



May 1, 2018

OpenTable Caters to the On-the-Go, Last-Minute Diner with App Redesign

New Home Screen Experience Makes It Easier for Diners to Find and Book Available Restaurants Nearby and Discover New Spots with Personalized and Expert Recommendations

TORONTO, May 1, 2018 /CNW/ -- [OpenTable](#), the world's leading provider of online restaurant reservations and part of [Booking Holdings, Inc.](#) (NASDAQ: BKNG), today announced the launch of its redesigned app making it even easier for diners to book and discover restaurants using the app.



The new home screen features two tabs, Book and Discover. The Book tab showcases restaurant options based on the diner's location, time of day and the restaurant's availability with a new 'now and nearby' map layout - ideal for the on-the-go or travelling diner looking for the perfect restaurant right now. The Discover tab offers diners personalized restaurant recommendations based on their unique dining history and preferences.

"Today, everyone wants everything on-demand, and deciding where to dine out is no exception," said Prasad Gune, SVP of Product, OpenTable. "We reviewed data from diner reservations and saw a dramatic rise in people looking to dine immediately. Based on this insight, we have redesigned our app experience to cater to this trend and make it fast and intuitive to discover and book the best restaurants for every dining occasion."

The new two-tab home screen improves usability and gives diners faster access to key features like maps, cuisines, restaurant information and recommendations. For diners looking to book now, the 'Book' tab allows them to see what's nearby with a map layout, read reviews, check out photos, and see diverse dining options in neighbourhoods around them. For diners who want to explore what is on OpenTable, the 'Discover' tab helps to inspire with location-specific restaurant recommendations, personalized and expert picks, and highlight collections, such as "New & Hot" and "Great for Brunch."

OpenTable's app update is now available globally for all iOS users of the OpenTable app. Android support will be launched shortly.

To learn more about OpenTable's new home screen experience watch video [here](#) or visit the [OpenTable blog](#).

About OpenTable:

[OpenTable](#), part of [Booking Holdings, Inc.](#) (NASDAQ: [BKNG](#)), is the world's leading provider of online restaurant reservations, seating more than 25 million diners per month via online reservations across more than 45,000 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 1.5 billion diners via online reservations around the world. OpenTable is headquartered in San Francisco and has bookable restaurants in more than 20 countries, including Australia, Canada, Germany, Ireland, Japan, Mexico, the Netherlands, Spain, United Kingdom and the United States. Restaurants are available for reservations in Dutch, English, French, German, Italian, Japanese, and Spanish languages.

SOURCE OpenTable, Inc.

