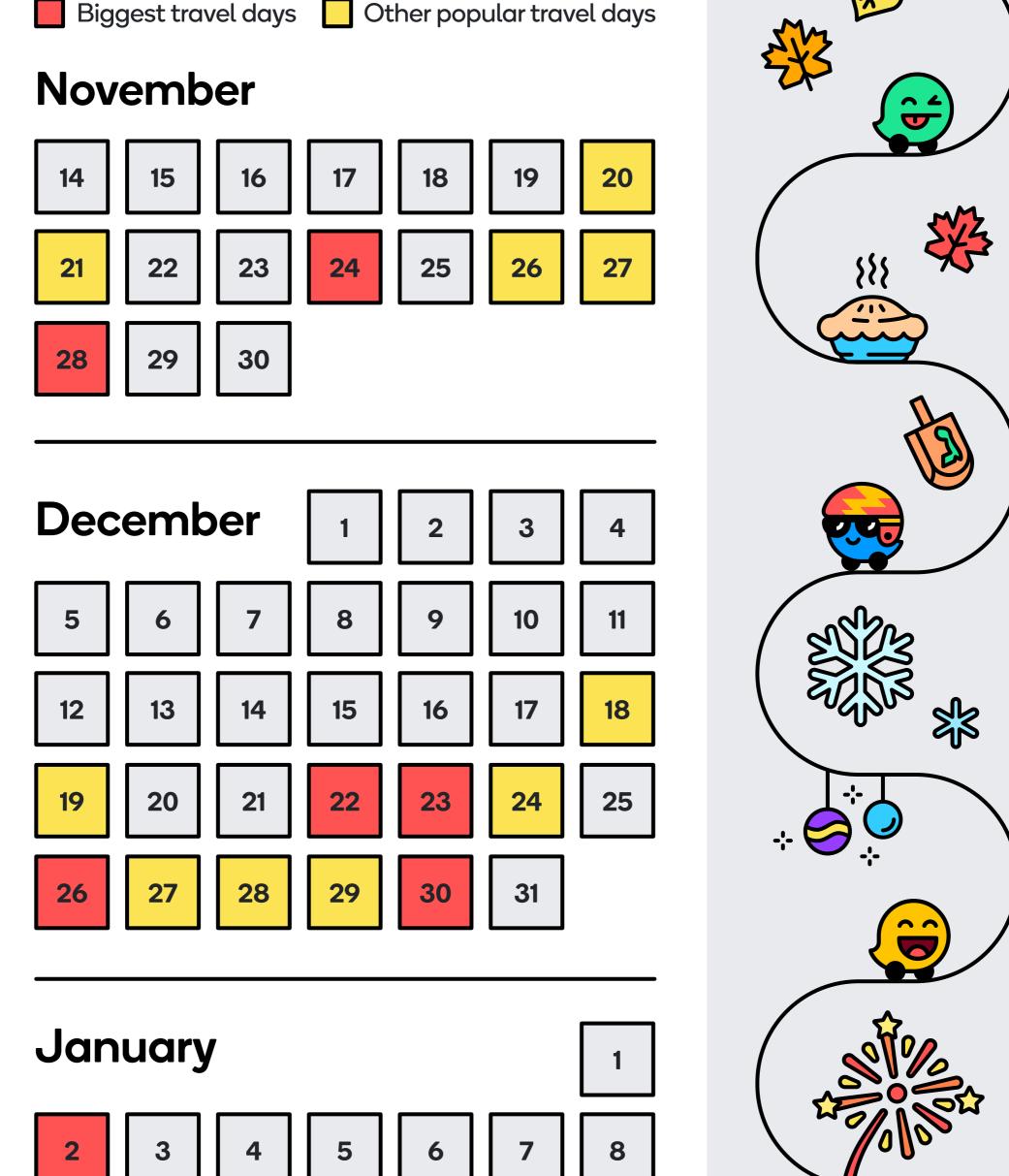


# are around the corner

The biggest Q4 travel days

begins? Here's what to expect in the rest of 2021 and as we ring in 2022.1

Wondering when the holiday road tripping



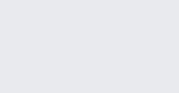
will attract on-the-go diners

Additional upcoming events that

It's not just road trippers making more visits.

