

RESY

# The 2024 Resy Retrospective

The year in dining and what's in store for 2025

RESY

*Right this way*

RESY



While the dinner table has long been a meeting point, in 2024 restaurants reigned as the “third place” as diners center restaurants as a lifestyle mainstay and top leisure activity.

To wrap up the year and reflect on how we collectively dined, Resy looked at reservation data, surveyed diners across the country, and asked Resy’s editorial team what surprised, delighted, and inspired them in 2024 – and what they’re predicting is on the rise for 2025.



## Here For The Vibes

In 2024, we dined out for the vibes. According to a recent survey of 1,000 Americans who dine out<sup>1</sup>, 1 in 4 survey respondents said a restaurant’s “overall vibe” was the top factor for them when choosing a restaurant, second to desire to order a specific dish, named by 38% as the top driver of their decision making. Some diners are going for vibes only, with 23% of respondents going to cocktail or wine bars “just for the vibes,” even though they drink very little.

How are diners determining a restaurant’s vibe? Restaurant staff plays a huge role in a restaurant’s overall vibe: 88% say they’re more likely to book a reservation when “the staff is good vibes.” Photos play a large role too, with 66% reporting they’re likely to book a reservation based on a restaurant’s photos in its Resy profile, increasing to 81% among people who said they dine out frequently<sup>2</sup>.

Some diners even want to bring the good vibes home with them: 46% of diners are taking home design inspiration from restaurant décor, with lighting and glassware topping the list of the most common sources of inspiration in restaurants.

## Dining Out > Dating Apps

People continue to crave in-person connection, and restaurants are a prime place for connecting: 69% of respondents say they’ve made new connections at a restaurant, and nearly half (46%) say they’re likely to talk with strangers at restaurants. 1 in 5 have even exchanged numbers with a new connection they made at a restaurant.

### Solo Dining = Self Care

Resy data<sup>3</sup> shows solo dining continues to rise in top dining cities across the U.S.:

**+14%**  
Miami

**+12%**  
Chicago

**+6%**  
NYC

<sup>3</sup> Based on Resy data comparing the periods of January 1, 2023 – October 1, 2023 and January 1, 2024 – October 1, 2024.

<sup>1</sup> This scientific random sample of 1000 US adults (age 18 and older) was surveyed between October 11, 2024 and October 16, 2024 by DKC Analytics. All respondents dine out frequently or at least some of the time, as confirmed by user self-confirmation. DKC Analytics conducted and analyzed this survey with a sample procured using the Pollfish survey delivery platform, which delivers online surveys globally through mobile apps and the mobile web along with the desktop web. No post-stratification has been applied to the results. Survey was commissioned by Resy.

<sup>2</sup> DKC Analytics survey respondents who self-identified as someone who dines out “as much as possible.”

## Dinner And Yap

2024 gave us “yappers”, Gen Z’s favorite new term for that friend who likes to chat ... a lot. And there’s nowhere better for a good yap session than your go-to neighborhood restaurant. According to the 81% of survey respondents<sup>1</sup> who consider themselves “yappers” (at least sometimes), four characteristics stood out as qualities that make a restaurant ideal for yapping:

**66%**  
Staff with good vibes

**64%**  
A good happy hour deal

**61%**  
An atmosphere that isn’t too loud

**60%**  
Booth seating

### From Music City To Restaurant City

Nashville, Tennessee is the most underrated food city, according to survey respondents, with San Diego and Houston tying for second.

These were some of the most in-demand restaurants in Nashville in 2024, based on Resy Notify data<sup>4</sup>:

**White Limozeen**  
**Rolf and Daughters**  
**Chief’s on Broadway**

<sup>4</sup>Based on Resy data between January 1, 2024 and October 1, 2024.



<sup>5</sup>Based on the percentage of Notifies set for a given restaurant that converted into a reservation between January 1, 2024 and October 1, 2024.

## Will Travel For Restaurants

Restaurants and cities’ culinary chops have become a driving force for diners’ travel decisions who increasingly use their restaurant wish lists to influence the next vacation destination. 67% of respondents said they’re likely to travel to a new U.S. city to check out the dining scene<sup>1</sup>. This increases to 77% of Gen Z and Millennials and 83% of frequent diners.



## Make Sunday The New Saturday

Resy’s Notify feature continues to be an essential tool for snagging a table at the place and the time you have your eye on – and Sundays are a great day to set Notifies for hot spots. Resy data shows that setting a Notify for a Sunday offers the best chance of securing a table as the day of the week that sees the highest percentage of Notifies set convert to reservations (your Notify is 19% more likely to convert on a Sunday than on a Saturday).

