

## \$50 the new threshold for value conscious diners

New research has confirmed what the Australian restaurant industry has suspected - diners are still eating out but they are spending less when they do.

The Dimmi Australian Dining Index found that only 16 per cent of diners now spend more than \$90 a head compared with 20 per cent a year ago.

However, diners are still spending an average of \$60 per person when they head out for a meal.

Dimmi chief executive officer Stevan Premutico says that results of this latest study reflect a clear shift in Australian dining habits.



"We're definitely seeing a move away from fine dining towards value for money - around \$50 seems to be the new threshold as diners seek out more casual options that offer great service and good food and wine at a reasonable price." he said.

The Dimmi Dining Index is compiled by **Crescendo Partners** based on Dimmi bookings between April 1 last year and March 31 2012. It reflects data collected from more than 300,000 diners and 2,000 restaurants.

### Key findings state by state:

#### **NSW**

- Spend \$64 per head on average
- Average booking: 3.1 people
- Dining hot spots: Sydney City, Darlinghurst, Crows Nest, Elizabeth Bay and Pymble.
- Top cuisines: Modern Australian, Italian, French, European\

#### **Victoria**

- Spend \$59 on average per head
- Average booking: 3.3 people
- Dining hot spots: Melbourne City, South Wharf, Prahran, St Kilda, Fitzroy
- Top cuisines: Modern Australian, Italian, European, French, Mediterranean

### **South Australia**

- Spend \$66 on average per head
- Average booking: 3.0 people
- Top cuisines: Modern Australian, Italian, European, South American, Indian

### **Western Australia**

- Spend \$65 on average per head
- Average booking: 3.0 people

### **ACT**

- Spend \$82 on average per head
- Average booking: 2.8 people
- Top cuisines: Modern Australian, European, Italian, Halal

### **Queensland**

- Spend \$56 on average per head
- Average booking: 3.1 people
- Dining hot spots: Brisbane City, Surfers Paradise, South Brisbane, Broadbeach, Milton
- Top cuisines: Modern Australian, Italian, European, Asian