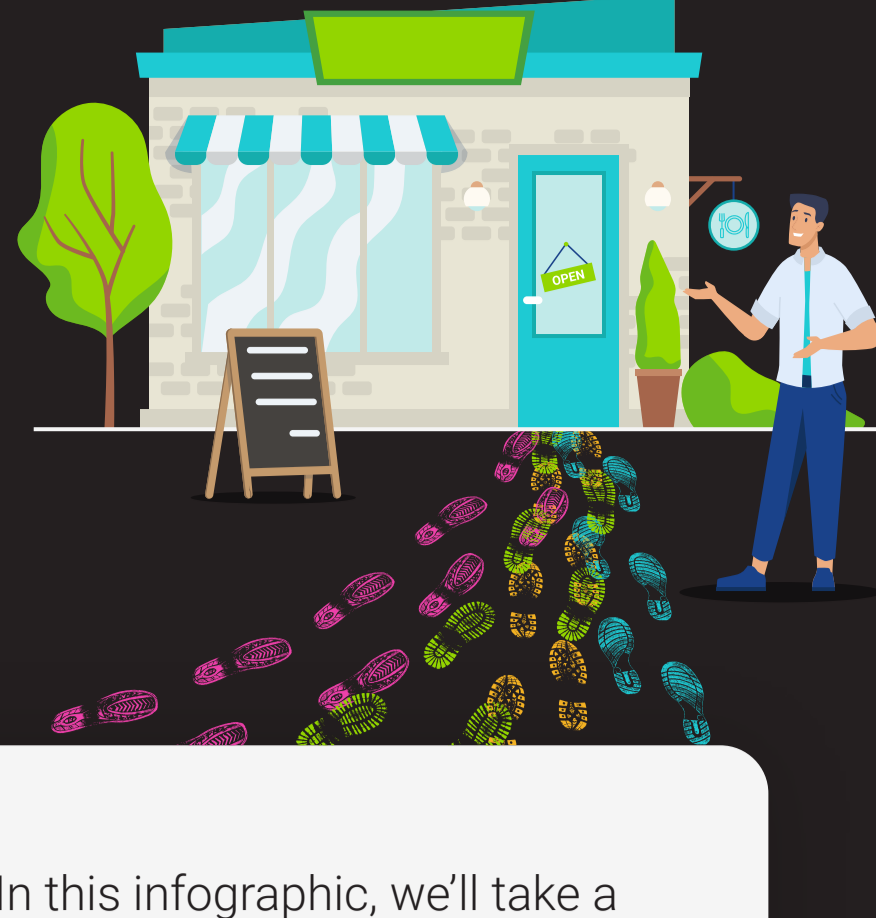


Practical Ways to Grow Customer Foot-Traffic

Inspiring an in-person dining renaissance in your restaurant.



In-person dining has decreased over the past few years in favor of more convenient alternatives like takeout and delivery. But current metrics suggest that trend is changing. The key to capitalizing on the rising customer openness to in-person dining? **The quality of your in-store experience.**

In this infographic, we'll take a closer look at shifting customer preferences and define some practical ways you can inspire a renaissance in foot traffic, starting today.

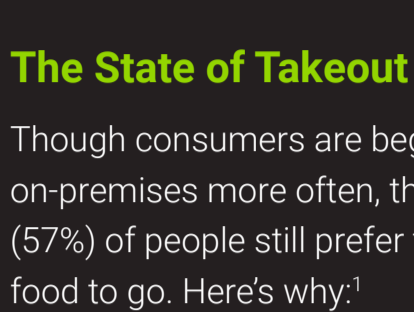
ONE FOOT IN, ONE FOOT OUT

The Takeout Boom is Finally Balancing Out

The in-person dining shutdown of 2020 prompted a takeout revolution. While takeout levels remain elevated, recent metrics indicate a more even split between remote and in-person dining experiences.



