Restaurant Booking Trends

A report from real data collected throughout 2024
For restaurants in Malta by Tableo

Executive Summary

This report analyses sample data across **restaurants** in Malta & Gozo that used Tableo's restaurant reservation system. The data taken is between January to December 2024.

The analysis was compiled in conjunction with **MCAST** as part of **TESP** - a Technology Extension Support Program. It offers valuable insights into digital booking trends, **customer behaviour**, seasonality and the influence of digital reservation channels.
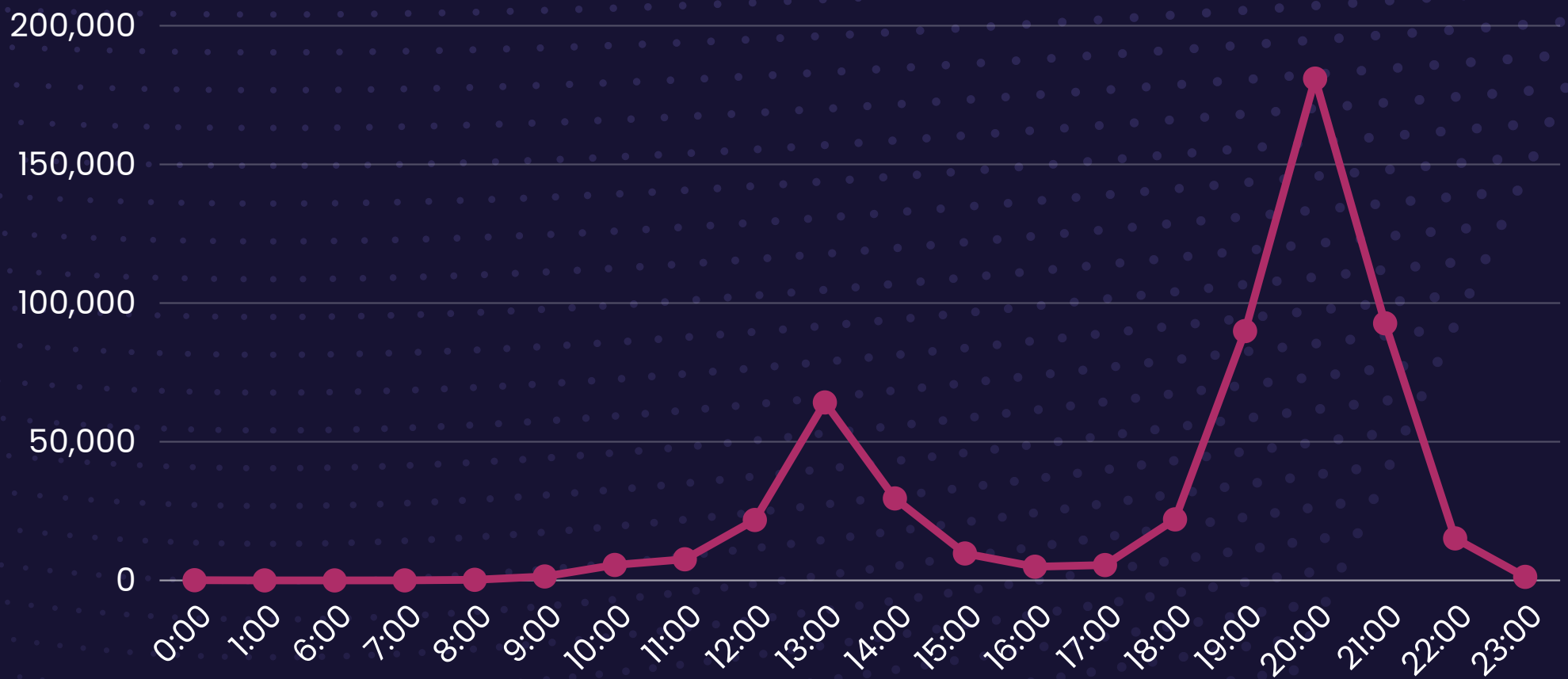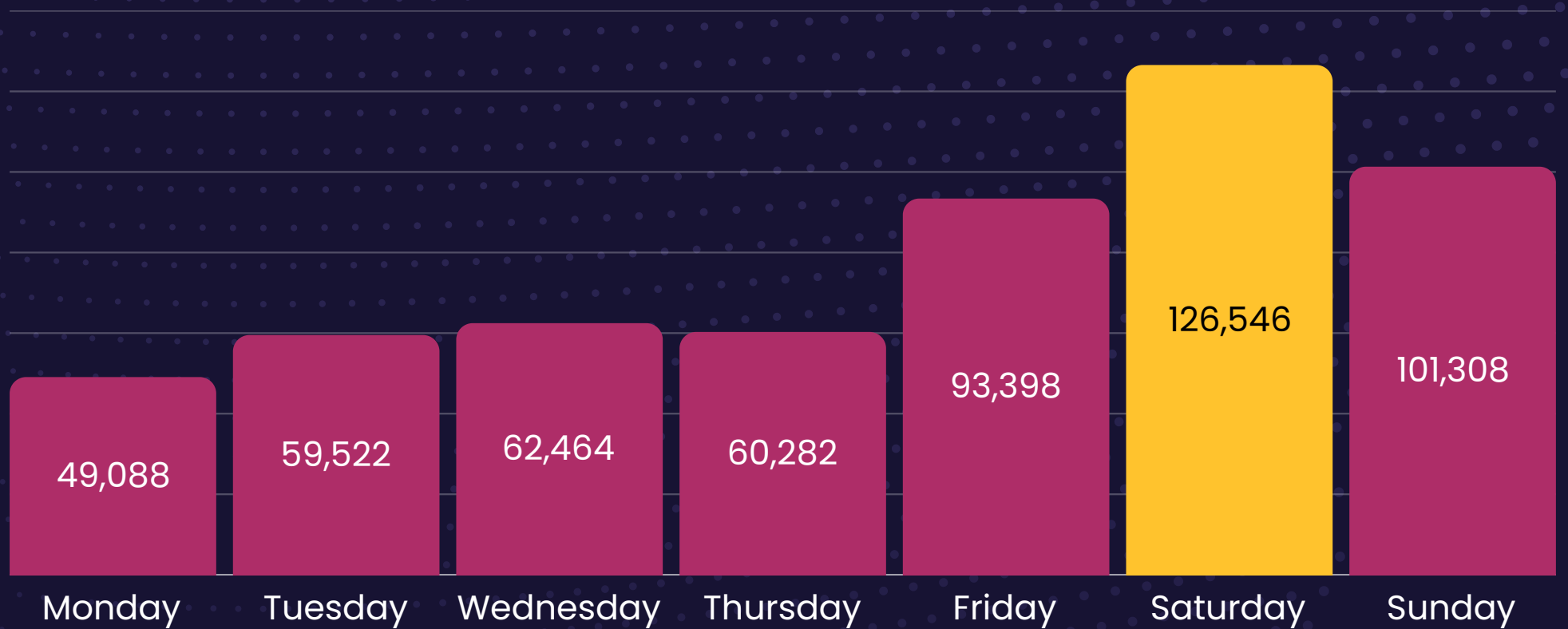
552,608

