


TouchBistro
Insights Report on

American Restaurants

Performance Data from TouchBistro Customers



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Introduction

For more than two years, American restaurateurs 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 U.S. are trying to understand just how much things have changed and how they can adapt to the ever-changing industry landscape.

To provide visibility into these changes and show how they have impacted the state of the restaurant industry, 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 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 the U.S.

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.

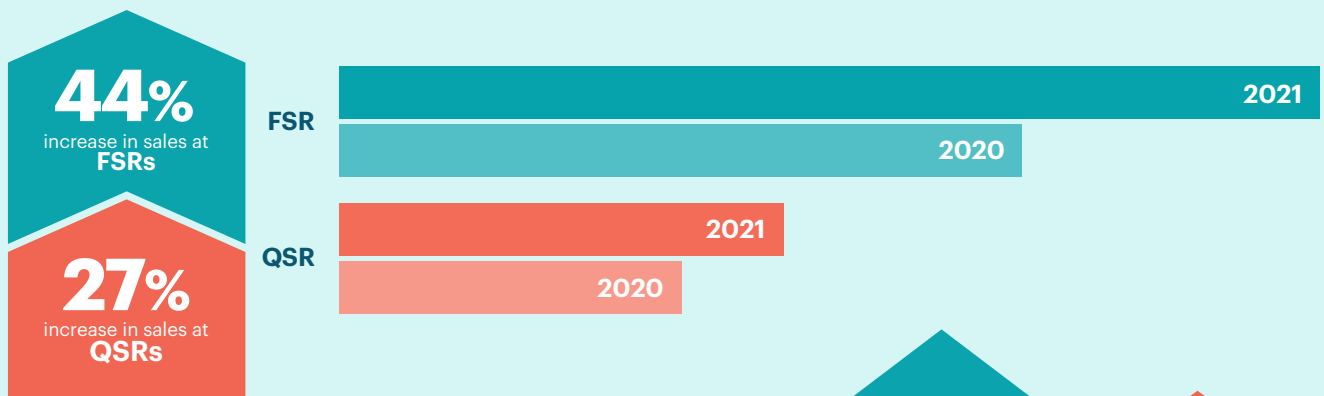
Sales Volume and Growth

While U.S. restaurants saw their sales dip in 2020, data from 2021 shows that sales are coming back strong.

Despite ongoing challenges, U.S. restaurant operators using TouchBistro saw real growth in 2021, with restaurant sales increasing an impressive 42% from 2020. This growth was especially pronounced among dine-in sales, which grew a whopping 54% from 2020 to 2021.



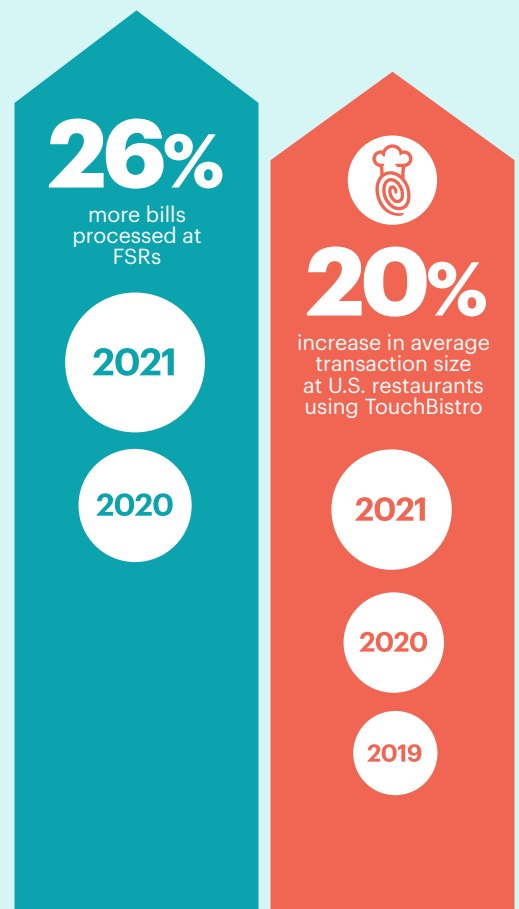
Breaking things down further, full service restaurants (FSRs) appear to have seen the most dramatic growth, with 2021 sales up 44% from 2020. Quick service restaurants (QSRs) also saw growth, with sales up 27% from 2020 to 2021.