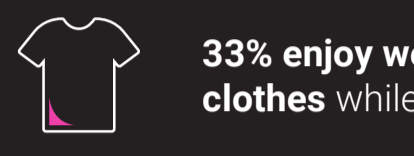
The average consumer **orders delivery 4.5 times** per month and **dines out 3 times per month.**¹



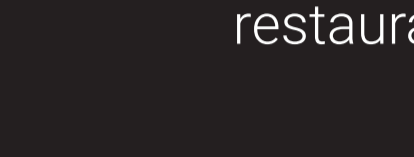
57%

The State of Takeout

Though consumers are beginning to dine on-premises more often, the majority (57%) of people still prefer to get their food to go. Here's why:¹



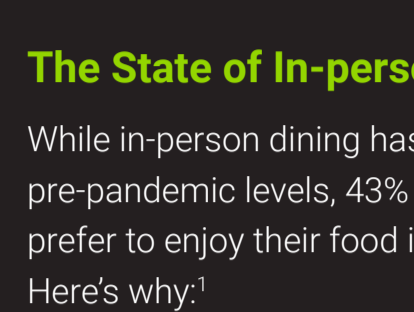
75% say it's more enjoyable to eat at home



50% like watching TV while they eat



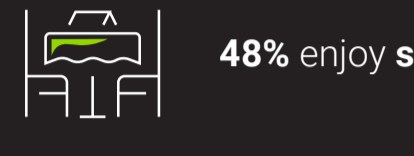
33% enjoy wearing comfortable clothes while they eat



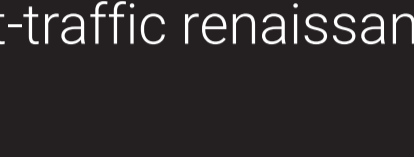
43%

The State of In-person Dining

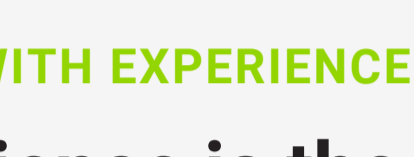
While in-person dining has not yet reached pre-pandemic levels, 43% of customers prefer to enjoy their food in the restaurant. Here's why:¹



75% because they don't feel like cooking



63% like the atmosphere



48% enjoy socializing

By placing a little more focus on the in-person experience, restaurants can inspire a foot-traffic renaissance...

