



DINING SHELTER CASE STUDY

## ONE UTAH RESTAURANT REPORTED THE FOLLOWING WITHIN ONE MONTH AFTER INSTALLING THREE GLOBES ON THEIR OUTDOOR PATIO

**MONTH**

**1**

+394 GUESTS

Installing our three Alpenglobes allowed us to seat 113 parties (394 total guests) in one week alone. This space would otherwise have been unusable due to cold weather.

**BOOST**

**+60%**

SPEND PER GUEST

We saw a 60% increase (including reservation fees) in our typical per visit spend for guests using the Alpenglobes.

**FOOD & BEV**

**15k**

GLOBE REVENUE

Each Alpenglobe has the potential to deliver \$15K in otherwise non-existent outdoor monthly food and beverage spend to our restaurant.

**RESERVATIONS**

**1500**

FIRST DAY

When we opened up our reservation system, we had 1500 reservations made on the first day. Guests were queued-up and booking reservations at a rate of ~7-10 per minute.

**BOOKED**

**3mo.**

SOLID

We are currently booked solid three months out for Alpenglobe reservations, with average group sizes of 3-4 people.

**ROI**

**100%**

YEAR 1

We added a modest reservation fee to offset the cost of the Alpenglobes. We designed the fees to completely cover the cost of the globes within their first year.