Total bookings

2,700,625

Total covers

Restaurant bookings by hour

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Restaurant bookings by weekday

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
49,088	59,522	62,464	60,282	93,398	126,546	101,308

* Data analysed by MCAST Institution *

Restaurant bookings by month

70,000	
60,000	
50,000	
40,000	
30,000	
20,000	
10,000	
0	

Jan 2024 · Feb 2024 · Mar 2024 · Apr 2024 · May 2024 · Jun 2024 · Jul 2024 · Aug 2024 · Sep 2024 · Oct 2024 · Nov 2024 · Dec 2024
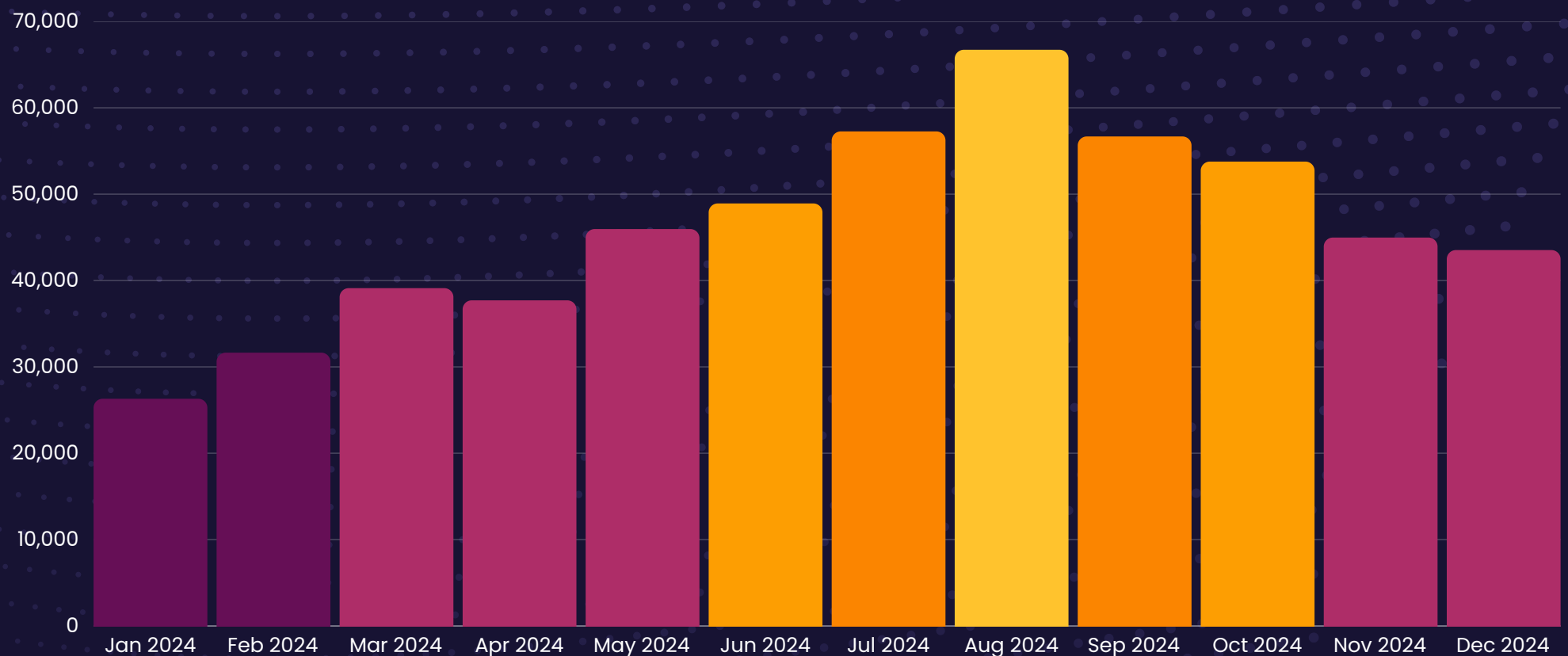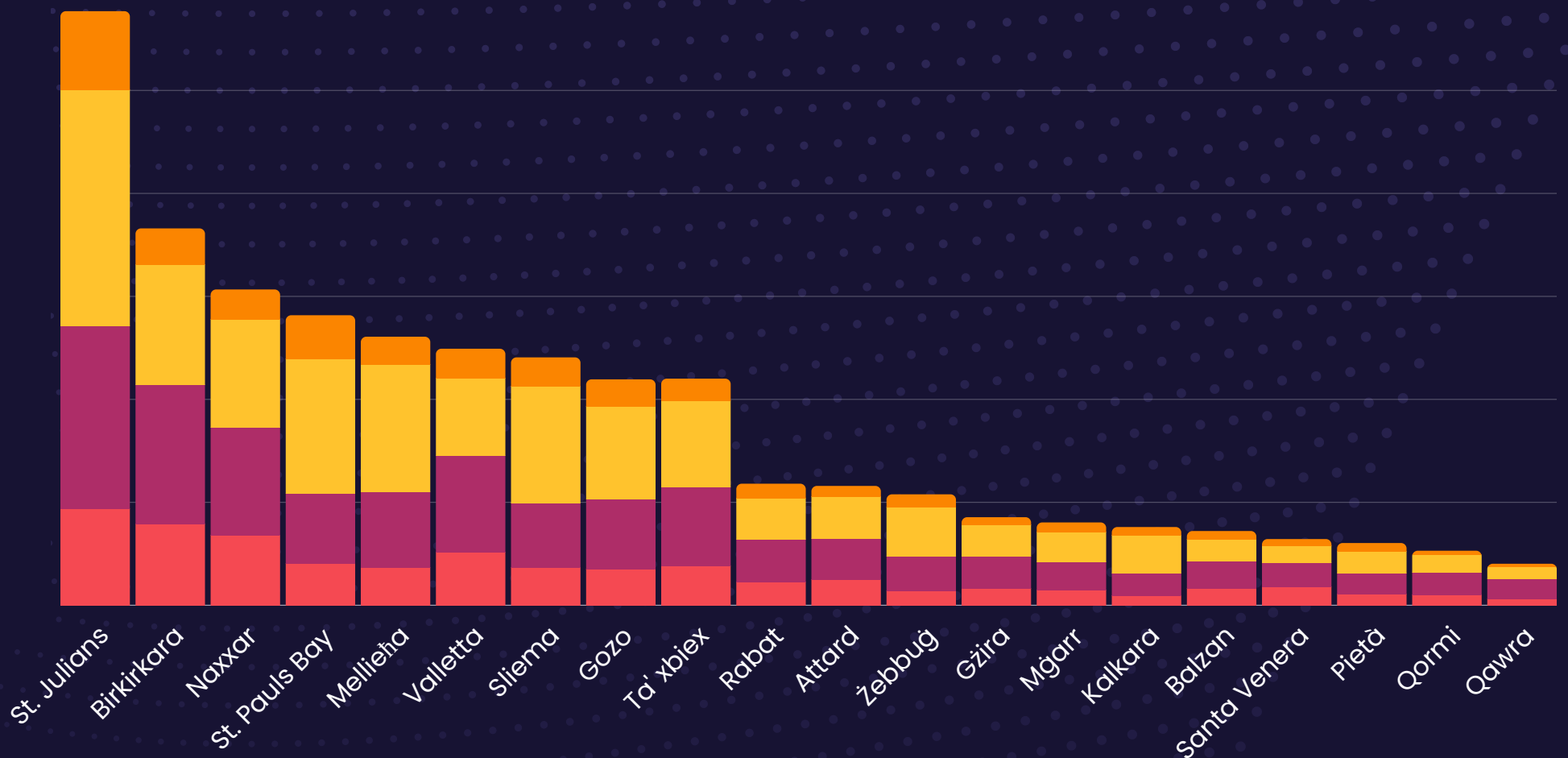
Data analysed by MCAST Institution