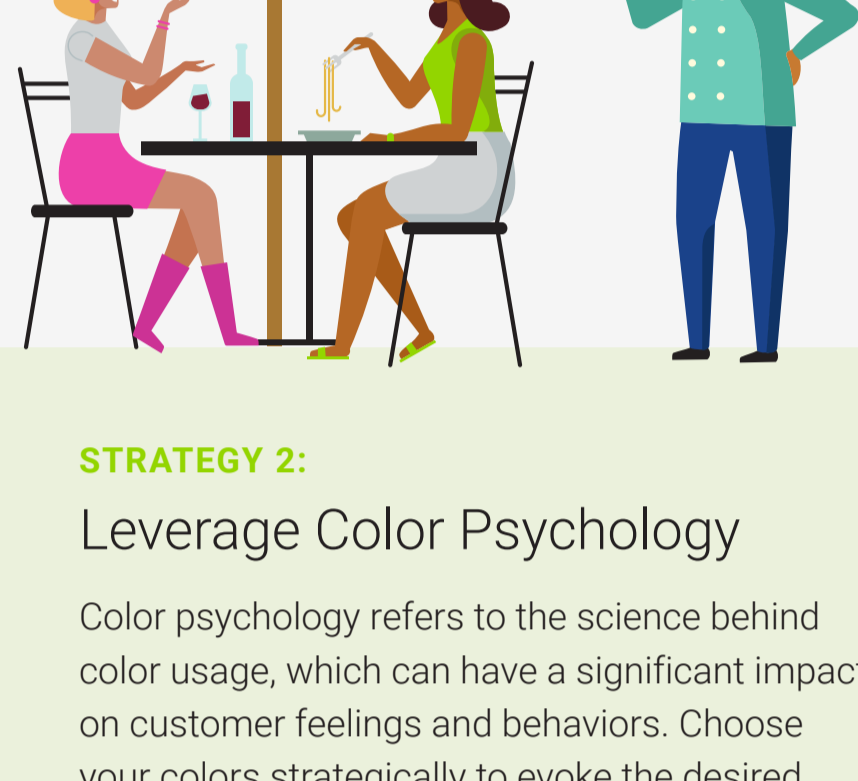
FOOT TRAFFIC STARTS WITH EXPERIENCE

An Exceptional Experience is the Key to Driving In-store Traffic

There are many reasons customers decide to dine on-site. But all these reasons converge in the common theme of 'experience', which combines aesthetics, atmosphere, amenities, and assembly to keep your customers coming back for more. Let's look at some actionable strategies you can use to generate more foot traffic in your restaurants.

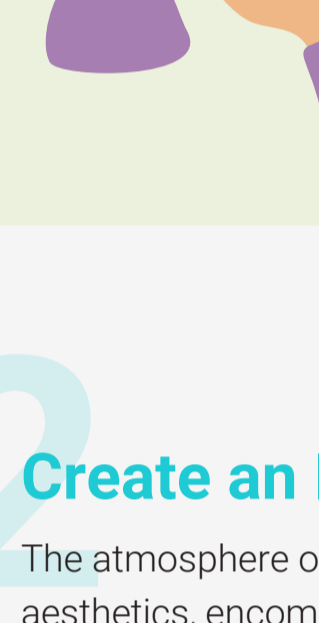
1 Elevate Your Aesthetic

Creating an inviting aesthetic is crucial in attracting customers. An appealing visual presentation online, outdoors, and within the physical space of your restaurant, can significantly impact customer perception and foot traffic.



STRATEGY 1: Optimize Digital Presence

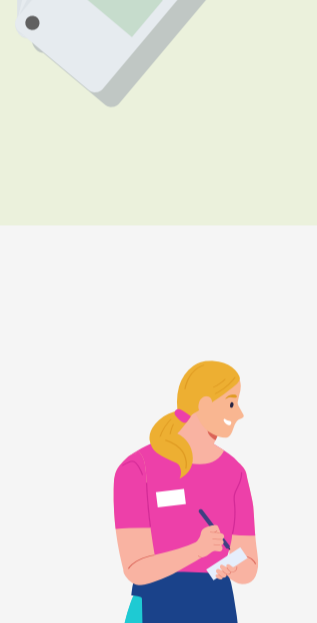
Utilize social media and your website to showcase your restaurant's aesthetic with high-quality images of your dishes and interior, ensuring consistency in your visual branding.



60% of Gen Z and 55% of Millennials are influenced by food photography on a restaurant's website.²

STRATEGY 2: Leverage Color Psychology

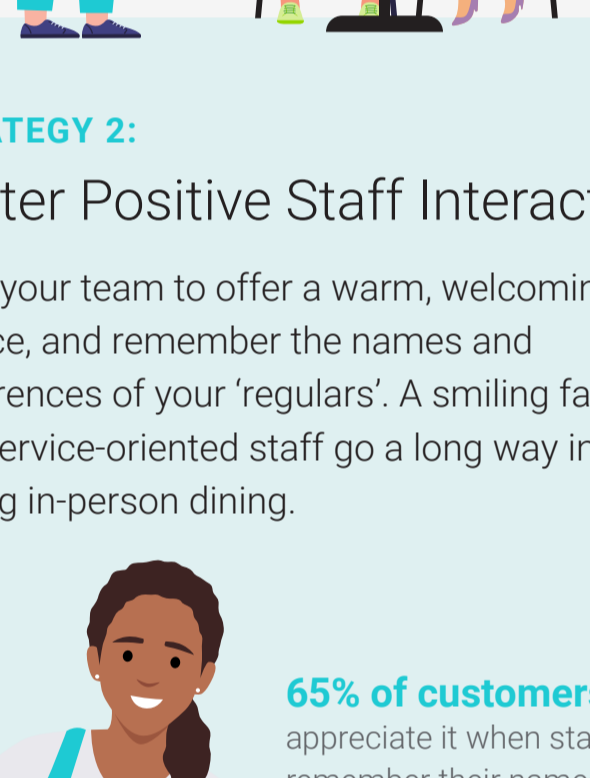
Color psychology refers to the science behind color usage, which can have a significant impact on customer feelings and behaviors. Choose your colors strategically to evoke the desired emotions and actions from your customers.



