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OpenTable seeks hotel usage, traffic from consumer reviews

Nations Restaurant News

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San Francisco -- Online reservation and customer database services company OpenTable.com said it targeted a May 23 launch for OTConcierge, a new initiative to make it easier for hotels to book restaurant tables on behalf of guests.

San Francisco-based OpenTable.com also recently announced plans to create a co-branded Web site with Epinions.com, an online buying guide that brags of "brutally honest" consumer reviews.

By accessing the new site at www.opentable.epinions.com or opentable.com, users will be able to read consumer restaurant reviews and, if motivated, make real time online reservations at establishments participating in the multi-city OpenTable.com network.

OTConcierge will provide hotel workers with features above and beyond OpenTable.com's standard searchable online database of participating restaurants and self-service-reservations system. OpenTable.com sources said OTConcierge gives concierges the ability to make, cancel, modify and manage multiple reservations from a single Web page -- a streamlined approach the company hopes will lead to more bookings for restaurant customers.

The new OTConcierge interface was developed with input by concierges at the Hotel Palomar, Pan Pacific Hotel, Galleria Park Hotel and The Fairmont, all in San Francisco. It will be progressively deployed across the OpenTable.com network, beginning in San Francisco, the Internet services company said.