Restaurant bookings by location & season (locals)

● Winter   ● Spring   ● Summer   ● Autumn

St. Julians, Birkirkara, Naxxar, St. Pauls Bay, Mellieħa, Valletta, Sliema, Gozo, Ta' xbiex, Rabat, Attard, Żebbuġ, Gżira, Mġarr, Kalkara, Balzan, Santa Venera, Pietà, Qormi, Qawra
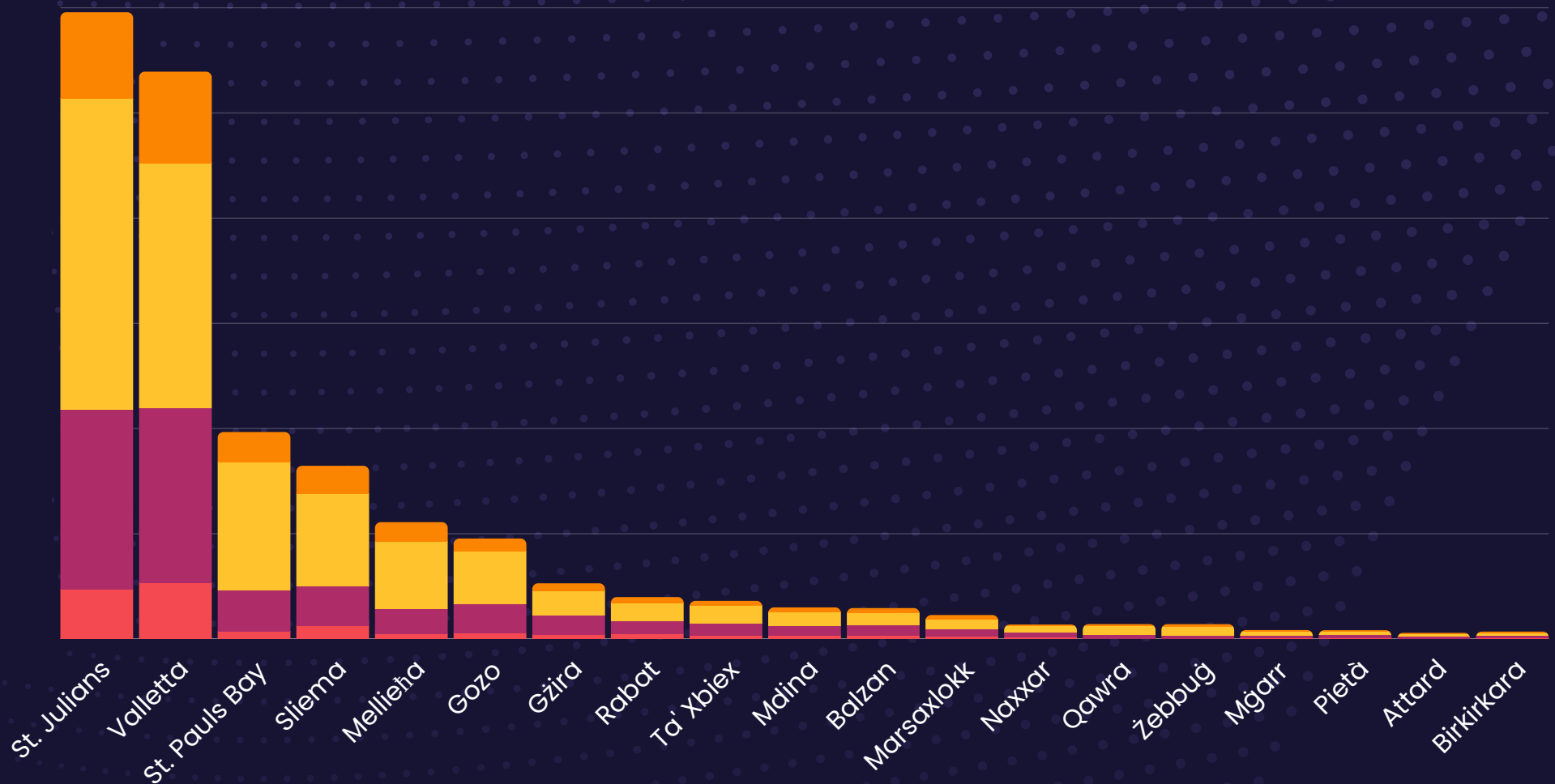
* Data analysed by MCAST Institution *

Restaurant bookings by location & season (tourists)

● Winter   ● Spring   ● Summer   ● Autumn

Locations (left to right): St. Julians, Valletta, St. Pauls Bay, Sliema, Mellieħa, Gozo, Gżira, Rabat, Ta' Xbiex, Mdina, Balzan, Marsaxlokk, Naxxar, Qawra, Żebbuġ, Mġarr, Pietà, Attard, Birkirkara

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Restaurant bookings: Tourists vs Locals

● Tourists   ● Locals

Qawra, Attard, Mdina, Marsaskala, Birgu, Marsaxlokk, Rabat, Balzan, Santa Venera, Gżira, Pietà, Kalkara, Żebbuġ, Mġarr, Valletta, Ta' Xbiex, Birkirkara, St. Pauls Bay, Naxxar, Mellieħa, Gozo, Sliema, St. Julians

