

Tate Dining Room Celebrates 10th Anniversary with Custom Email Marketing Campaign



290

COVERS DRIVEN BY EMAIL CAMPAIGN

\$57HKD

INCREMENTAL REVENUE EARNED PER EMAIL

62%

OPEN RATE FOR CUSTOMIZED EMAIL CAMPAIGNS

Tate Dining Room: From Humble Beginnings to Michelin Star

Opened in 2012, Hong Kong's Tate Dining Room began as a 26-seat space in the Central District, later relocating to a 3,800 ft, two-story site in nearby Sheung Wan. The restaurant's physical expansion mirrored its growing international acclaim. Chef-Owner, Vicky Lau, was crowned Asia's Best Female Chef. The restaurant earned its first Michelin star in 2013 and a second in 2021, denoting it as "worth a detour," according to the prestigious guide.

As an independent operation in a competitive market, building and maintaining great guest relationships had always been crucial to the success of their business. But as the COVID-19 pandemic stretched on and travel restrictions kept international visitors away, strengthening ties with local regulars became even more important.

That's why, in late 2021, Lau and her team sought a technology partner that could facilitate better connection with their guests. Heeding the advice of trusted industry peers, they turned to SevenRooms, whose unique software solutions helped them achieve this goal through:

- A white-labelled reservation widget
- Booking prepayments & cross-selling
- A robust CRM database with POS integration
- Guest feedback & review aggregation
- Customised, targeted guest outreach via Email Marketing

First impressions, lasting connections

From the beginning, Chef Lau's artistic combination of French and Chinese techniques and ingredients imbued the restaurant with a distinct identity. By incorporating SevenRooms' white-labelled reservation widget across their website and social channels, the team could now ensure consistent branding across every digital touchpoint. Prepaid upgrades like financiers and celebration cakes were incorporated directly into the booking flow, creating opportunities for incremental revenue capture.

Utilising the cross-selling functionality of the same widget, they were able to redirect anyone unable to find a table at Tate Dining Room to their more casual sister property, Mora. By making it easy for guests to book through these owned online channels, the two restaurants drove more than 22,000 direct covers and added 5,000 new email addresses to their client database over their first year with SevenRooms.



Romain Herbreteau
Managing Director, Tate Dining Room

We first used SevenRooms Email Marketing to promote our 10th anniversary menu. We're happy to have such a great way to engage our most loyal guests and keep them informed about what we are doing. It's a revenue-generating and brand-building tool in one.

We had tried other email marketing service providers before, but didn't have the time or manpower to use them effectively. SevenRooms Email Marketing campaigns are easy to set up and give us full control over our guest communications. For a luxury brand like ours, that level of customisation for our messaging is key.



Romain Herbreteau

Managing Director, Tate Dining Room

Getting to Know Every Guest

The moment a reservation was booked, the associated email address would link to an existing guest profile in the restaurant's client database, or a new one would be created automatically.

SevenRooms' seamless integration with their point of sale system, Auphan, allowed them to track item-level spend data alongside insights like visit history and dietary preferences.

Historically, the team had to manually comb through outlets like Google and Tripadvisor to get a pulse on guest sentiment. With SevenRooms, they gained the ability to send automated follow-up emails after every dining experience, and access an aggregated view of this direct guest feedback alongside third-party reviews in a single dashboard.

As luck would have it, this launch coincided with the restaurant's tenth anniversary. Their first Email Marketing campaign highlighted a special menu for the occasion, prompting an influx of nearly 300 covers. Better yet, backend reporting allowed the team to easily measure the ROI of these marketing efforts, which generated \$57 HKD of revenue per email sent (>5x industry average), with a 62% open rate (3.4x industry average).

Encouraged by the immediate impact of SevenRooms' Email Marketing, Tate Dining Room plans to leverage the platform's library of pre-built templates as they move into their second decade in business. These messages, like the restaurant itself, will continue to evolve—helping the team generate revenue, build their brand and strengthen guest relationships, one email at a time.

A One-Stop Shop for Email Marketing

Armed with a holistic view of every guest, Tate Dining Room could effectively segment their client database to power targeted marketing campaigns. Ever the innovators, the team was among the first to pilot SevenRooms' new Email Marketing product in late 2022, allowing them to send customised communications to specific guest segments and easily track their performance from first click to check signing.



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