



15 Ways

to Lure *Big Groups*

to your

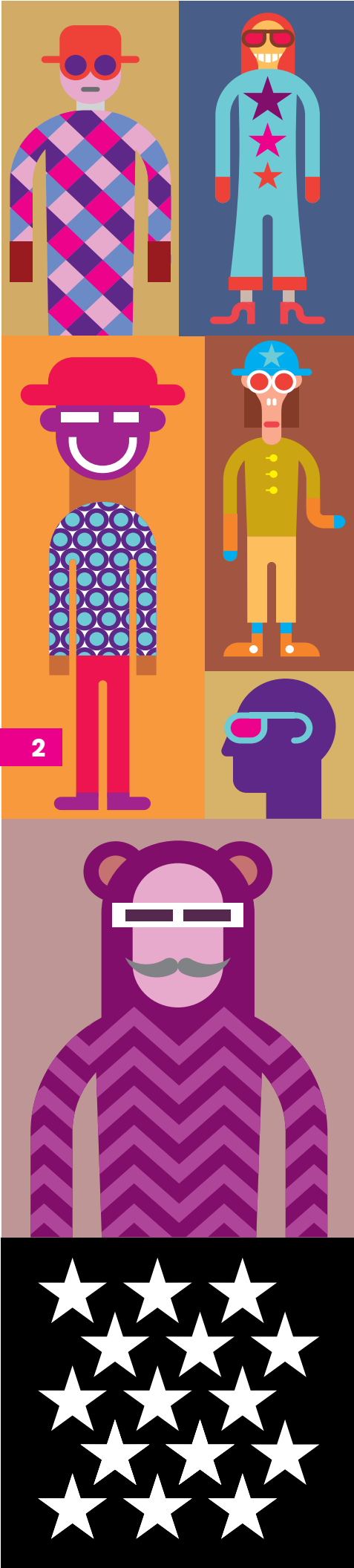
BAR or RESTAURANT



# 15 Ways

## to Lure Big Groups to your BAR or RESTAURANT

Your bar is probably always looking for ways to get new customers...but are you doing enough to focus on groups? Large groups can be big business, but not if your bar isn't ready to accommodate them! Here are 15 ways you can lure big groups to your bar or restaurant.



## 1. ACCEPT RESERVATIONS.

Not all places accept reservations, and that's understandable. It can be a confusing hassle to keep track of them. But reservations can be a great way to bring in large groups. Where will a group of 15 people choose to go: someplace they'll be guaranteed a seat when they show up, or someplace they'll have to wait?

## 2. MAKE THE MOST OF YOUR PARKING SITUATION.

Okay, so this one is somewhat out of your control. If you don't have a parking lot, or if you have a small one, there's not much you can do about it. But if you want large groups of customers to show up, you have to make it as easy as possible for them to get there, and that includes parking. If there's a free lot a block over or street parking your customers might not know about, make sure you direct them to it. You might even consider valet parking if it's a consistent problem.

## 3. OFFER PARTY PACKAGES.

Bachelor and bachelorette parties can be big business...and bring in tons of people. You can attract more parties if you create a special package just for these events. For example, Rockit Bar and Grill in Chicago offers special reservations for bachelorette parties as well as wrist bands, food deals, and the ability to skip the line in karaoke. You might also want to partner with a nearby restaurant, hotel, or other business to offer a complete bachelorette party experience.

## 4. HOST VIEWING PARTIES.

Viewing parties are a great option for any bar with a television or a projector screen. Whether you're hosting the series finale of a popular show, a weekly viewing party for a show that's still on the air, or a cult movie, you can attract fans to your bar. For example, Hotel Albuquerque at Old Town hosted a viewing party for the Breaking Bad finale.

## 5. GO ALL OUT FOR HOLIDAYS.

How does your bar celebrate when holidays roll around? Do you ignore them, or do you go all out? If you really celebrate, you'll have a much better chance of bringing in large groups of customers. Host an event for St. Patrick's Day, Mardi Gras, or New Year's Eve.

