How to create an experience in OpenTable

This guide shows you how to create an experience in OpenTable, from choosing the experience type to publishing it for guests. You can offer a set menu or a discounted offer, add optional upsells, match the experience to your availability planning, and restrict party sizes.

Prerequisites

Before you begin, have the following ready:

- Access to your OpenTable dashboard.
- The experience type you want to offer: a set menu or a discounted offer.
- A title, an all-inclusive price per guest (for a set menu), and a description.
- Your availability planning, so you can match the experience to your restaurant's shifts.

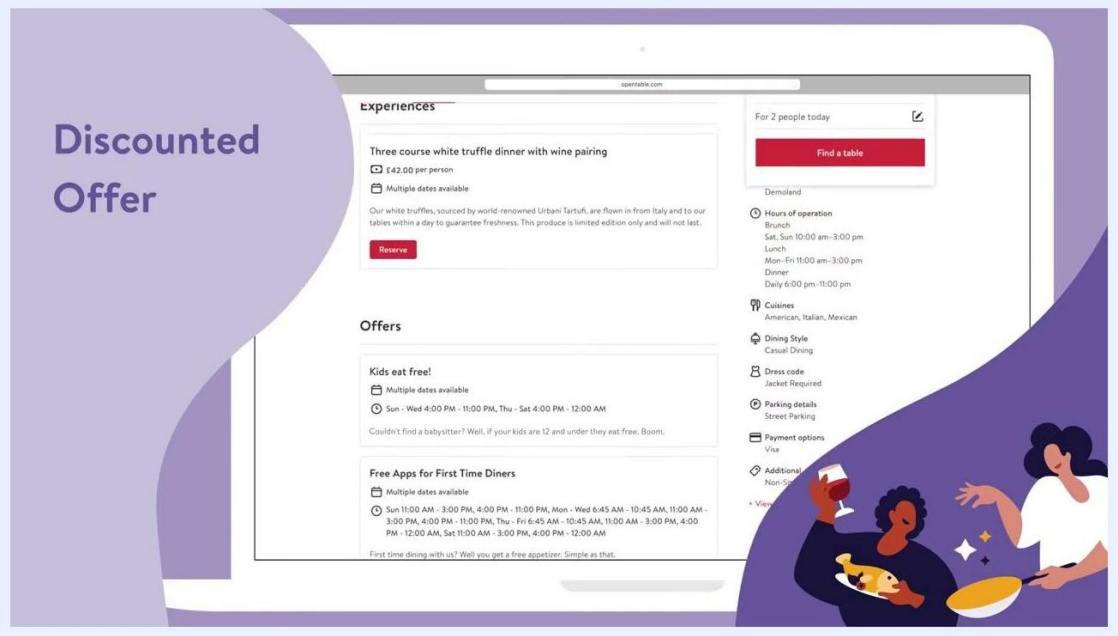
Steps

1. Open the Experiences section

To start, open the Experiences section from your dashboard.

1. From your OpenTable dashboard, open the main menu.
2. Select **Marketing**.

3. Choose **Experiences** from the Marketing submenu.



OpenTable dashboard with the main menu open, showing the Marketing and Experiences options

2. Start a new experience

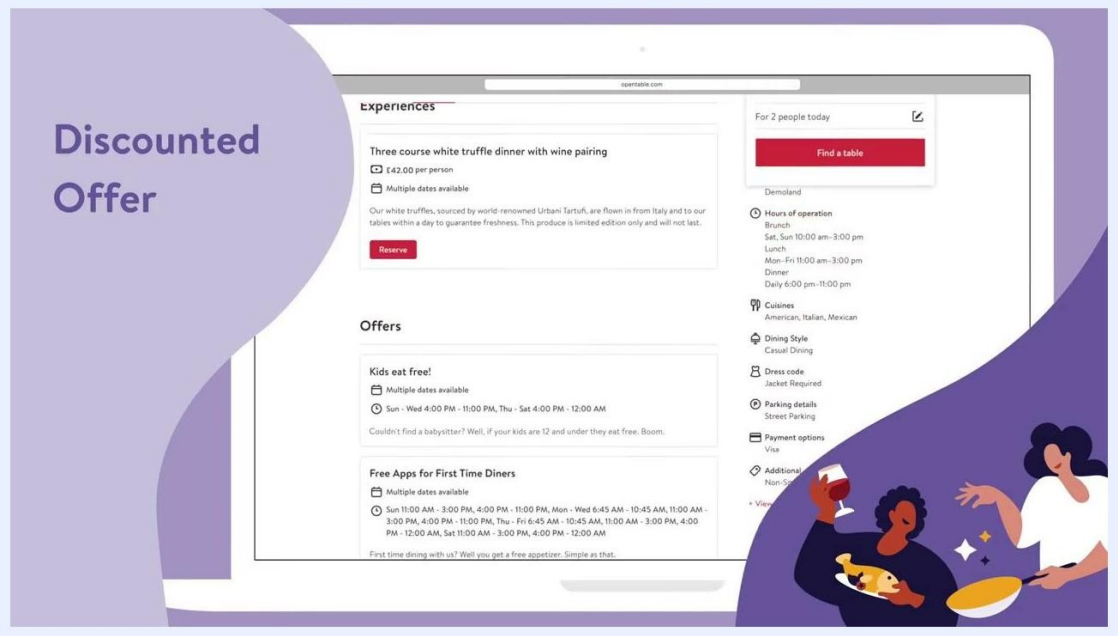
Click **Create Experience**.

