



Success Story

How Darwin Brasserie Turned Window Seats into a 626% Boost in Digital Sales



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For anyone visiting London, the [Sky Garden](#) is a must-see—a lush oasis 35 storeys above the city, offering iconic views of landmarks like the Shard and St. Paul's Cathedral. At its heart is [Darwin Brasserie](#), a destination restaurant combining the best of British dining with breathtaking panoramas.

But managing a high-demand venue isn't without its challenges. With over 800 daily reservations and a constant influx of tourists and locals, Darwin's team faced the dual challenge of ensuring seamless operations and maintaining consistently high service standards. To tackle these issues, the Darwin team, including Front of House Manager,

Joao Santos, and General Manager, Giovanni Abbattista made two key moves: switching to [SevenRooms](#) and introducing a premium window seat option in the booking journey.

The result? A **626% increase in digital sales from window seat reservations alone**—and a smoother operation that enhanced the guest experience.

Here's how they did it.

A seamless shift: From ResDiary to

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“The SevenRooms team transferred all our data—hundreds of reservations and guest notes—in less than 48 hours. I was terrified something would go wrong, but it was seamless,” says Joao.

While the team was initially hesitant to learn a new system, the functionality quickly won them over. "Within two or three months, everyone loved it. It's so intuitive and flexible. The better you set up the system, the better it works in your favour," Joao explained.

The window seat strategy

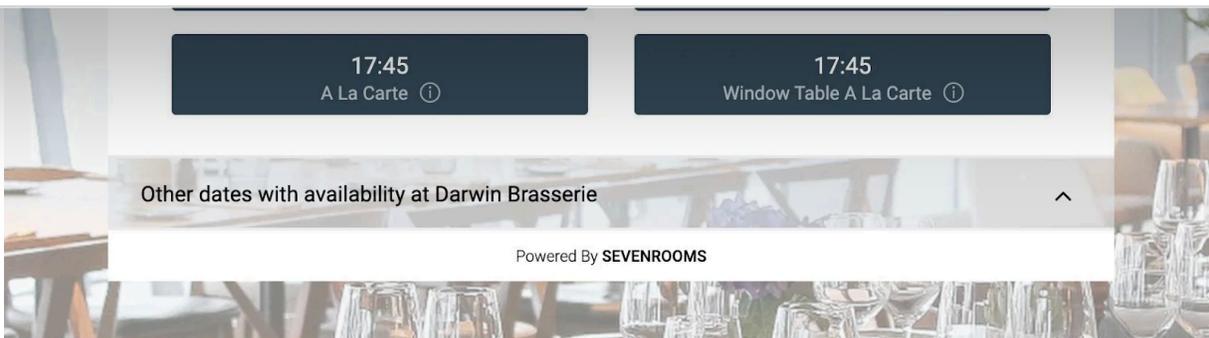
"At Darwin Brasserie, almost every guest wants a table by the window," Giovanni explains. "Before, we operated on a manual first-come, first-served basis, which made it challenging to keep up with constant requests and guest's expectations."

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Darwin Brasserie's reservation widget.

The strategy proved transformative: window seats consistently sell out before standard tables, driving a **626% increase in digital sales within just two months**.

Key to its success was thoughtful execution. Window reservations are limited to 60% of all window tables, leaving flexibility for accommodating VIPs and other requests during service.

"And the revenue carries no additional costs. "With food and

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