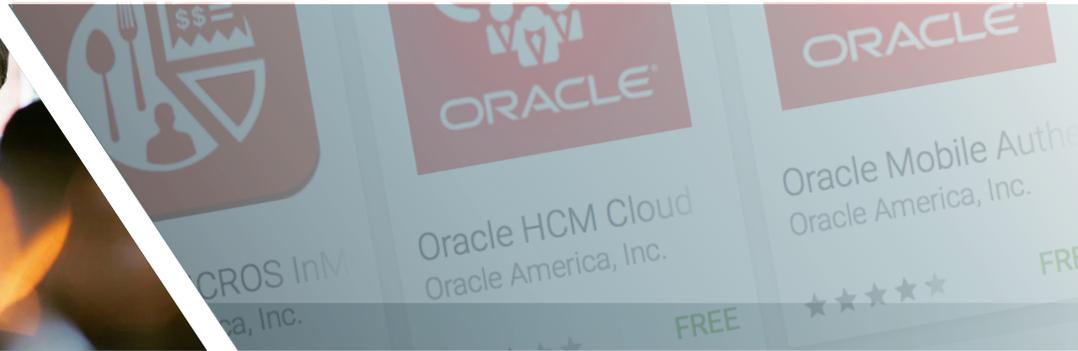




Get Appy:

Do Consumers Use Restaurant & Hotel Branded Apps?



Oracle Food and Beverage surveyed 15,000 global consumers to assess their appetite for restaurant and hotel branded apps. Do consumers download them? Do they use them? Are they worth the investment?

Get Appy: Do Consumers Use Restaurant & Hotel Branded Apps?

INTRODUCTION

“Should we invest in a branded mobile app?” is a question that we often get asked by our restaurant and hotel customers.

The APIs that come as part of our flexible Symphony POS platform allow operators to engage with guests in a multitude of different ways. Developing a mobile app is just one option, and operators rightly should evaluate the level of investment they want to make in a mobile app and whether it should be a priority over other engagement opportunities. The key is then in identifying and working with the suppliers that can best represent your brand and allow you to integrate with your POS to engage with your guests in a way that is right for your business.

15,000 consumers told us that:

- Branded restaurant and hotel apps are very popular; almost a quarter of global consumers have at least one hotel or restaurant app on their mobile devices
- Branded restaurant and hotel apps are being used weekly; 70% of the hotel/restaurant branded app users say they use those apps at least once a week
- Once consumers engage with branded apps, they're open to using several; two thirds of the consumers using hotel or restaurant apps have at least three of them on their devices
- Branded apps are more popular than third party ordering apps – only 20% of global consumers have an app for a third party aggregator
- 23% have downloaded a third party hotel or restaurant booking app





What does it mean?

- Consumers are willing users of branded hospitality apps so it's worth investment
- You can take control of your relationship with your guest
- It gives you access to incredibly useful data on what your guests are doing
- It puts you in control of your data – if you're letting aggregators take the mobile traffic you're losing money from every order AND you're losing control of the data and the ability to build a direct relationship with the customer



Takeaway:

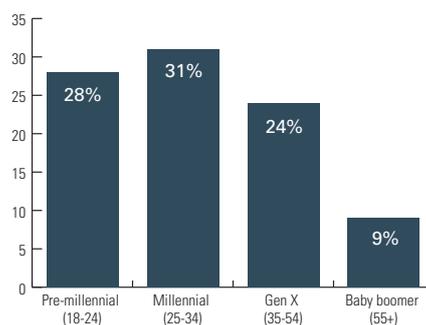
There is demand for branded restaurant/hotel apps; a quarter of global consumers have at least one on their mobile devices.



"I have at least one restaurant or hotel app on my mobile device (e.g. Starbucks)."

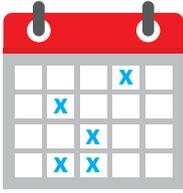
- **23% of global consumers have at least one restaurant or hotel branded app on their mobile device.**
- **By age:** Only 9% of consumers aged 55+ have a restaurant or hotel app on their mobiles, compared to 31% of millennials.
- **By region:** Europe appears to be lagging behind in app usage; only 18% of consumers have a restaurant or hotel app on their mobile device, compared to 28% of consumers in Asia-Pacific.

I Have At Least One Restaurant/Hotel App: By Age



I Have At Least One Restaurant/Hotel App: By Region





#2

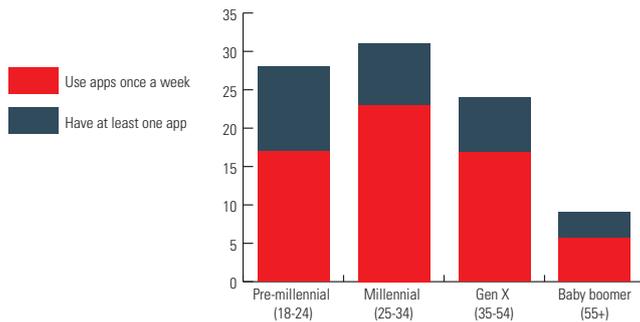
"I use a restaurant and/or hotel mobile app at least once a week."