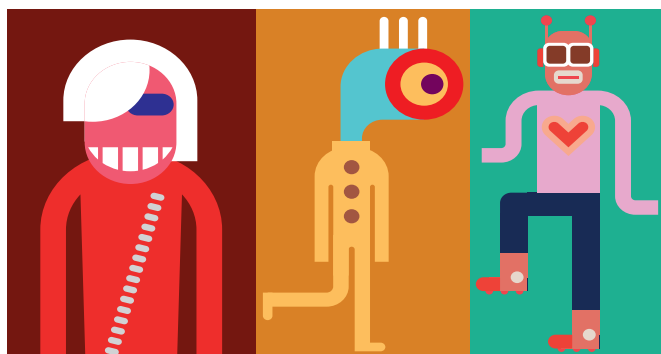
## 6. INVEST IN TECHNOLOGY.

The previously mentioned viewing parties are a great way to bring in customers, and so are sports games. But your bar won't be able to host either if you don't have top of the line televisions and a first class sound system. Make sure your technology is up to date and attractive to customers.

## 7. QUIZ YOUR CUSTOMERS.

Trivia can be an awesome way to attract customers, and Jackpot Trivia™ by Buzztime® is even better. Unlike traditional trivia games, Jackpot Trivia can be played on-demand, and players can compete against anyone in the bar. What's more, Jackpot Trivia even attracts customers who aren't normally into trivia by offering ways to use strategy and "boosts" that make game play more fun and exciting.

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## 8. CHARITY EVENTS.

What could be better than bringing in a ton of business, having a fun night, and helping out a charity? Whether you're hosting an auction, a raffle, or something more creative, charity fundraisers can be a successful way to attract big groups of customers who want to help a good cause.

## 9. WINE TASTINGS.

You don't have to host a huge party to bring in large groups. Team up with a local winery and host a wine tasting night. You'll attract groups of friends who are looking to try something new and enjoy a chilled out evening.

## 10. DESIGNATE A PARTY ROOM.

What's the set up of your bar like? If you don't have a designated space for large groups, it might be hard to bring them in. Do you have an upstairs, a basement, a back room, or even part of your bar that can easily be sectioned off?

## 11. PROMOTE AT OFFICES.

Workplaces are always looking for places to host their Christmas parties, employee appreciation dinners, and staff get-togethers. Go around to local offices and pass out information about your offerings and rates to make sure you'll be the first venue on their mind when they decide to have a party!

## 12. THINK OUTSIDE THE BOX.

Why not try hosting an event that doesn't necessarily have anything to do with eating or drinking, like a dance lessons night or an exercise class? You can team up with local businesses and attract new groups of customers.

## 13. ADVERTISE IT!

Your customers might not even know that your bar is equipped to handle large groups if you don't let them know! Make sure your website has a special section describing what you offer for groups, and be sure it's easy to make reservations or book parties on your site. And use your social media accounts to mention your offerings.

## 14. OFFER SPECIAL MENUS FOR GROUPS.

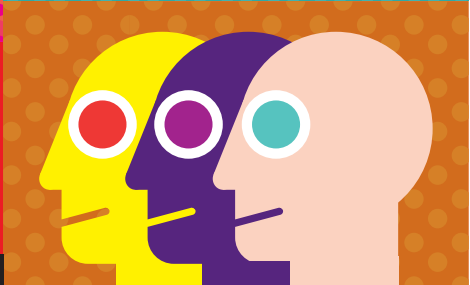
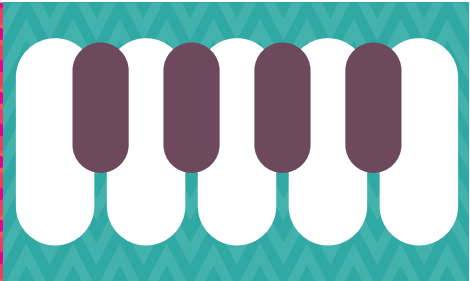
Offering to customize menus for groups can be a big draw. For example, a company hosting their office party might want to just offer a choice of three dishes for its employees. Being easily customizable for customers can help you attract larger groups.

## 15. PROMOTE YOUR SUCCESSFUL EVENTS.

If you recently hosted an awesome office holiday party or a super fun bachelorette party, show off! Post pictures on your social media accounts or your website. You want your potential customers to know just how fun it is to have a large group event at your bar.

Groups can be the secret to a bar's success. Follow these tips to attract large groups to your bar or restaurant!





Thanks for reading! Buzztime delivers exciting social games including trivia, live events, card and arcade games to millions of players nationwide in bars and restaurants on gaming tablets. Buzztime can help you boost sales, draw a crowd, engage your customers and drive traffic on slow nights!

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