Color influences **85% of shoppers' purchase decisions.**³

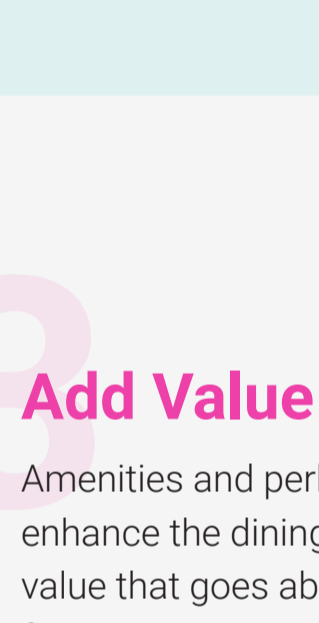
2 Create an Inviting Atmosphere

The atmosphere of a restaurant goes beyond aesthetics, encompassing the mood, service, and overall experience offered to guests. Atmosphere can be impacted by sound, subtle cues, and the solution landscape.



STRATEGY 1: Implement Tech Intentionally

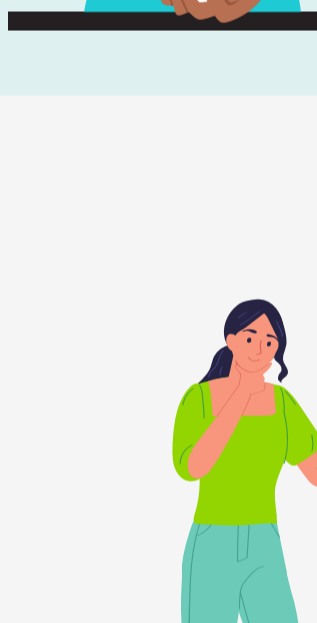
Use technology that is intuitive, inviting, and optimized for the atmosphere you are trying to create. Whether crew-facing or consumer-facing, technology should always minimize friction in the ordering and payment process.



73% of diners agree technology improves their dining experience.⁴

STRATEGY 2: Foster Positive Staff Interactions

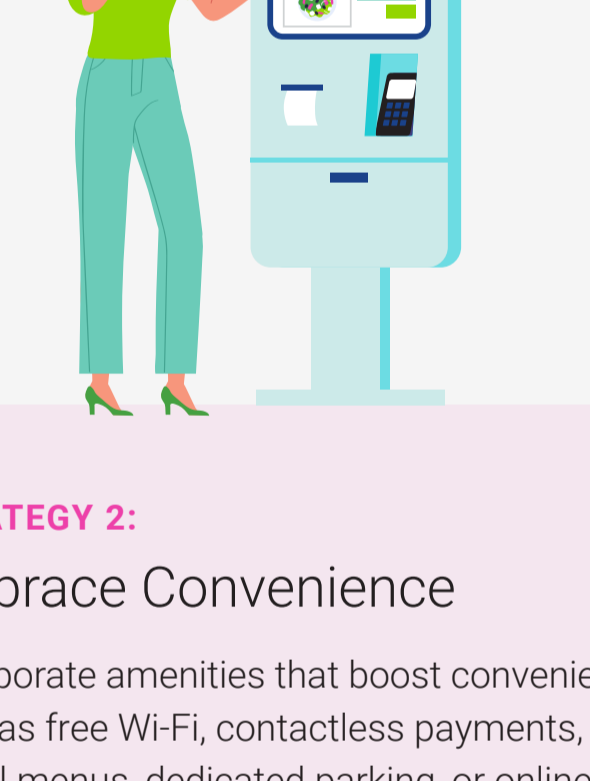
Train your team to offer a warm, welcoming service, and remember the names and preferences of your 'regulars'. A smiling face and service-oriented staff go a long way in driving in-person dining.



