



In 2024, the National Restaurant Association commissioned Morning Consult to conduct public opinion research on an emerging trend in restaurant reservations where unauthorized third-party companies, unaffiliated with the restaurant or traditional reservation sites, book reservations and sell them to customers. A poll of 2,200 adults across the country was conducted August 16-18, 2024. This summary provides important insights from the research.

A strong majority of consumers believe unauthorized third-party restaurant reservations are harmful.

- Two thirds of adults agree that third-party companies that resell reservations are harmful to restaurants and customers.

Consumers are concerned about the impacts that unauthorized third-party restaurant reservation companies are having on both customers and restaurants.

- 72% were concerned that the resale of restaurant reservations makes certain restaurants out of reach to even more customers.
- 70% were concerned that these middlemen reservations harm restaurants financially because they increase the number of no-show reservations for restaurants.
- Many are concerned that this practice creates confusion for both the restaurant and customers. 74% found it concerning that when a reservation is purchased on a resale site that restaurants often cannot have direct communication with the customer who will use the reservation, potentially causing communication and service breakdowns that diminish the restaurant experience.

Consumers want restaurants and customers to be protected from reservations made by third-party restaurant reservation companies.

- 80% of consumers think it is important for restaurants and customers to be protected from reservations made by resale companies with more than half of adults surveyed (56%) thinking it is very important.

There is strong support for the government taking action to ban unauthorized sale of restaurant reservations.

- Seven in ten consumers support legislation to prevent the unauthorized sale of restaurant reservations in their city.