These restaurants in top dining cities have the highest rate of Notify conversion<sup>5</sup>:

**Birds of a Feather**  
New York

**Macchialina Taverna Rustica**  
Miami

**Valedor**  
Chicago

**Marvin**  
Los Angeles

## Diners Keep Dining

2024 was a big year for dining out on Resy: Resy enabled over 350 million diners seated<sup>7</sup> between October 1, 2023 and September 30, 2024, grew to 50 million users and saw the 600 millionth reservation booked<sup>8</sup> since its start 10 years ago. And diners say they plan to keep dining...

Restaurant spend is one of American Express' fastest-growing travel and entertainment categories in its US Consumer business, up 7% in Q3'24 versus Q3'23.

## By The Numbers

**2,300,000**  
**saves**

to Resy Lists<sup>9</sup>

**5,530,000**  
**views**

of the Discover Tab<sup>10</sup>  
in the Resy app

<sup>9</sup> As of October 31, 2024, since November 2023 launch of Resy Lists, according to Resy data.  
<sup>10</sup> As of November 7, 2024, since launch of Discover Tab in June 2024, according to Resy data.



## Regular Status Reigns

Between personal greetings from restaurant staff, 'extras' that can appear on your table, and knowing your way around the menu, there's no joy for a restaurant-lover quite like becoming a regular – and restaurants depend on regulars to help keep their business afloat. According to Resy data, these are the most re-booked restaurants<sup>6</sup> in five popular dining cities:

### New York

Balthazar, Café Chelsea, L'Artusi, Pastis, Thai Diner

### Los Angeles

Avra Beverly Hills, Great White Melrose, Great White Venice, Jon & Vinny's Brentwood, Mother Wolf

### Miami

Carbone Miami, COTE Miami, Mandolin Aegean Bistro Miami, Pastis Wynwood

### Washington, D.C.

L'Ardente, Le Diplomate, Pastis D.C.

### Chicago

Armitage Alehouse, Bavette's Bar & Boeuf, Gilt Bar, Trivoli Tavern

<sup>6</sup> Based on restaurants with the highest number of unique users who made reservations at the same restaurant more than once between January 1, 2024 and October 1, 2024.

<sup>7</sup> Diners seated represents the number of individual diners seated at a restaurant using Resy's table management operating system (Resy OS).

<sup>8</sup> As of July 31, 2024.

## Heating Up

Resy's editorial team weighs in on the dining trends they're most excited about for 2025.

### Seafood

Especially raw bars.

### Tortillas

A freebie no more as Mexican cuisine continues to show its breadth, complexity, and reach across price points, from fine dining to quick service.

### Snack-tails

Cocktails whose garnish is so good it's like a snack with your cocktail. Or is it a cocktail with your snack?

### Another classic cocktail gets a revamp

We may not be ready to declare the end of the Martini Era, but there's a new hot cocktail on the horizon: 1 in 4 survey respondents named the Amaretto Sour as their top prediction for "cocktail of the year" in 2025<sup>1</sup>.

### "Third culture" cuisine

2024 saw a wave of "third culture cuisines" -- a new generation of 2nd and 3rd generation Americans are running restaurant kitchens and imbuing their heritage in menus in wonderful new ways, cooking outside the confines of "traditional" and how past generations did it. It's authentic to them, and delicious to us.

### Omakase, still rolling

The counters keep opening, and now the trend is expanding to new iterations: "affordable" omakase and speakeasy omakase concepts.

### The return of the pub burger, or any burger really

A great burger never goes out of style.

### Regional Chinese cuisines

Just as regional Italian cuisines got more of a spotlight in recent years, now we're beginning to see that more with Chinese cuisine in America, and particularly a Cantonese comeback.

### Cabbage...

...is the new cauliflower, which was the new beets, which was the new brussels sprouts.

### N/A = Now Awesome!

Any serious beverage program, especially cocktail-oriented ones, needs to have not only non-alcoholic options, but great non-alcoholic options. The days of lemonade or iced tea as the only non-alcoholic options are over.

### Carb loading

Bread service has never been better, whether gratuit or not. Housemade pasta and regional noodles on every corner.

### Nostalgia dining

Gen Z has a craving for "nostalgia" and "classic" restaurants. This earnest yearning to connect with things from the past, or places that emulate the past, can be fulfilled at many of 2024's popular restaurants.

## What's Cooling Down

### Truffle Fries

Truffles, great. Fries, great. But maybe they don't need to be together so much?

### Caviar here, there and everywhere

Great for special occasions and splurges, but in 2024 restaurants may have become caviar consumed. Do we need caviar on appetizers that then cost so much more than the surrounding items? Let's leave that in the past!



**RESY**

*Right this way*