65% of customers appreciate it when staff remember their names.⁵

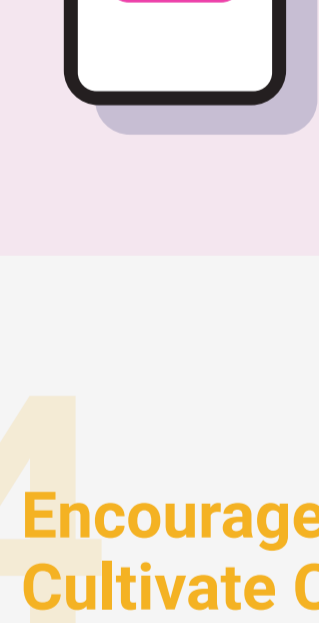
3 Add Value Through Amenities

Amenities and perks can significantly enhance the dining experience by providing value that goes above and beyond great food. By tying amenities to in-person dining, restaurants can increase foot traffic.



STRATEGY 1: Develop a Loyalty Program

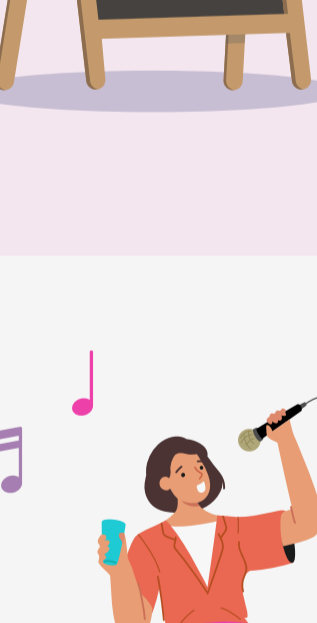
Offer rewards through a loyalty program that incentivizes in-person dining, encourages repeat business, and attracts new customers with personalized offers.



70% of consumers are more likely to choose a restaurant that offers personalized promotions.⁶

STRATEGY 2: Embrace Convenience

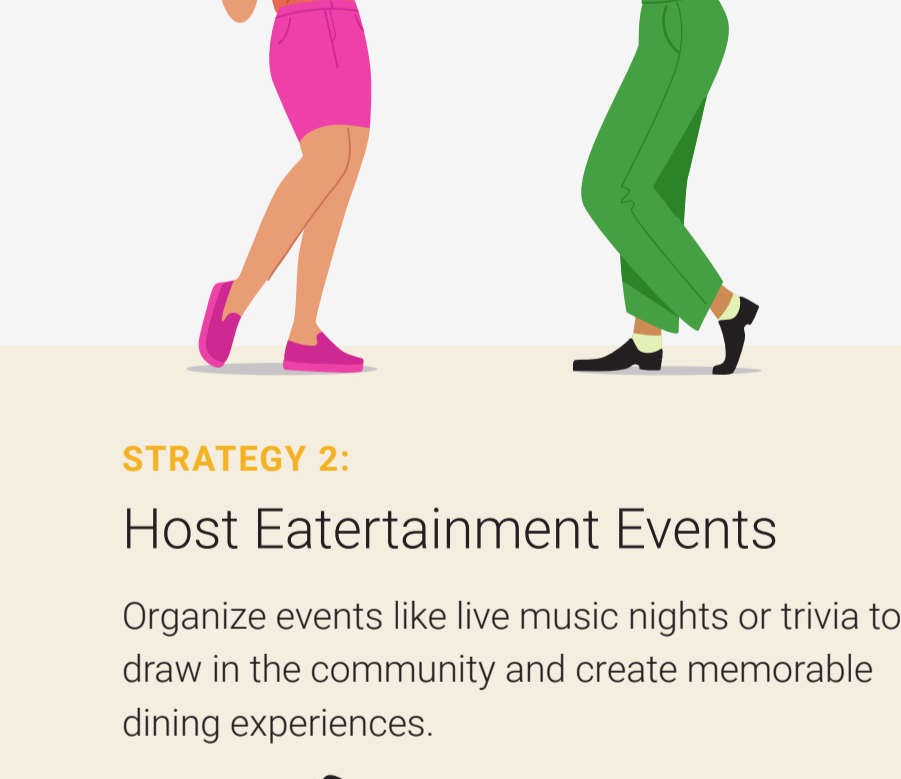
Incorporate amenities that boost convenience, such as free Wi-Fi, contactless payments, digital menus, dedicated parking, or online reservation systems.