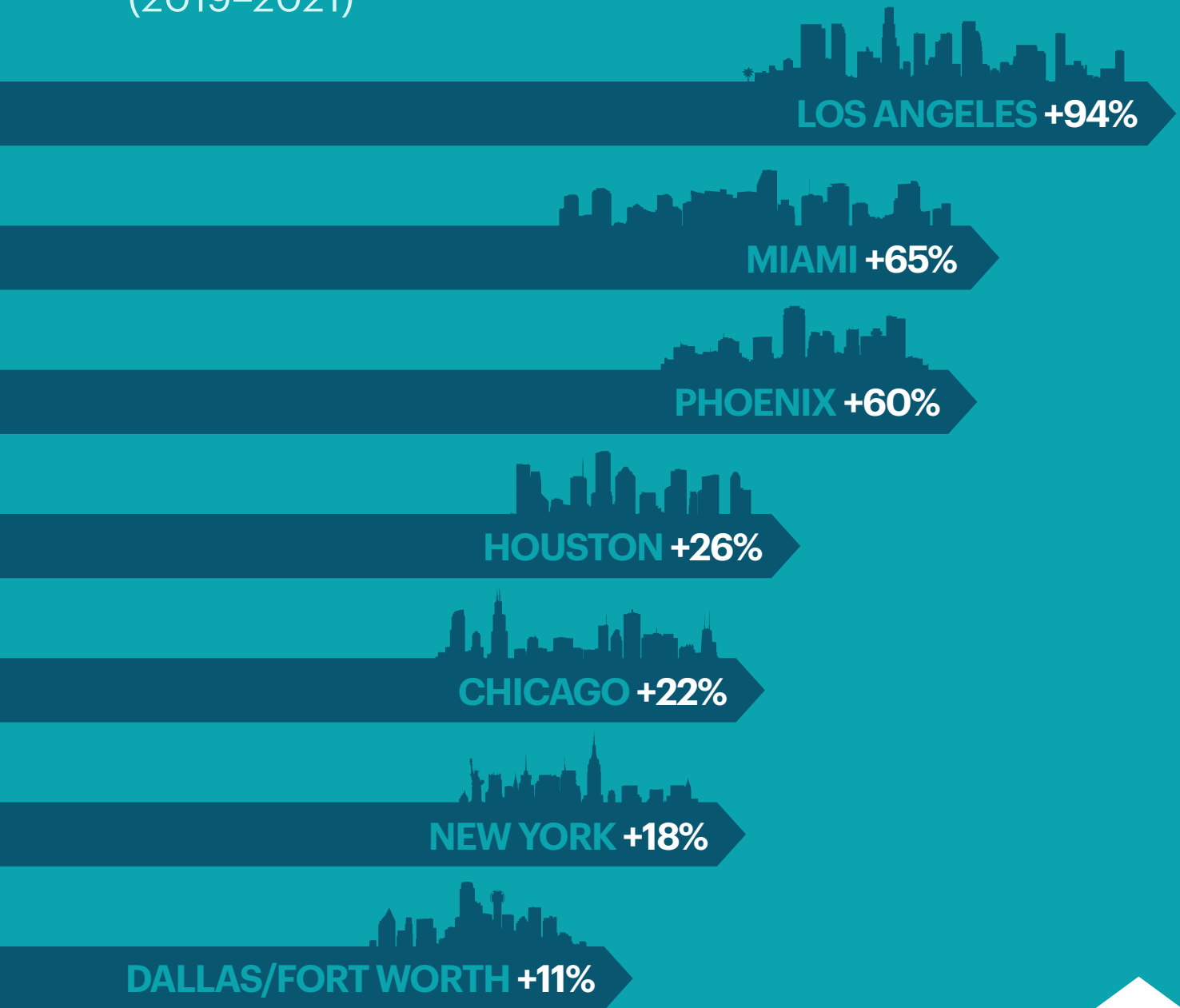
More Bills, Bigger Transactions

Diners started returning in droves in the latter half of 2021 and U.S. restaurants were ready to serve them. This was especially true at FSRs, which processed 26% more bills in 2021 than 2020.

Not only were consumers visiting restaurants more frequently, but they also started spending more during each visit. The average transaction size at a U.S. restaurant using TouchBistro has steadily increased over the years, growing 20% from 2019 to 2021. However, some major cities, like Los Angeles, saw average transaction size grow over 94% in the last 3 years.



Growth in Average Transaction Size by U.S. City (2019–2021)



The data also reveals that Americans spent significantly more at QSRs in 2021 than they did in 2019. Average transaction size at QSRs using TouchBistro is up 25% from 2019 to 2021.

Similarly, spending at FSRs has also shown steady growth. The average transaction size for FSRs using TouchBistro was up 20% from 2019 to 2021.



Takeout and Delivery

For many TouchBistro customers in U.S., 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 major drivers of revenue in 2021.



While on-premise sales came roaring back in 2021, off-premise still proved to be a major sales driver. In fact, takeout sales grew 80% from 2019 to 2021. Meanwhile, delivery sales grew 17% during the same time.