3. Select the experience type

Choose the type of experience you want to offer:

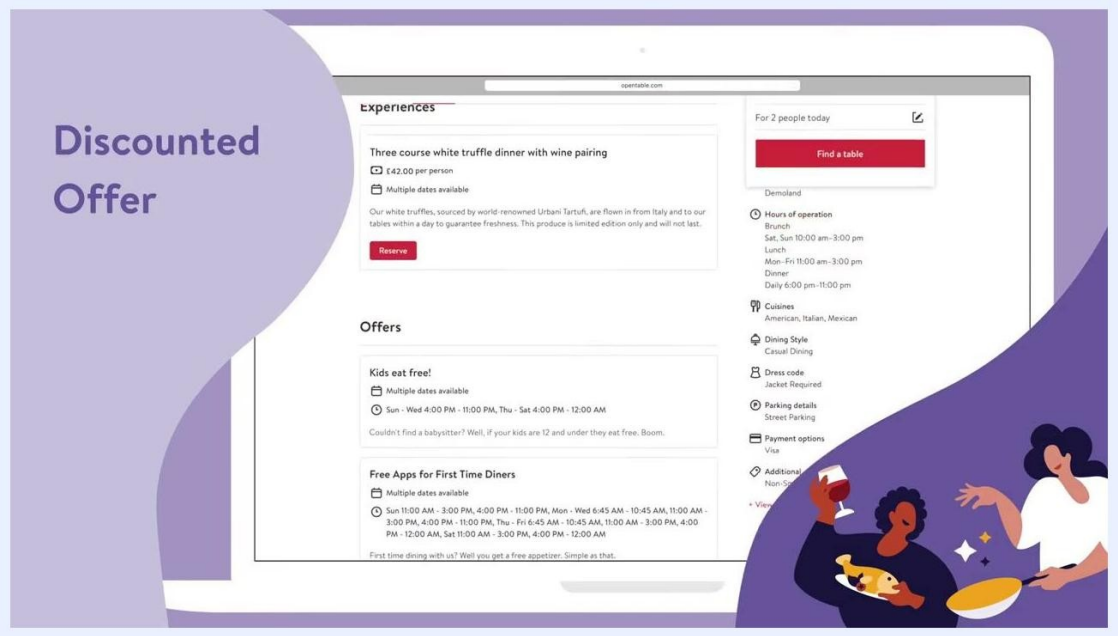
- **Set Menu**: Guests select a fixed menu when they make a reservation, such as a weekly three-course set menu.
- **Discounted Offer**: Guests select a special offer when they make a reservation, such as kids eat free, two for one, or money off the bill.

This is how a Set Menu experience appears to guests:



Guest view of a Set Menu experience selection with reservation options

This is how a Discounted Offer experience appears to guests:



