

# The Guide To Group Booking Success

Tripleseat partnered with KAM for a deep dive into the world of group bookings, surveying 250 UK adults who have recently booked tables for 8+ guests and 88 pub & restaurant operators managing private events and dining spaces. Conducted in February 2025, this research uncovers key trends, customer expectations, and opportunities for venues looking to maximise bookings and boost revenue. Here's what they had to say...

Only 2 in 3 customers received any form of **communication** from the venue prior to their visit (you'd like this to be higher!) And only 46% received follow up communication after their visit.

67%

82%

82% of customers say they are **happy** to pay a deposit when making large group bookings.

60%

60% of respondents said that the venue **met their expectations**. Just 38% said it exceeded. This suggests that venues are currently doing a good job of delivering an acceptable service level, when it comes to large group bookings, but they're **not necessarily 'wowing' the customer**.

Nearly half of operators (47%) **don't currently track** customers and prospects.

47%

31%

Operators are currently spending on average, **9 hours a week just managing bookings** and events. A staggering 31% are currently spending 10 hours or more per week just managing bookings & events.

84%

84% of operators say that having a **system that streamlines the booking/ events process** that will help them to focus less on admin and more on the guest is **IMPORTANT**

...here's how

The top 5 systems and functions that operators want to help them manage their booking processes

1

A system for tracking bookings and their average spend

2

Manage customer relationships, spend & frequency in one system

3

A system that tracks all enquiries / customer correspondence

4

Ability to manage pre-order menu options

5

A system that ensures it easy to respond to all leads