Check schedules for events in the local area:





**Tree lightings** 

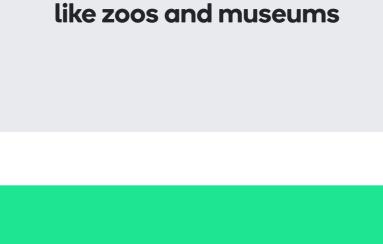


**Light displays** 



**Parades** 





## Long lines at the drive-thru or delayed curbside

Prepare to reach holiday revelers

employee recruitment and increased 145% from Dec. 2019 retention as their top challenge<sup>2</sup> to Dec. 2020<sup>5</sup> Tweak tech. **Extend restaurant hours.** Using restaurant technology 96% of road trippers say they

pickup orders are a recipe for disaster. Now's

the time for restaurants to get road-trip ready.



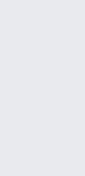
### can help reduce staff turnover by 13%<sup>3</sup>

more training<sup>4</sup>

Staff up.

Cross train workers. 96% of food industry workers say they'd like to receive

75% of restaurant operators cite



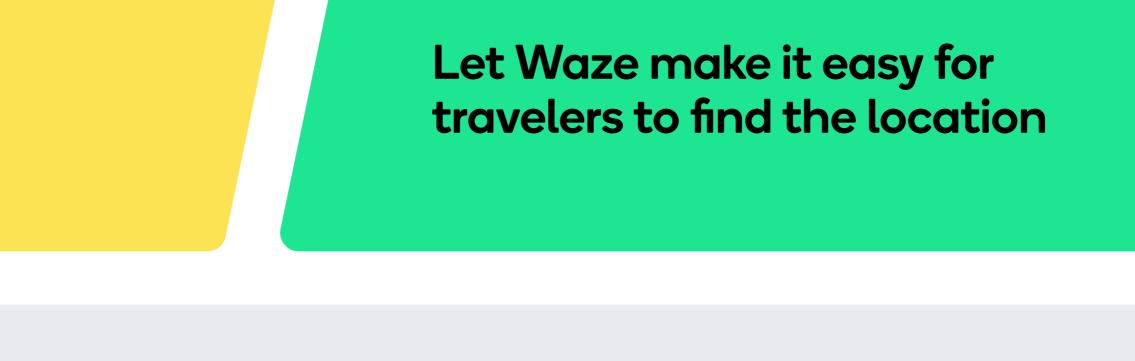
will stop for meals or snacks

en route to their destination<sup>6</sup>

Offer alternate ordering forms.

Digital restaurant orders





Let them know you're open for business, with:

Consider the success that Pei Wei Asian Kitchen had: After enabling its curbside

badge, Pei Wei saw its ad engagement increase by 18%. The campaign also drove

navigations to its locations, with 55% of those navigations resulting in in-store visits.

**Location Personality Pins** badges

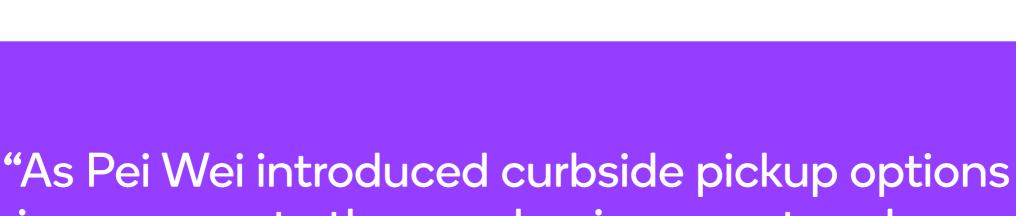


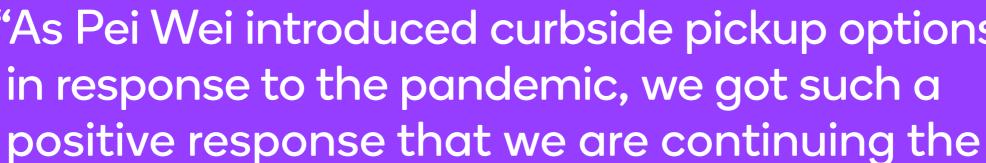
**Kyle Wright** 

**Takeover** 

ads







channel—in addition to dine-in, pickup and delivery—will resonate as busy travelers head out for the holidays."

