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PRESS RELEASE

GOOD NEWS FOR ISLE OF MAN RESTAURANTS AS ONLINE BOOKINGS SOAR BY MORE THAN 500%

The Isle of Man's restaurant sector has received a welcome boost with news online bookings through MiQuando have increased by more than 500% in the first two months of 2015.

The figures were released by the online business directory, which currently carries listings for 125 Island eateries, including 36 which can be booked online.

The company, based in Douglas, said there had been steady growth in online bookings throughout last year and the introduction of a new website interface in January had helped contribute to the dramatic increase in reservations. Bookings in January and February were up 504% compared with the monthly average during the final quarter of 2014.

Nigel Jones from MiQuando said: 'We are constantly working on upgrades for our online booking facility and in January we rolled out our new restaurant interface. It is more intuitive, making it quicker and easier to use for both the restaurant and the customer, for example by reducing the number of clicks between landing on the site and completing a reservation.

'We expected to see an increase in bookings following the upgrade, but to see reservations rise by more than 500% shows there is a huge demand among the public to be able to book services online.

'Throughout 2014 we saw a steady increase in online bookings for the restaurants registered with MiQuando, and some of our customers who feature a MiQuando booking widget on their own website home page have reported bookings increasing by almost 90%.'

He added: 'It is early days, but already the daily average for March is up, so our data clearly shows there are many potential customers out there who want the convenience and simplicity of making a booking online, when they want to, whatever the time. If you don't have an online booking facility, you may be missing out on customers.'

Miquando lists businesses from across many sectors, including beauticians, hairdressers, car mechanics, gardeners and personal fitness trainers. New booking interfaces for these businesses are due to be rolled out this month.

Meanwhile, despite not officially launching in the UK until later this year, Miquando has already been asked to list more than 1,000 UK businesses in its online directory. Searches for these businesses have already been recorded from England, Northern Ireland, Scotland and Wales.



Nigel added: 'Being in business today means being online, and being found online. MiQuando's free directory listings and cost-effective online booking facility makes "going digital" simple and affordable for businesses of all sizes.

'The strength of our online presence helps make companies registered with us more visible on the web, making them easier to find for potential customers. We are very proud of our strong global search ranking, which puts us ahead of sites like visitisleofman.com, and have seen visits to our site in January and February up 153% compared with the first two months of 2014.

'We're very proud of helping local business grow, and look forward to welcoming more partners to MiQuando soon.'

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Photograph:

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