


TouchBistro
Insights Report on

Canadian Restaurants

Performance Data from TouchBistro Customers



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Introduction

For more than two years, Canadian restaurateurs have faced extraordinary challenges that have fundamentally altered their businesses and the experience of dining out.

Now that the dust has begun to settle, operators across the country are trying to understand how the industry has changed and what they can do to set themselves up for a successful recovery.

To provide visibility into these changes and show how they have impacted the state of the restaurant industry in Canada, we have collected aggregated sales data from restaurants on the TouchBistro platform.

This data will reveal how consumer dining habits have shifted, how restaurateurs have adjusted their businesses over the past two years, and how the Canadian restaurant industry is faring overall. This report will also shed light on how restaurants using TouchBistro are paving a path to recovery and offer a promising outlook on the future of the hospitality industry in Canada.

Methodology

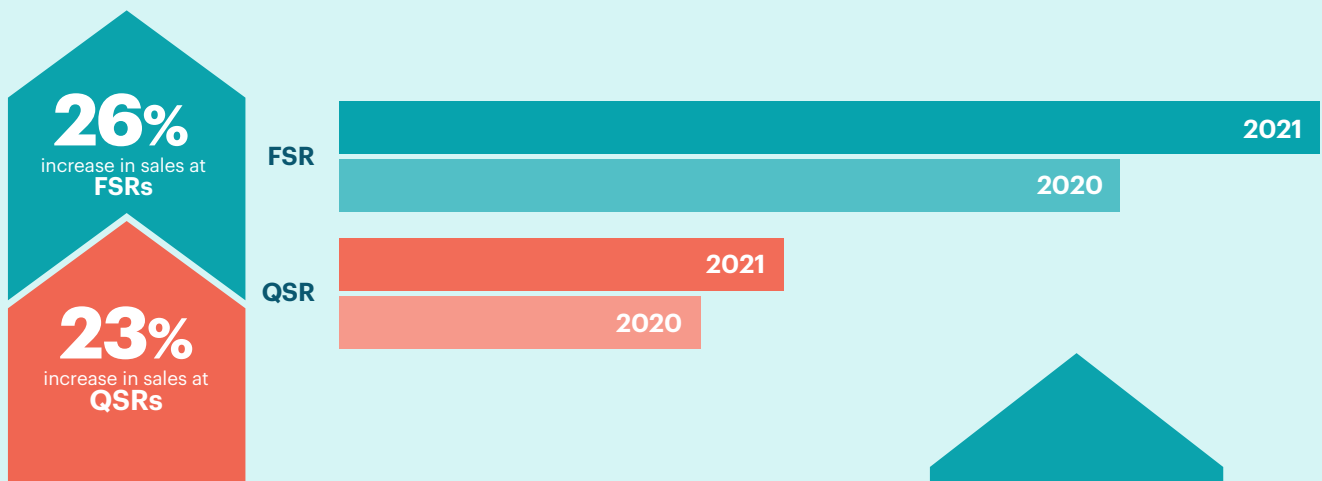
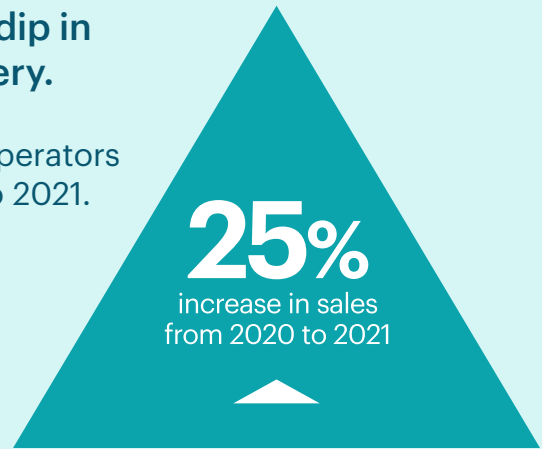
The *TouchBistro Insights Report* reveals key trends across the restaurant industry through aggregated sales data from restaurants on the TouchBistro platform. All growth rates are calculated on a same-store sales basis for the applicable period of time.

Sales Volume and Growth

While restaurants in Canada saw their sales dip in 2020, data from 2021 shows signs of recovery.

Despite ongoing challenges, Canadian restaurant operators using TouchBistro saw sales grow 25% from 2020 to 2021.