Guest view of a Discounted Offer experience selection with reservation options

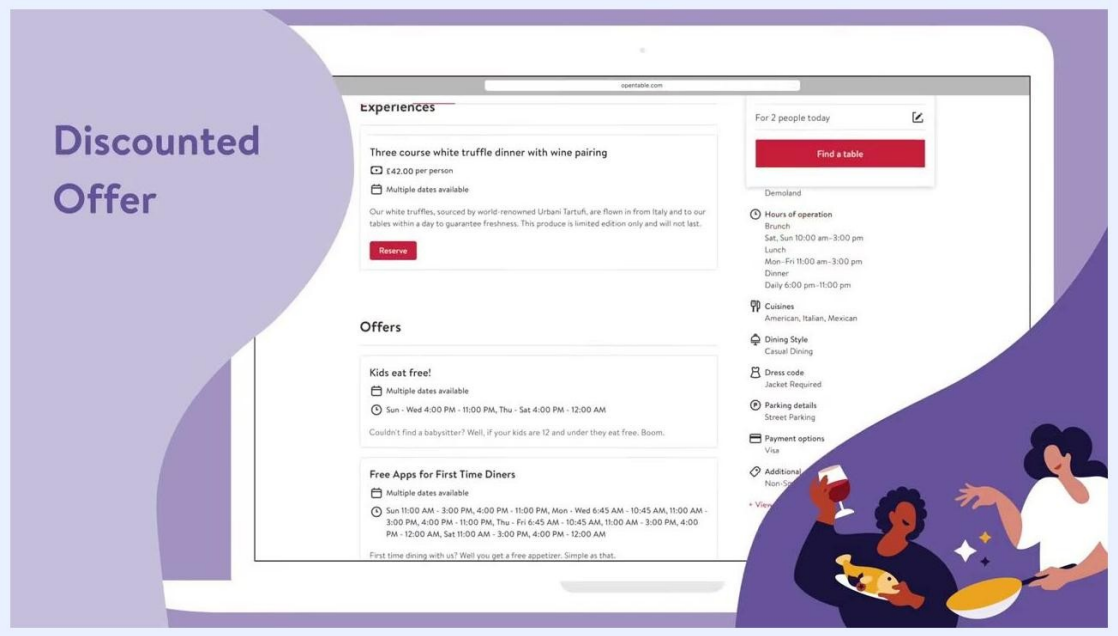
4. Enter the experience details

After you select the experience type, complete these fields:

- **Title**: Enter a descriptive and catchy title for your experience.
- **Set Menu Only**: Enter an all-inclusive price per guest, including VAT, taxes, fees, and gratuity.
- **Description**: Describe the experience, highlighting what makes it unique and any important details.

For example, a Set Menu experience could use these values:

- Title: Three course white truffle dinner with wine pairing
- Price per guest: £42.00, with payment due at the restaurant
- Description: Our white truffles, sourced by world-renowned Urbani Tartufi, are flown in from Italy and to our tables within a day to guarantee freshness. This produce is limited edition only and will not last.



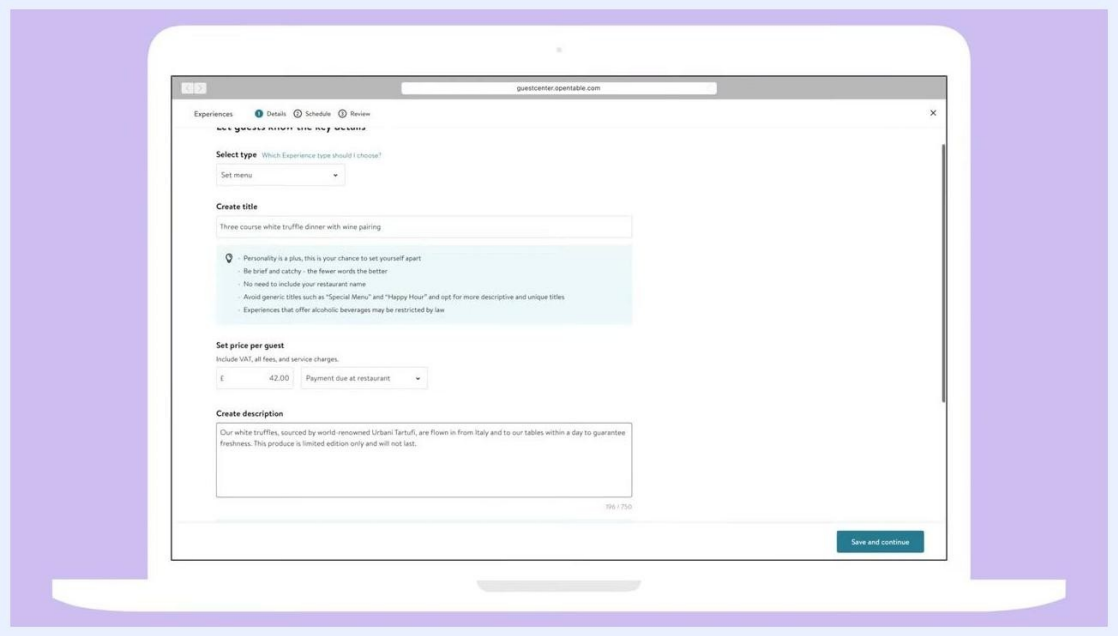
Experience creation form with the title, price, and description fields filled in

5. Add optional upsells

Add-ons are optional upsells that diners can select when they book online. To create one:

1. Click **Create Add-on**.
2. Enter a **Name**, for example Additional appetizer course.
3. Enter a **Description**, for example Why stop at 3-courses? Make it 4 with an additional appetizer.
4. Enter a **Price**, for example £10.00.

