

GASTRONOMY LOYALTY REPORT 2024

This is how your
customers think



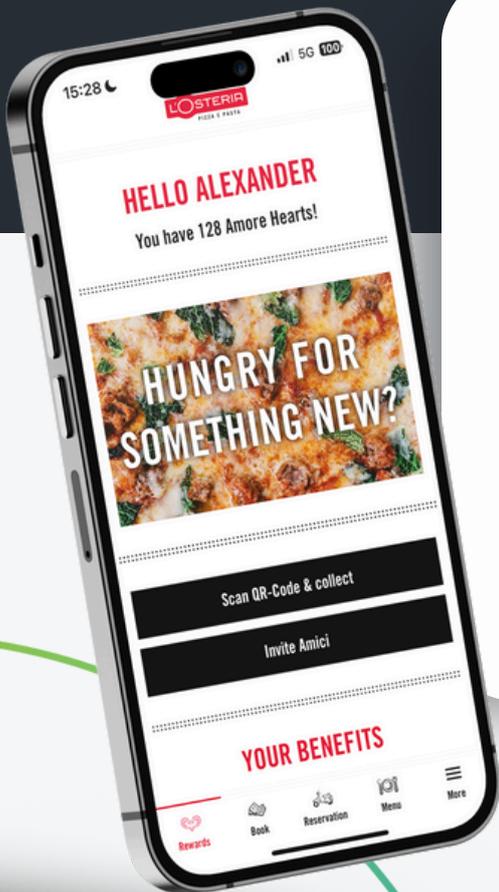
In cooperation with Handelsverband Österreich

HIGHLIGHTS
GASTRONOMY



94.8%

of all respondents, believe that **customer loyalty programs in gastronomy are attractive.**



AMICI CLUB

L'Osteria demonstrates what digital customer loyalty can look like in the gastronomy sector: done with lots of amore!

App Go-Live in August 2023 | KPIs from March 2024



Over
44%

regularly active
app users.



4,9+
Stars

Average app rating in the
app stores.



200.000
Purchases

made through the new
L'Osteria app.

36.1%



of respondents **consume more since using a customer loyalty program.**

How attractive do you find customer loyalty programs (e.g., customer card, loyalty club, collection pass) in the gastronomy sector?
In your opinion, how has your purchasing behaviour changed at those companies/businesses where you use a customer bonus programme since you became a member? (n=249)



Purchasing behaviour in the gastronomy sector

Weekly Information

83.8 %

would like to be informed
about changes to the menu
at least once a week.

In-App Offers



40.2 %

would like to be informed
about seasonal offers by
an app from their favourite
restaurant or bar brands.

Customer Loyalty Programs in the gastronomy sector

Customer Preference



65.1 %

of all respondents prefer to
visit a restaurant that offers
a customer loyalty program.

Discounts



50.2 %

of all respondents state that
they find discounts on popular
dishes in customer loyalty
programmes very appealing.

How often would you like to be informed about offers and news from companies? (n=235)

Which benefits/rewards would be particularly attractive to you in customer bonus programmes in the "gastronomy" sector? (n=249)

When you think of customer bonus programmes in the food service industry, which of the following statements do you agree with? (n=249)

How would you like to be informed about offers and news from companies from which you shop at least occasionally? (n=249)

Digital Customer Loyalty Programs in the gastronomy sector

Digital Programs



more than a quarter

of all respondents prefers a catering company with a digital customer loyalty program.

App beats loyalty cards



53%

see it as an advantage to always have their smartphone with them, compared to a physical customer loyalty card.



Inflation in the gastronomy sector

Usage since inflation

42.2%

of respondents use customer loyalty programs more frequently since the inflation levels rose.

Support for savings



88.7%

state that, especially in times of high inflation rates, they feel supported by customer loyalty programs trying to save money.



Customer Feedback

from the gastronomy sector



Mr. John Schlüter

VP Marketing & Communication
L'Osteria



My #helloagainmoment: The only holistic solution for the catering industry!

My #helloagainmoment was definitely that the helloagain app is the only truly holistic app solution for the catering industry on the market. We are very happy to be able to implement this sophisticated white label solution together with the hello again team!



SUMMARY

Probability of switching

8 out of 10



respondents would rather use a digital solution, if one existed!

Suppose there was also a digital alternative for your physical customer bonus programs [e.g. app with customer account]. Would you switch to a digital solution? (n=216)



Build your own customer loyalty app in 60 seconds!
Test the App Builder now!



We would love to share more information with you in a non-binding talk!
Get in touch now!