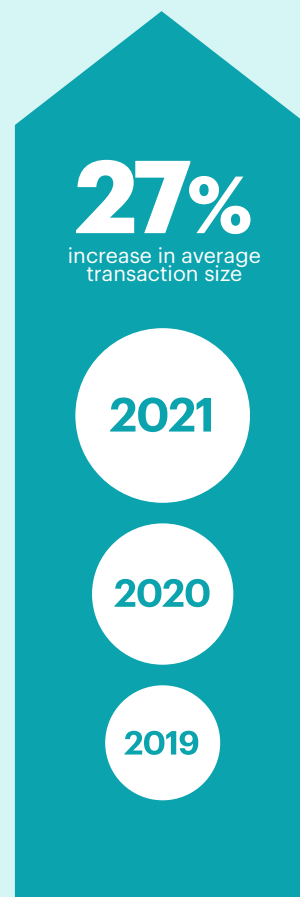
This growth was especially pronounced among full service restaurants (FSRs) using TouchBistro, which saw sales jump 26% from 2020 to 2021. Similarly, quick service restaurants (QSRs) using TouchBistro saw sales grow 23% from 2020 to 2021.



Bigger Transactions

Canadian diners started returning in droves in the latter half of 2021 and it's clear that they were ready to spend.

The average transaction size at a Canadian restaurant using TouchBistro has steadily increased, even during the height of the pandemic. By the end of 2021, average transaction size was up 27% from 2019. This increase was even more pronounced in places like Halifax, which saw average transaction size jump 37%.



Growth in Average Transaction Size by Canadian City (2019–2021)



HALIFAX +37%



VANCOUVER +32%




TORONTO +29%




CALGARY +22%

The data also reveals that Canadians spent significantly more at QSRs in 2021 than they did in 2019. In fact, the average transaction size at QSRs using TouchBistro jumped 37% from 2019 to 2021.

Spending at FSRs has also shown steady growth. The average transaction size at FSRs has grown an impressive 24% from 2019 to 2021.



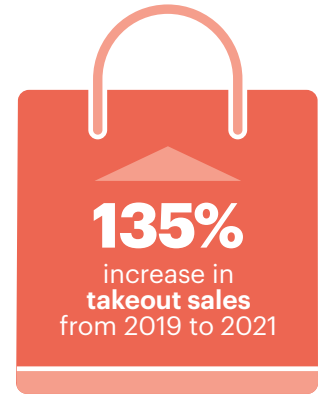
24%
increase in average
transaction size at
FSRs



37%
increase in average
transaction size at
QSRs

Takeout and Delivery

For many TouchBistro customers in Canada, the key to growing sales has been the adoption of takeout and delivery channels. Even after the rollout of vaccines and the lifting of most indoor dining restrictions, takeout and delivery still proved to be one of the biggest drivers of revenue in 2021.



While on-premise sales came roaring back in 2021, a significant portion of the growth that TouchBistro venues experienced can be attributed to takeout. In fact, takeout sales grew an impressive 36% from 2020 to 2021. Even more significantly, this shows a 135% increase from 2019.

Takeout Sales (2019–2021)

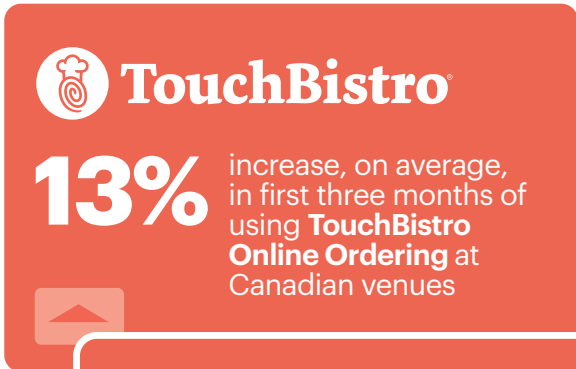


Overall, TouchBistro customers in Canada also processed significantly more bills for takeout and delivery orders in 2021 than they did in 2019, before the onset of the pandemic. In fact, the number of bills processed for off-premise orders grew by 81% from 2019 to 2021.

This increase in off-premise sales was even more pronounced for restaurants using TouchBistro Online Ordering. From 2020 to 2021, restaurants using TouchBistro Online Ordering saw a whopping 114% increase in sales.

In fact, within just the first three months of implementing TouchBistro Online Ordering, Canadian venues saw a 13% increase in monthly transactions, on average. And overall, venues using TouchBistro Online Ordering processed 26% more transactions on average compared to venues with POS only through the end of 2021 and into 2022.

And restaurants weren't just processing more bills; the average transactions were also bigger. From 2019 to 2021, the average transaction size for takeout orders grew by 41%, while the average transaction size for delivery orders grew by 19%.



