Hochschule München

Hello!
We are students from the Munich University of Applied Sciences conducting research on how restaurants can better manage fluctuating customer demand.
Our goal is to understand the challenges restaurants face with uneven occupancy and to explore digital solutions that help optimize capacity and profitability.
We would greatly appreciate it if you could take a few minutes to complete our questionnaire. Your insights will help us design smarter tools to support restaurants in the future.

Date: _____ Interviewer: _____ Nr.: _____ Rejections: _____

1. Name Of your Restaurant: _____

2. Which of the following best describes your business ownership?

    ☐ Independently owned ☐ Part of a small local group ☐ Franchise / Chain

3. How would you describe your restaurant's average price range per person?

    ☐ Low (under €15) ☐ Medium (€15–30) ☐ High (€30+)

4. How would you describe your average occupancy across a typical week?

    ☐ Constantly full ☐ High during peaks, low off-peak ☐ Often below capacity

5. When are your busiest hours? (open question)
    _____

6. And when do you notice a clear drop in guests? (open question)

    _____

7. What are the main challenges caused by this uneven occupancy?

☐ Staff scheduling ☐ Food waste ☐ Lost revenue ☐ Energy inefficiency ☐ Cost ☐ Other: _____

8. Do you currently use any software or digital tools to manage bookings or occupancy?

    ☐ Yes – which one(s)? _____ ☐ No

9. How satisfied are you with your current digital visibility?

    _____

10. What do you think causes the biggest fluctuations in your occupancy?

    _____

11. Would you consider using a platform that helps optimize occupancy by attracting guests during off-peak hours?

☐ Definitely ☐ Maybe ☐ Unlikely ☐ No

12. How likely are you to offer small discounts or incentives to fill empty tables?

☐ Very likely   ☐ Somewhat likely   ☐ Not likely

13. If you could change one thing about how your restaurant manages demand or reservations, what would it be?

_____

Thank you very much for taking part in this survey!