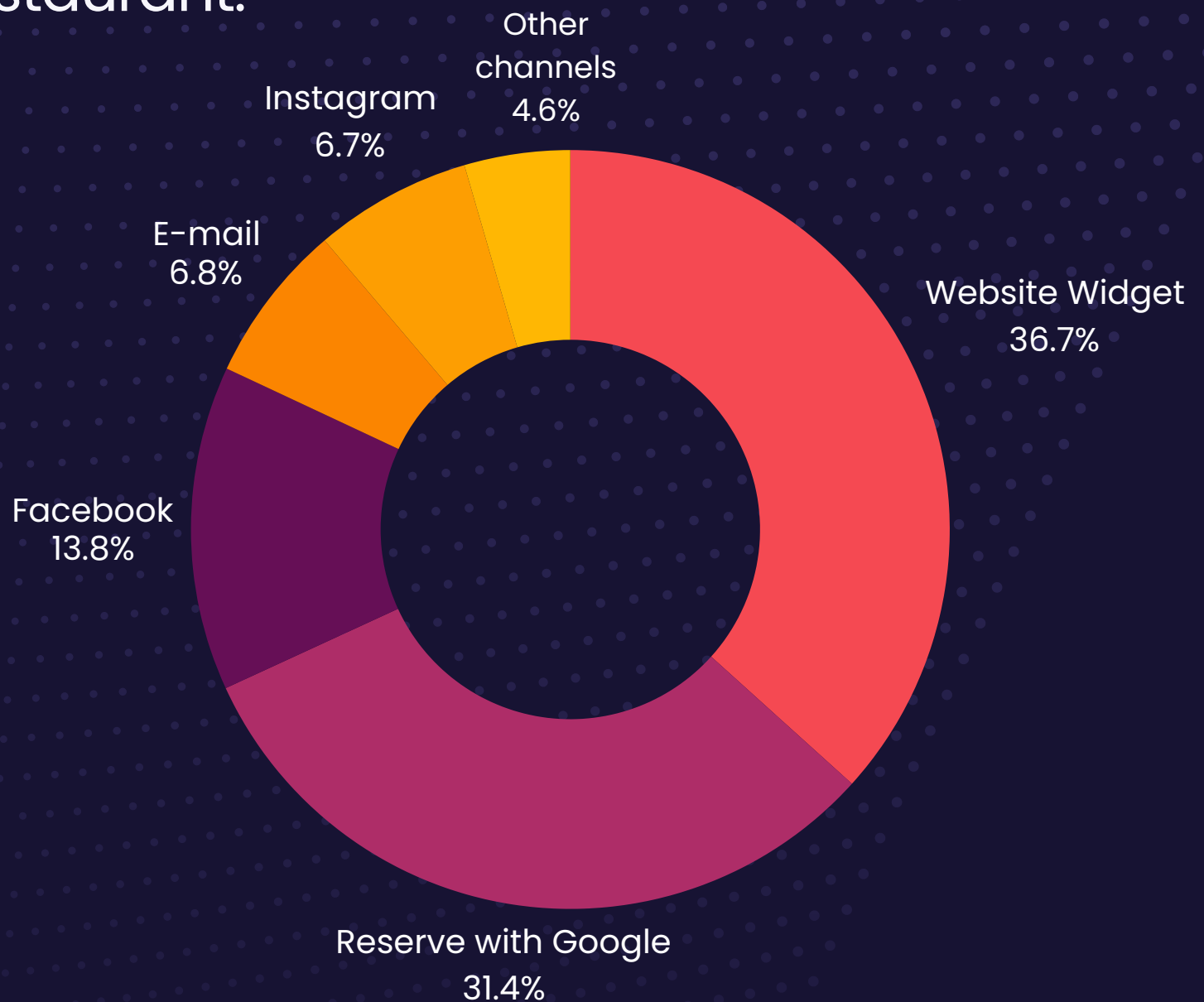*Data analysed by MCAST Institution*

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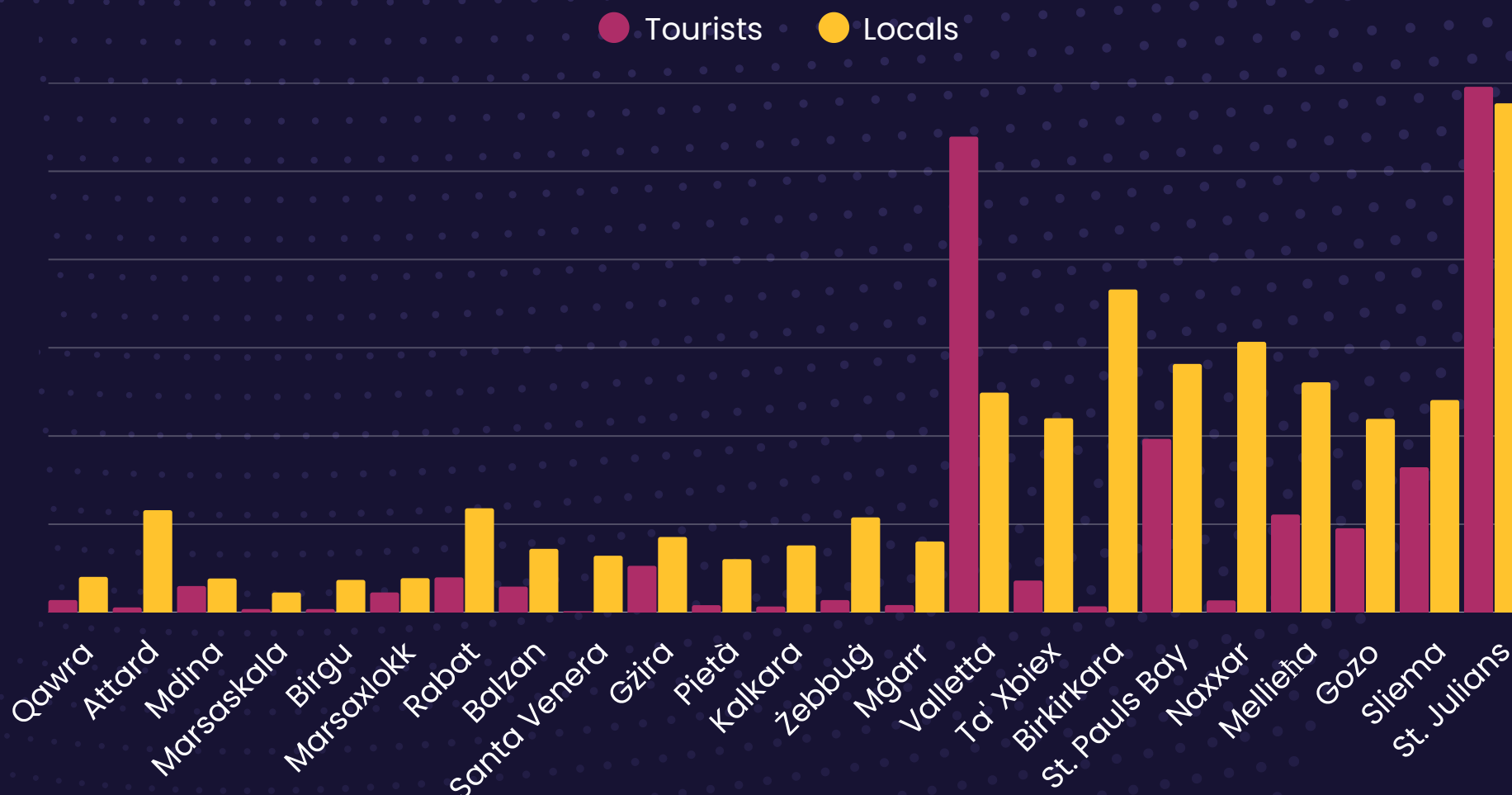
Key Takeaways

✓ **Saturdays at 8pm** were the most **popular booking time** throughout the year.

✓ **August** followed closely by **July** is the **most popular month** for dining out.

✓ **St. Julians**, followed by **Birkirkara**, is the most popular locations for **Maltese** to eat out.

