



Australia's First Real-Time Online Restaurant Booking Service Proving to be a Big Hit with Aussie Diners

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Dimmi, Australia's first real-time online restaurant reservations service has proven to be a big hit amongst Aussie diners with over 50,000 diners using its service to make their restaurant reservations online, since it was launched late last year. Dimmi allows diners to make an instantly confirmed reservation at almost 1,000 of the country's leading restaurants across Sydney, Melbourne and Brisbane. Diners can book via one of Dimmi's booking partners or a restaurant's own website. More details can be found at www.dimmi.com.au

Research conducted amongst Australian consumers in December 2009 found that while three million** people in Australia search for restaurants online every month, only 24 percent* have ever tried to make a restaurant reservation online. By contrast, in San Francisco, 43% of restaurant bookings are made online every day. The research also found that 62%* of Australian consumers had become frustrated when trying to book restaurants by phone because they don't answer or are often engaged.

According to Luke Mangan, the celebrity chef now running a culinary empire of restaurants in Sydney, Melbourne, Tokyo and associations with Virgin Airlines and P&O Cruises, Dimmi's online restaurant booking service is long overdue in Australia and it is what Australian diners have been crying out for.

"We use real-time reservations in our other restaurants across the world and the feedback from our diners is great. Consumers are getting more adventurous with their restaurant choices and many are investigating their dining options on the web. Being able to search and compare restaurants on-line and then make the reservation on-line at the click of a button makes a lot of sense and is often a lot easier than trying to contact restaurants by phone or email," said Luke Mangan.

Dimmi, which means "tell me" in Italian, has built the largest restaurant booking network in Australia and hundreds of new restaurants are joining the program every month. Restaurants already accepting real-time bookings through Dimmi include Sydney's Quay, Bilson's, Wildfire, Catalina, Flying Fish, Pier and Melbourne's Flower Drum, The Italian, Oyster Little Bourke, The Deanery, Sapore, Balzari, Jamie Oliver's Fifteen & Gordon Ramsay's new restaurant Maze and Brisbane's Restaurant Two, C'est Bon & Restaurant Rapide. Dimmi will be launching in Canberra later this year and Adelaide and Perth next year.

Consumers can be 100 per cent confident in Dimmi's real-time reservations service as table availability is synchronised with the restaurant's Electronic Reservation System; the same one the restaurant uses to manage its reservations; so diners can be sure that the booking they make is instantly entered into the restaurant's own diary and is immediately confirmed. There's no more waiting hours or days for a response by phone or email.

About Dimmi

Launched to the public in late 2009, Dimmi is Australia's first real-time online reservations system providing consumers with instantly confirmed bookings at almost 1,000 of the country's leading restaurants, free of charge via the web. In the past three months alone, Dimmi has successfully seated over 50,000 diners in restaurants across the country.

Dimmi's real-time reservation booking service is fool-proof as the reservation diners make is instantly recorded in the restaurant's Electronic Reservation System, the same one the restaurant uses to manage its reservations.

Free to use, Dimmi offers hassle free, quick, discreet and instant restaurant bookings 24/7. Dimmi has created the largest online restaurant booking network in Australia and the Dimmi booking service can be found on the country's leading online restaurant guides, including Best Restaurants, Eatability, Australian Good Food & Travel Guide, Food Wine Sleep and many more.

Dimmi allows diners, tourists and business people to book tables at all types of restaurants ranging from the three-hat fine dining establishments, restaurant and hotel groups to the more casual suburban eateries.