Add-ons are available for online reservations only. You can reuse them across multiple experiences.



Add-on section with an example add-on listed

6. Save and continue to scheduling

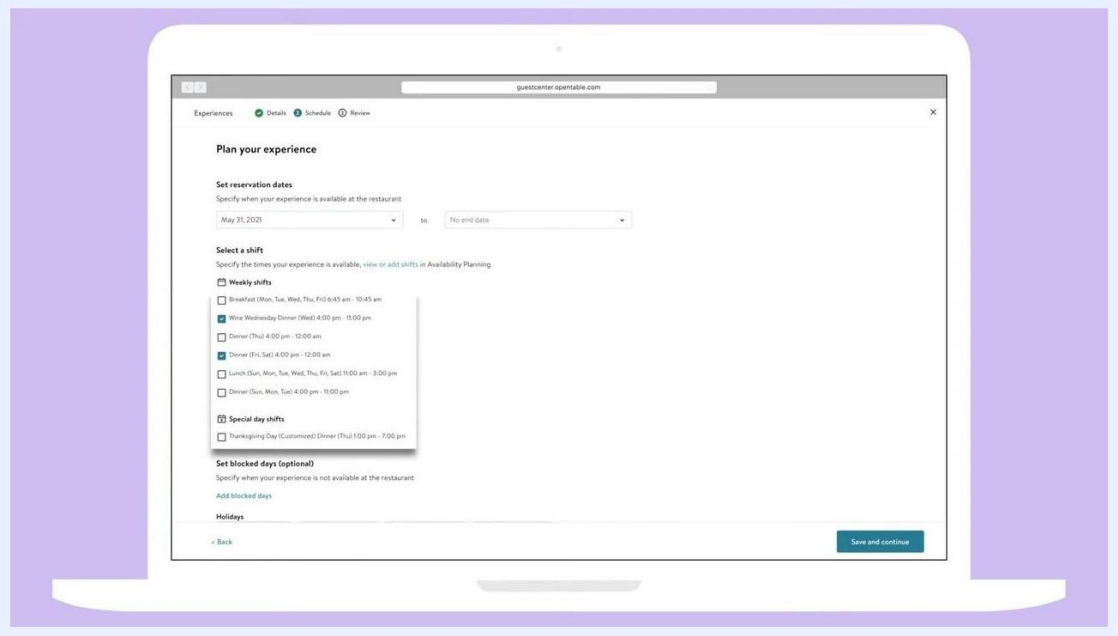
When you have entered all the details and add-ons, click **Save and continue** to move on to scheduling.

7. Schedule the experience to match your availability planning

Make sure the experience schedule matches your restaurant's availability planning.

1. Select the reservation start and end dates. For example, set the start date to May 31, 2021 and the end date to No end date.
2. Choose the shifts when the experience is available. For example, select Wine Wednesday Dinner (Wed) 4:00 pm - 11:00 pm and Dinner (Fri, Sat) 4:00 pm - 12:00 am.

You can refer to your availability planning to add or view shifts as needed.



Plan your experience screen with reservation dates and shift selection

8. Add blocked days (optional)

Blocked days are days when the experience isn't available, even if your restaurant is open.