✓ **St. Julians** and **Valletta** are the most popular dining locations with **tourists**.

Digital Booking Channels

The distribution of bookings across digital channels provides valuable insights into consumer preferences and highlights the importance of a **multi-channel approach** for restaurant.

Other channels
4.6%

Instagram
6.7%

E-mail
6.8%

Website Widget
36.7%

Facebook
13.8%

Reserve with Google
31.4%

73% of bookings through **Reserve with Google** came from **first-time users**, illustrating its potential to expand a restaurant's reach and attract new patrons.

73%
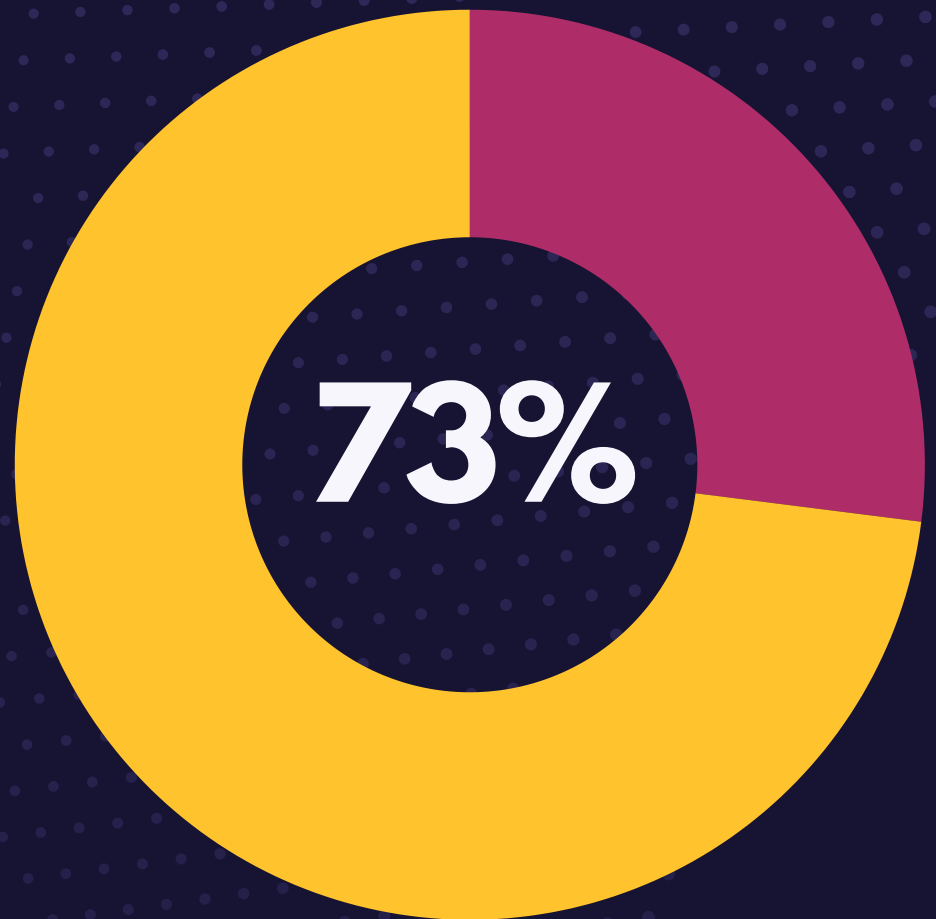
- The **website booking form** remains the **top performer**, highlighting the need for an optimised, user-friendly booking system on a restaurant's website.

- **Reserve with Google's** strong performance (31.4%) highlights the growing reliance on third-party platforms to drive bookings.

- Social media channels **Facebook & Instagram** continue to play a crucial role in engaging with diners, while **email** remains a steady contributor for **larger bookings.**

Our Recommendations

✓ Digital reservation channels will help restaurants reach more customers.

✓ Prioritise website and Google Reservation integration.

✓ Use a reservation & management system to better understand your clients and booking trends

THANK YOU.

This report serves as **a testament to the power of digital transformation in the restaurant industry**, providing actionable insights for restaurateurs looking to enhance their operational **success in 2025 and beyond.**

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