Takeout and Delivery Sales (2019–2021)



This increase in off-premise sales was also significant for U.S. restaurants using TouchBistro Online Ordering. From 2020 to 2021, restaurants using TouchBistro Online Ordering saw a 63% increase in sales.

In fact, within the first three months of implementing TouchBistro Online Ordering, U.S. venues saw a 17% increase in monthly transactions, on average. And overall, venues using TouchBistro Online Ordering processed 31% more transactions on average compared to venues with POS only through the end of 2021 and into 2022.

And U.S. restaurants weren't just processing more off-premise sales; the average transactions were also 27% bigger in 2021 than 2019. Average transaction size for takeout orders grew by the most at 28%, while the average transaction size for delivery orders grew by just 9% during the same time.



TouchBistro

17%

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



TouchBistro

31%

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



Average Transaction Size for Takeout and Delivery Orders (2019–2021)

Takeout



28%

Delivery



9%



TouchBistro

38%

increase in average transaction size for American QSRs using **TouchBistro Online Ordering**



For venues using TouchBistro Online Ordering, the increase in average transaction size was especially impressive. Compared to in-venue transactions, QSRs in the U.S. using TouchBistro Online Ordering saw 38% larger transaction sizes on average through the end of 2021 into 2022.

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 across the U.S., diners proved eager to return to restaurant dining rooms. By the end of 2021, the number of bookings at U.S. venues using TouchBistro Reservations was up a whopping 202% on average from 2020. This figure demonstrates that while reservations dropped off almost completely in 2020, they came roaring back the following year.

The impact of using a tool like TouchBistro Reservations is evident right away, with U.S. venues seeing a 25% increase in monthly transactions within the first three months of implementing the product.

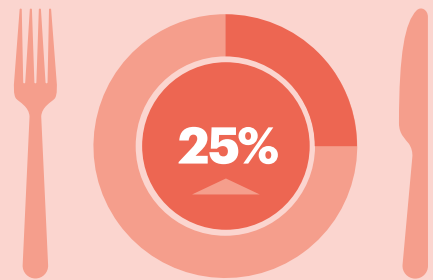
Aside from a flurry of bookings, diners also showed up in other ways—especially those who were a part of a loyalty program. From 2020 to 2021, American restaurants using TouchBistro Loyalty saw a 77% increase in average transaction size, meaning regular diners were spending significantly more each time they came in.*

Venues offering a reward program also saw more transactions overall. In fact, U.S. venues with TouchBistro Loyalty processed 53% more transactions on average compared to venues with POS only. This is an increase that venues start to see right away, with U.S. venues seeing a 5% increase in monthly transactions within the first three months after implementing TouchBistro Loyalty.

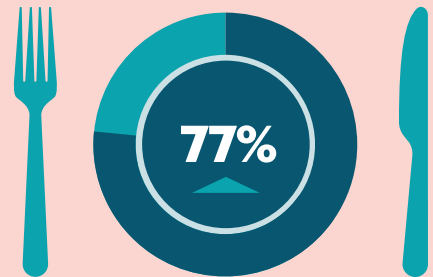
* Based on partial sales data due to the mid-year launch of TouchBistro Loyalty.



Increase in total bookings at U.S. restaurants using **TouchBistro Reservations** from 2020 to 2021



Increase in average transaction size at U.S. restaurants using **TouchBistro Reservations** in the first three months



Increase in average transaction size at U.S. restaurants using **TouchBistro Loyalty** from 2020 to 2021



More transactions processed at U.S. restaurants using **TouchBistro Loyalty** than those without



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 cut turnover times—the average duration of an order from start to finish—significantly from 2020 to 2021. The average turnover time for off-premise orders fell 19% from 2020 to 2021, with takeout orders alone seeing a 20% drop in turnover time. Meanwhile, the average turnover time for on-premise orders fell 6% during the same time period. This means TouchBistro venues were able to churn out more orders—especially off-premise orders—more quickly by the close of 2021.

**Decreases in
Turnover Times
2020–2021**

19%

for off-premise orders

6%

for on-premise orders

This increase in efficiency was consistent across venue types as well. Turnover times at FSRs fell by 4%, while turnover times at QSRs were down 17%—a breakdown that makes sense when you consider how much faster restaurants have gotten in processing off-premise orders.

13%

increase in
average bills
closed per hour
2020–2021

The front of house also saw a welcome boost in efficiency. U.S. venues using TouchBistro processed 24% more bills per shift in 2021 than in 2020. Staff also worked faster, closing 13% more bills per shift hour worked in 2021. This increase is a major plus for restaurants that may be operating with significant staffing shortages and need to ensure the staff they do have are operating as efficiently as possible.

While labor shortages continue to haunt the restaurant industry, it's apparent that technology like TouchBistro POS and its many guest engagement products helped American 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®

