



*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.