- **70% of restaurant/hotel brand app users say that they use those apps at least once a week.**
- **By age:** Every age group is regularly using its hospitality brand apps.
- **By region:** 82% of restaurant/hotel app users in Asia Pacific are using their apps at least once a week, compared to 54% in North America.

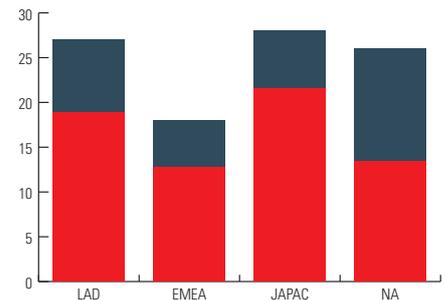
Takeaway:

Of the 23% of consumers who have downloaded a restaurant/hotel mobile app, 70% are using them at least once a week.

I Use Apps Once a Week: By Age



I Use Apps Once a Week: By Region



#3

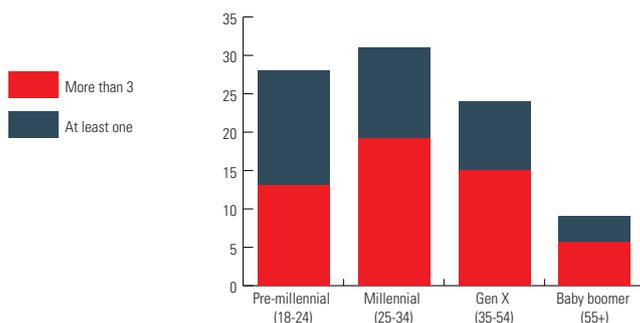
"I have more than three restaurant or hotel apps on my mobile device."

- **Two thirds of consumers who have downloaded restaurant/hotel brand apps have more than three such apps on their devices.**
- **By age:** Interestingly, in every age group, the majority of brand app-using consumers had more than three of them on their devices.
- **By region:** Again – we see that app-loving consumers in every region are using several hospitality brand apps.

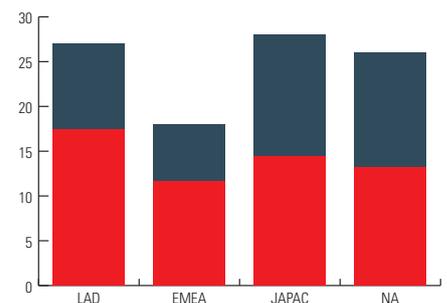
Takeaway:

It seems that once you embrace apps, you use many of them. Over half of hospitality brand app users in every region and age group have more than three of them on their devices.

More Than 3 Apps: By Age



More Than 3 Apps: By Region





#4

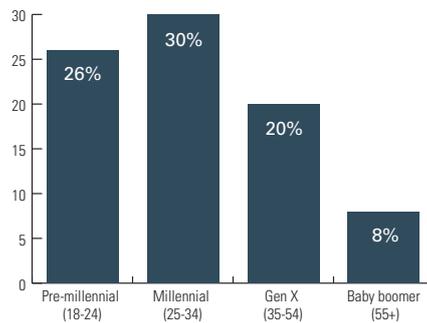
"I have at least one app on my mobile for ordering from multiple restaurants (eg. GrubHub)."

- **20% of global consumers have at least one app for a food delivery service on their devices.**
- **By age:** 30% of millennials have at least one mobile ordering app, compared to just 8% of the 55+ generation.
- **By region:** A third of consumers in Asia Pacific have an online food ordering app, which makes it the only region where brand apps are less popular.

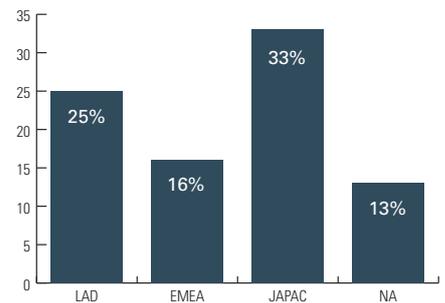
Takeaway:

Brand apps are more popular than online food ordering apps.

Apps For Multiple Brands: By Age



Apps For Multiple Brands: By Region



#5

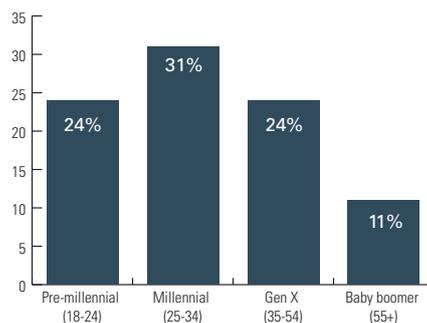
"I have at least one restaurant / hotel booking app on my mobile (e.g. Opentable, Expedia etc.)"

