the transformative impact of digital reservation channels on the restaurant industry.

ZEBBUG, MALTA, March 11, 2025 /EINPresswire.com/ -- Tableo, a leading [restaurant reservation and management platform](#), has unveiled its Global Digital Booking Trends Report, offering a comprehensive analysis of restaurant reservation trends across 75 countries. The report, based on 1 million total bookings and over 4 million covers, highlights the transformative impact of digital reservation channels on the restaurant industry.



As digital reservations become the norm, restaurants must adapt to a multi-channel booking strategy. Our data confirms that platforms like Google are key to attracting new customers."

*Jonathan Azzopardi Frantz,  
CEO Tableo*

Key findings from the report:

- \*Website booking forms remain the top-performing channel, reinforcing the importance of an optimized and user-friendly booking system on restaurant websites.
- \*Reserve with Google emerges as a powerful driver of new

customer acquisition, with 73% of bookings coming from first-time users.

\*Social media channels continue to play a crucial role in customer engagement, while email remains a steady contributor, for larger bookings.

\*Restaurants activating Reserve with Google saw a median 32.3% increase in bookings.

## Reserve with Google: A game-changer for restaurants

One of the most striking revelations from the report is Reserve with Google's (RWG) role in attracting new diners, with an astounding 73% of RWG users booking for the first time. This percentage aligns with a study conducted by Reuters in 2018 about Reserve with Google being a winning tool for converting customers. It underscores Google's expanding influence on restaurant discovery and online reservations.

## Strategic takeaways for restaurateurs

- \*Prioritize website and Google reservation integration to maximize visibility and conversions.
- \*Leverage social media and email as complementary channels for engagement and direct

bookings.

\*Monitor and optimize digital booking strategies to drive long-term revenue growth.

□ [Download the full report here](#)

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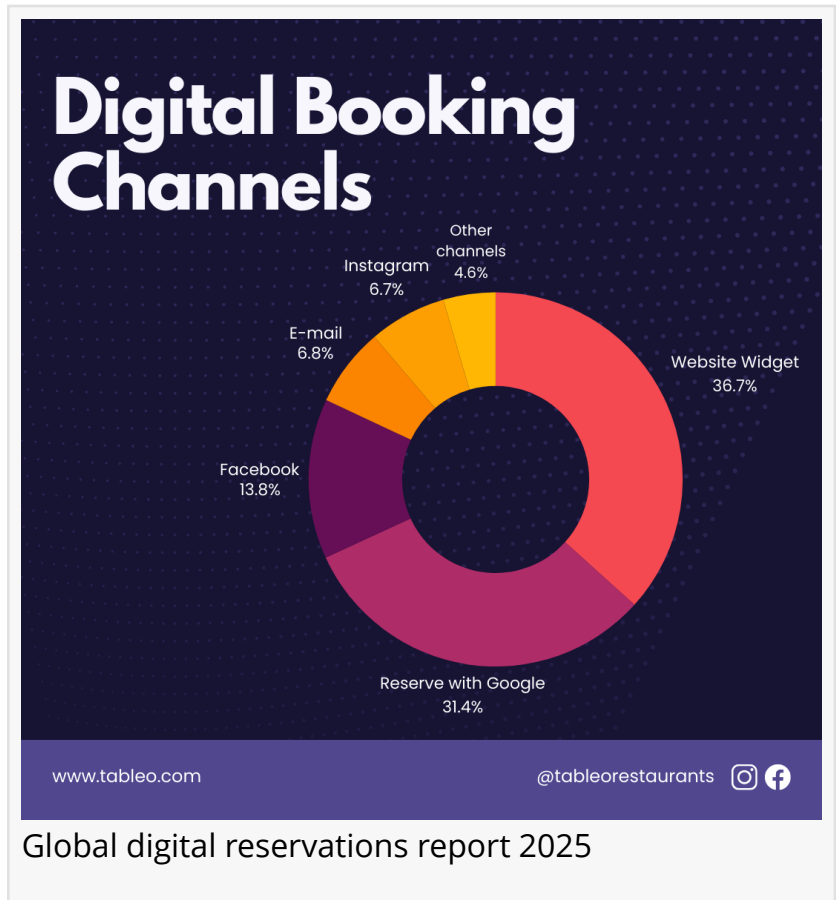
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