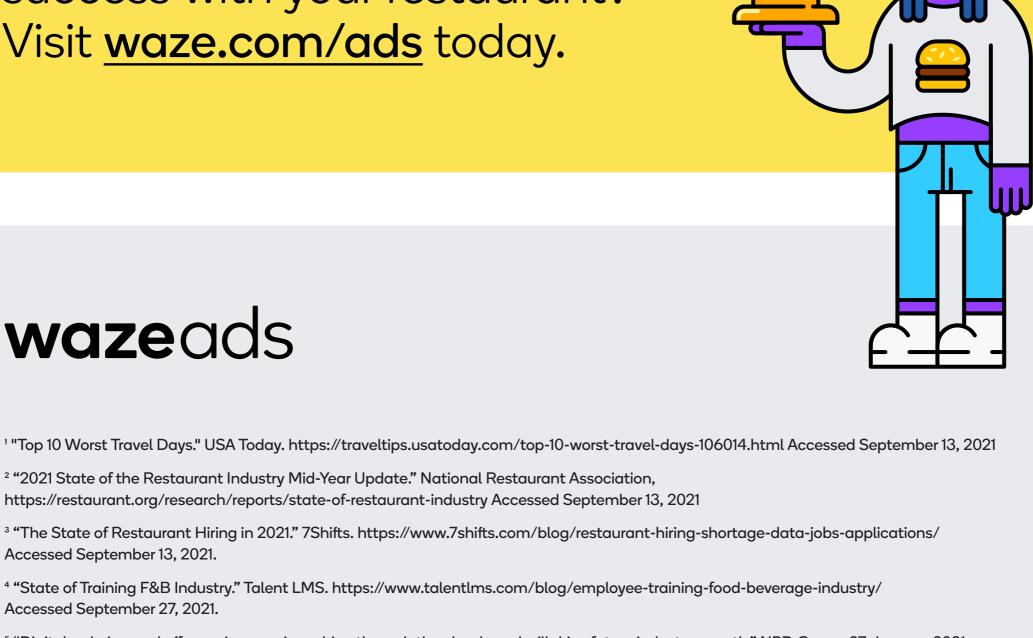
service. We are confident that this alternate

Digital Marketing Manager with Pei Wei Asian Kitchen

Visit waze.com/ads today.

success with your restaurant?

Want to achieve similar



## wazeads

<sup>2</sup> "2021 State of the Restaurant Industry Mid-Year Update." National Restaurant Association, https://restaurant.org/research/reports/state-of-restaurant-industry Accessed September 13, 2021 <sup>3</sup> "The State of Restaurant Hiring in 2021." 7Shifts. https://www.7shifts.com/blog/restaurant-hiring-shortage-data-jobs-applications/

Accessed September 13, 2021. <sup>4</sup> "State of Training F&B Industry." Talent LMS. https://www.talentlms.com/blog/employee-training-food-beverage-industry/ Accessed September 27, 2021.

<sup>5</sup> "Digital ordering and off-premises services shine through the clouds and will drive future industry growth." NPD Group, 27 January 2021. https://www.npd.com/news/press-releases/2021/the-dark-clouds-of-2020-yielded-silver-linings-for-us-restaurant-industry/ Accessed September 27, 2021. <sup>6</sup> Google Consumer Survey, March 2021 <sup>7</sup> "Pei Wei Connects Customers With Curbside Pickup." Waze. https://www.waze.com/ads/article/pei-wei/ Accessed September 27, 2021.