



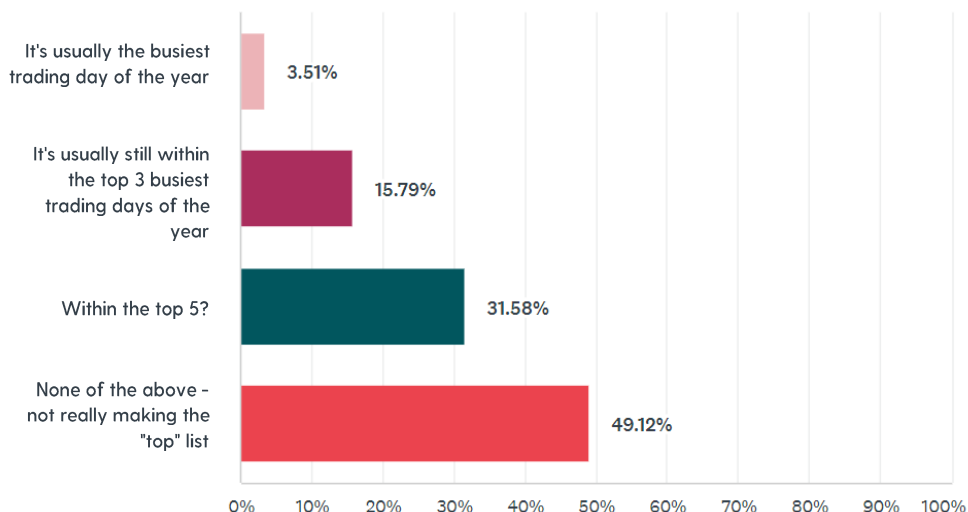
MEMBER SURVEY

Valentines Day 2022

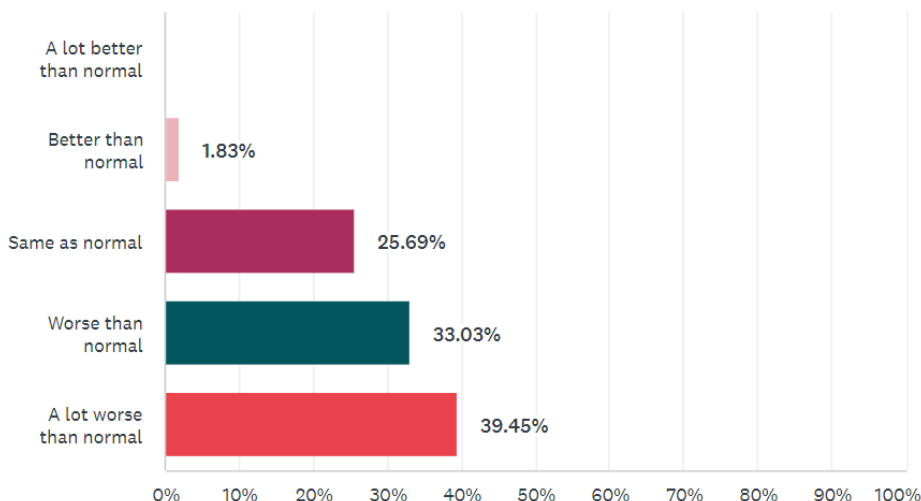
FEBRUARY 2022

restaurant
association
of new zealand

Q1. Is Valentines Day usually one of your busiest trading days of the year? Rank it...



Q2. compared to a typical year, how are your Valentines Day bookings tracking?



Q3. Is there anything different you are doing this year for Valentines Day, or to attract diners to dine out?

SELECTED COMMENTS

Our online baking box business is the only part of our business that's seen any growth because of covid – we are promoting this for Valentines.

We are not open Monday 14th but weekend leading up is extra busy with couples celebrating in advance.

We are doing an at home delivery offering so that everyone can enjoy it.

No, not this year with it falling on a Monday. We aren't open for dinner so have decided to reserve money for Easter and Mothers Day.

We have a Valentine's offer as well as a promotional deal to encourage extra spending.

Free Coke drink with meals.

We created a Special promotional day on Sunday with a roses and french rose garden party. No bookings so far.

Valentines being on a Monday may make a slight difference but in general our trading is way down on what we would usually do. Done lots of FB and Instagram postings.

We have booked some mellow live music for Valentine's, as something special but so far bookings are slow.

We are closing not open on Monday only had 2pax wanted to book think Saturday will be busy.

Different set menu as well as al la carte menu. Promotion (which we have never had to do before) to attract bookings.

Advertising, special menu, as usual lots of things but people is not booking. Super difficult times for the industry.

No but due to Covid 19 we would now normally be closed on a Monday as we are down by two staff members in the kitchen. We are opening up just for this day. We note that although we are usually fully booked already - this year is a bit different but we expect to be fully booked on the day.

Degustation dinner every year that books out every year.

Buy one coffee get one free.

Make Valentine's Day on a Thursday Friday or Saturday .
Yes we have a Special Menu on for that day.

Business is down 50% since the red light started. Who can afford to offer any add ons or specials to attract diners.

Offering takeaway meals picnic baskets.

Actively less focus on specific day offerings like Valentine's, and all energy is toward improving daily figures and experience.
We are closing for the first time ever as we don't have enough staff and have had very little enquiry.

Monday. COVID. Um no. Need find crew to spread to a Monday too.

No, so many other Covid and staffing related things to keep on top of that we just don't have the time to do anything special like we usually would.

We are struggling to attract any customers every day of the week!!

Special Valentines Day menu package.

Promoting Covid Free etc along with free offers.

Posters & Special Drinks.

Boxed heat & eat prepared Valentine's meal.

I think people will be hesitant to go out and/or careful about seating and distancing. We have had a few ask about seating and policy in red light.

Advertising on social media as usually it is full up by now but not this year.

Yes, as we are operating 6 nights due to staffing and are currently closed on Mondays, we have done a promotion to try to get guests to celebrate with us on Friday, Saturday or Sunday. Still no luck!

More social media, paid advertising, and as always, specials and unique items.

Doing picnic boxes for takeaway.