- **23% of global consumers said that they had a booking app for hotels or restaurants on their mobile devices.**
- **By age:** 31% of millennials have at least one restaurant/hotel booking app compared to 11% of baby boomers.
- **By region:** Asia Pacific leads the way with 29% of consumers having at least one booking app.

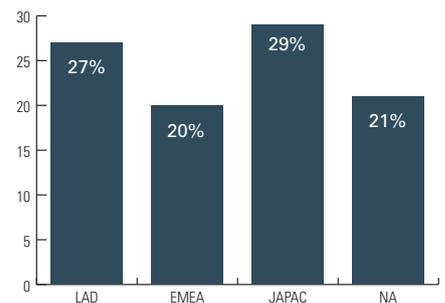
Takeaway:

Reservation booking apps are not as popular among consumers.

Booking App: By Age



Booking App: By Region





#6

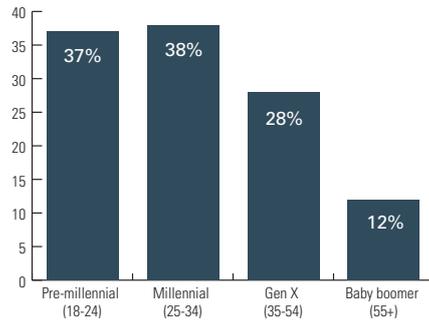
"I have ordered or paid for food or drink from an app on my mobile at least once."

Takeaway:

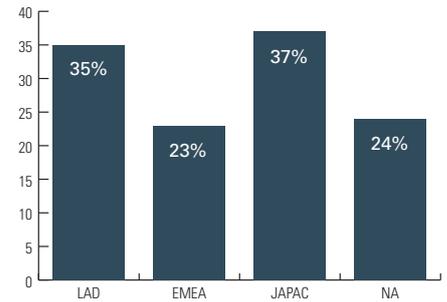
Over a third of global consumers aged 18-34 are already ordering food and drink via a mobile app.

- **28% of global consumers said that they have paid for food and drink from an app on their mobile devices at least once.**
- **By age:** Only 12% of the 55+ generation have ordered food and drink on their mobile devices, compared to 38% of millennials.
- **By region:** Asia Pacific leads the way again, with 37% of consumers having ordered food or drink on their mobile devices.

Order By Mobile: By Age



Order By Mobile: By Region



#7

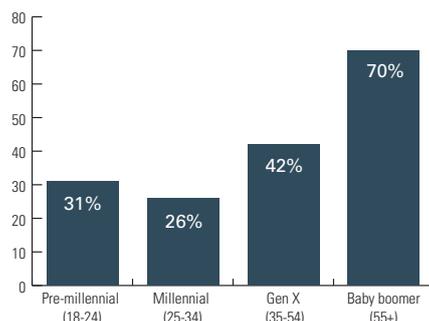
"I have done none of the above."

Takeaway:

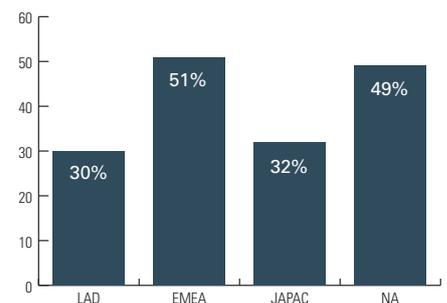
57% of global consumers are using, or have used, mobile apps to engage with hospitality operators. Hospitality operators need to invest in their brand apps as a key channel.

- **43% of global consumers say that they do not use hospitality apps.**
- **By age:** 70% of the 55+ generation do not use apps in any way, compared to just 26% of millennials.
- **By region:** European consumers are least likely to have used hospitality apps, with 30% saying they have never downloaded or used an app. In Asia Pacific and Latin America, over half of consumers are using apps.

Don't Use Apps: By Age



Don't Use Apps: By Region





ORACLE® Food and Beverage



HOW ORACLE FOOD AND BEVERAGE CAN HELP

Oracle Food and Beverage provides point of sale (POS) solutions to restaurants, hotels, coffee shops, bars, stadiums, theme parks, casinos, and cruise operators worldwide. Every day, thousands of food and beverage locations across the globe rely on Oracle's Symphony Cloud POS platform to provide exceptional guest experiences with maximum operational efficiency.

Integration plays an important role in food and beverage technology. The API interfaces offered by Symphony Cloud allow operators to extend their POS to other applications. From mobile apps that enable loyalty or ordering flexibility, to back office applications that facilitate smoother operational efficiencies, the open nature of the Symphony Cloud platform supports business growth and innovation.

Contact us for more information at oracle-foodandbev_ww@oracle.com or visit www.oracle.com/food-beverage



FOR MORE INFORMATION

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