TouchBistro
13% increase, on average, in first three months of using **TouchBistro Online Ordering** at Canadian venues



TouchBistro
26% more transactions processed, on average, at Canadian venues using **TouchBistro Online Ordering** than those without

Average Transaction Size for Takeout Orders (2019–2021)




TouchBistro
77% increase in average transaction size for Canadian QSRs using **TouchBistro Online Ordering**

For Canadian venues using TouchBistro Online Ordering, the biggest increase in average transaction size was seen among QSRs, which saw a 77% increase through the end of 2021 into 2022. This is significantly more than the increase driven by other online ordering programs (i.e., DoorDash, Uber Eats, etc.), which only led to a 57% increase in average transaction size at Canadian QSRs.

Loyalty and Reservations

While takeout and delivery proved to be a driving force behind restaurant recovery in 2021, other restaurant technology, such as loyalty programs and reservations software, also had a big impact.

As dining restrictions were lifted, diners proved eager to return to restaurant dining rooms. By the end of 2021, the total number of bookings at Canadian venues using TouchBistro Reservations was up by 52% from 2020.

The impact of using a tool like TouchBistro Reservations is evident right away, with Canadian venues seeing a 15% increase in monthly transactions within the first three months of implementing the product.

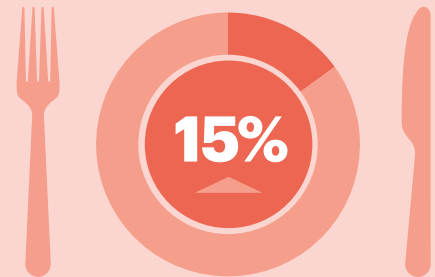
Aside from a flurry of bookings, Canadian diners also showed up in other ways—especially those who were a part of a loyalty program. Venues with TouchBistro Loyalty processed 45% more transactions than those with just POS through the end of 2021 into the first half of 2022. This increase in orders was seen right away, with Canadian venues using TouchBistro Loyalty experiencing a 13% increase in monthly transactions, on average.

Overall, Canadian venues offering a reward program also saw a higher transaction size. From 2020 to 2021, the average transaction size for loyalty-related orders jumped 42%*, meaning these regulars were bringing in a lot of revenue for restaurants.

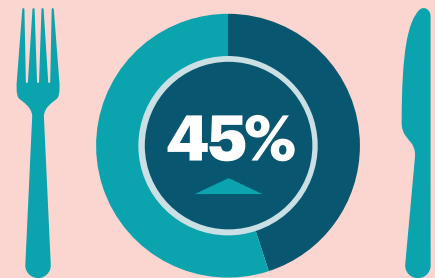
* Based on partial sales data due to the mid-year launch of TouchBistro Loyalty.



Increase in total bookings at Canadian venues using **TouchBistro Reservations** from 2020 to 2021



Increase in average transaction size at Canadian venues using **TouchBistro Reservations** in the first three months



More transactions processed at Canadian venues using **TouchBistro Loyalty** than those without



Increase in average transaction size for **loyalty-related orders** from 2020 to 2021



Staff Productivity

While some of the growth restaurants have experienced can be attributed to the rise of off-premise dining and the impact of value-added solutions such as loyalty programs, that's only half the picture. Much of this growth can also be attributed to the fact that technology is helping restaurant staff do their work better and faster.

For instance, TouchBistro venues in Canada cut turnover times—the average duration of an order from start to finish—significantly from 2020 to 2021. The decrease in average turnover time for off-premise orders was especially pronounced with turnover times for delivery orders falling a whopping 49%.

The drop in turnover time suggests a much more efficient back of house, but the front of house also saw a significant increase in productivity.

49%
decrease in
turnover time for
delivery orders
2020-2021

8%
increase in
average bills
closed per hour
2020-2021

Canadian venues using TouchBistro closed 8% more bills per shift hour in 2021, which shows that restaurant staff have only become more efficient and faster over time.

While labor shortages continue to haunt the restaurant industry, it's apparent that technology like TouchBistro POS and its many guest engagement products helped Canadian venues navigate the worst of the crisis.



About TouchBistro

TouchBistro is an all-in-one POS and restaurant management system that makes running a restaurant easier. Providing the most essential front of house, back of house, and customer engagement solutions on one easy-to-use platform, TouchBistro helps restaurateurs streamline and simplify their operations, increase sales, and deliver a great guest experience.

To find out if TouchBistro is the right fit for your restaurant, **get in touch today.**

[Learn More](#)





TouchBistro®