61% of customers look for Wi-Fi in restaurants.⁷

4 Encourage Assembly, Cultivate Community

Encouraging the dining experience and assembly in your restaurant can turn it into a hub for social interaction and engagement, prompting more patrons to visit in person.



STRATEGY 1: Support Local Causes

Actively participate in and support local events, fundraisers, and causes, establishing your restaurant as a community-centered space.



80% of diners believe restaurants should be active in their community.⁸

STRATEGY 2: Host Entertainment Events

Organize events like live music nights or trivia to draw in the community and create memorable dining experiences.



86% of consumers would recommend and return to a venue that offers enjoyable live music.⁹

PUTTING YOUR BEST FOOT FORWARD

Execute Exceptional In-person Dining Experiences with the Right Partners

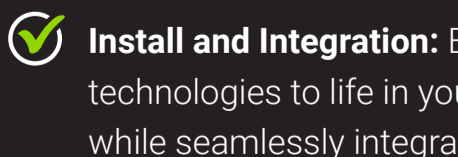
Technology is a powerful tool that can help you operationalize and optimize the ideal in-person dining experience. But the technologies you use are only as compelling as the partner you select to deliver them.

Together, ReSource POS and HP provide best-in-class hospitality technology solutions that empower employees, optimize processes, and enable restaurants to deliver in-person experiences that are compelling and repeatable.



Configurable technologies for memorable experiences.

- ✓ **HP Engage One Pro:** Include multiple accessory options to provide strategic, intentional placement of POS solutions to optimize traffic and efficiency of your establishment.
- ✓ **HP Engage Go:** Maintain the flow of your restaurant and elevate the overall feel and energy with endless customization options to fit the aesthetic of your space.
- ✓ **HP Engage Express:** Improve employees' quality of service and communication with versatile, flexible configuration options.
- ✓ **HP Engage Flex:** Create a repeatable experience for your customers with high performance you can rely on.



Comprehensive services for scalable success.

- ✓ **Solution Design:** Shape a solution that delivers the experience of your guests' dreams while enhancing operational efficiency.
- ✓ **Install and Integration:** Bring your technologies to life in your environment while seamlessly integrating with your other solutions.
- ✓ **Warehousing and Field Support:** Access precisely the solutions you need to eliminate downtime, which can be detrimental to the quality of your customer experience.
- ✓ **Training and Support:** Empower your crew to confidently deliver a service-focused experience to your customers.

Growing in-person dining starts with a single step.

Contact ReSource Point of Sale to learn how our services and HP's solutions can help you increase foot traffic in your restaurants.

[Learn More](#)



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 2. <https://lunchbox.io/learn/restaurant-news/restaurant-statistics>
 3. <https://review42.com/resources/color-psychology-facts/#-text=57%25%20of%20men-Color%20influences%2085%25%20of%20shoppers%E2%80%99%20purchase%20decisions->
 4. <https://lunchbox.io/learn/restaurant-news/restaurant-statistics>
 5. <https://reputationdefender.medium.com/10-statistics-showing-the-importance-of-customer-experience-for-restaurants-4d2e335ae4914f-text=Restaurant%20and%20diners%20says%20that%20their%20favorite%20drink%20%20%20>
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