1. Click **Add blocked days**.
2. Select the dates you want to block.

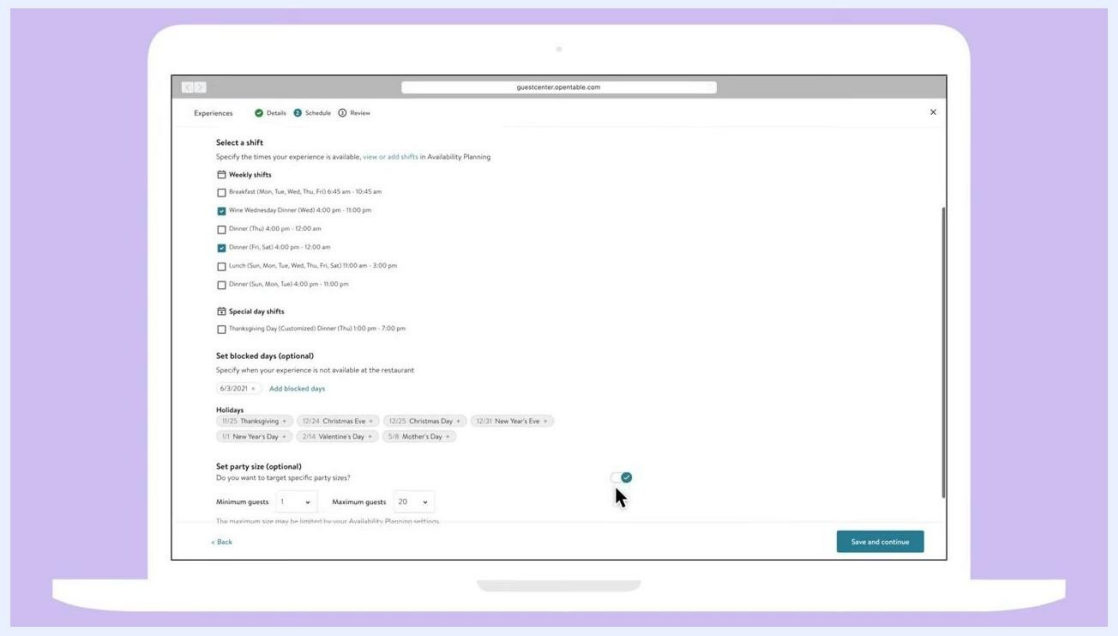
Guests can still make reservations on blocked days, but the experience isn't offered to them.

9. Set party size restrictions (optional)

To limit the experience to certain party sizes:

1. Toggle the **Set party size** option on.
2. Enter the minimum and maximum number of guests. For example, enter 1 as the minimum and 20 as the maximum.

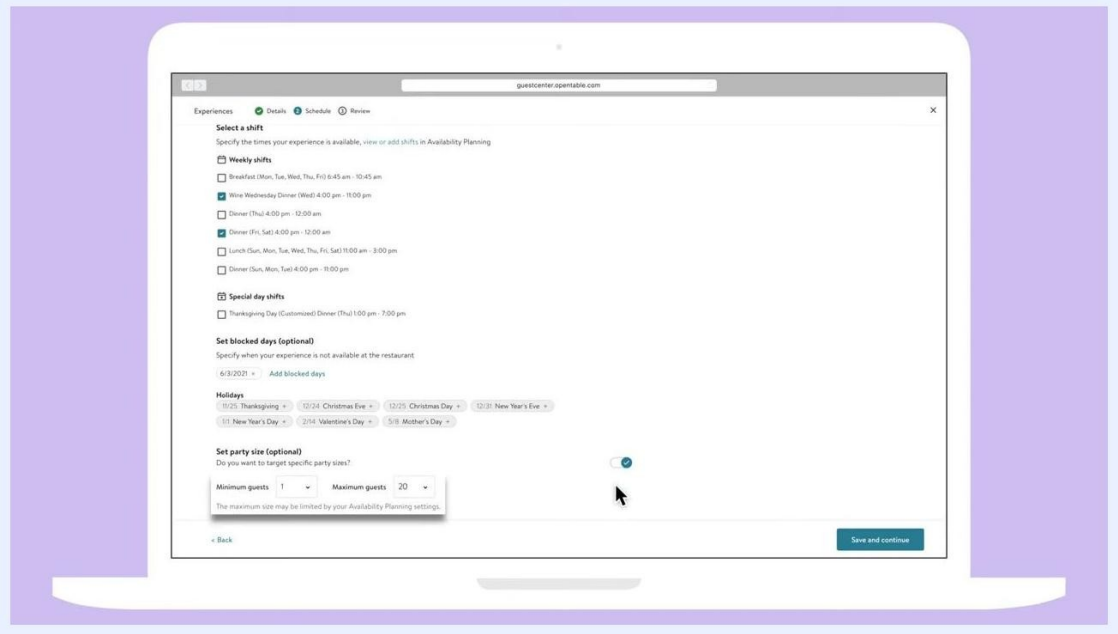
Only parties within this range can book the experience.



Party size toggle with fields for the minimum and maximum number of guests

10. Save and continue to review

After you configure the scheduling, blocked days, and party size options, click **Save and continue** to move on to the review step.



Save and continue button below the scheduling and party size options

11. Review and publish the experience

1. Review all the details of your experience for accuracy.
2. Accept the terms and conditions.
3. Click **Publish** to make your experience live and available for guests to book.

What's next

You now know how to create an experience in OpenTable: open **Marketing** > **Experiences**, choose a type, enter the details and optional add-ons, set the schedule, blocked days, and party sizes, then publish. Once published, guests can book the experience. You can reuse any add-ons you created in your other experiences.