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Why You Need to Make Your Valentine's Day Reservations This Weekend

Mark Your Calendar and Get Booking, It's 'ValenDine's Day' on Saturday

SAN FRANCISCO, Feb. 1, 2018 /PRNewswire/ -- For those looking to take someone special out for a romantic meal this Valentine's Day, [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), is calling on diners to lock in their reservations this weekend based on new insights from its Valentine's Day dining data ^[1].



According to 2017 Valentine's Day dining data, OpenTable has seen that Valentine's Day reservations are made on average 11 days in advance of the holiday. This marks Saturday, February 3rd as 'ValenDine's Day,' and makes this weekend the perfect time to book Valentine's Day reservations.

Other Valentine's Day data insights include:

- | 11:00 a.m. local time, 11 days in advance, was the most popular time to search for and book reservations for Valentine's Day.
- | Italian topped the list as the most booked cuisine followed by American / Contemporary American and Steakhouse.
- | The most popular reservation time for Valentine's Day was 7 p.m.
- | Almost 50% of reservations were booked via mobile.
- | Approximately 40% of reservations were booked in the week leading up to the holiday.

"Snagging a Valentine's Day reservation ahead of time is the way to go - diners can avoid the last-minute scramble and focus their efforts on planning the rest of this special day," said Caroline Potter, Chief Dining Officer at OpenTable. "But whether you book on ValenDine's Day or even last minute, finding a terrific table to celebrate the occasion is just a few taps away -- wherever you are."

For more information, or to secure a table at a romantic restaurant for Valentine's Day, visit <https://www.opentable.com/>.

About OpenTable:

OpenTable, part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 24 million diners per month via online reservations across more than 43,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over 1.4 billion diners around the world via online reservations. OpenTable is headquartered in San Francisco and has bookable restaurants in more than 20 countries, including Australia, Canada, Germany, Ireland, Japan, Mexico, the Netherlands, United Kingdom and the United States. Restaurants are available for reservations in Dutch, English, French, German, Japanese, and Spanish languages.

[1] All data presented in this press release is based on OpenTable reservation, seated diner and restaurant search data from 2017.

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