

# Case Study: Family Restaurant in Henderson, NV

From “busy events, flat revenue” to +39% monthly revenue with OffPeakPRO

## Before OffPeakPRO

A family restaurant in Henderson, NV was doing everything they could to bring people in:

- Hosting **monthly events** with deep discounts, guest musicians, and themed nights
- Running **local newspaper ads**, Chamber of Commerce promos, and roadway signs
- Posting events in local **Facebook groups** and town pages
- Trying to post more on social media (which only added **1–2 guests per week**)

On the surface, it looked successful—events were well attended. But the numbers told a different story:

- Monthly revenue: **\$10,000**
- Average order size: **\$30**
- Average tables seated per week: **84**
- Typical table size: **2 guests**
- Average tables per month: **336**
- Approximate guests per month: **672**

Even after **18+ months** of events and promotions, their **average weekly tables and monthly revenue barely moved**. The owner was investing a lot of time and money into marketing and discounts without seeing meaningful growth.

## Discovering OffPeakPRO

The owner wanted a smarter way to:

- Bring back **repeat diners**
- Fill **slow shifts**
- See exactly which promotions were working

They started using OffPeakPRO to:

- Capture guests into a **VIP text list** with QR codes at tables

- Send **time-limited SMS specials** focused on slow hours
- Track redemptions and revenue through POS coupon codes

### **VIP program performance:**

- **89%** of customers opted into the VIP text list
- **40%** of VIPs began visiting **at least one extra time per month** because of the specials (confirmed in the POS system)

Nothing else changed in their marketing. The only new element was OffPeakPRO.

### **Results: First Month**

After their first event with OffPeakPRO in place:

- Overall restaurant traffic increased by **10%**
- The event format stayed the same—OffPeakPRO simply captured attendees and brought them back

For the first time, the owner could clearly see **ongoing traffic and revenue lift after an event**, not just a one-night spike.

### **Results: After 3 Months with OffPeakPRO**

By the end of the first quarter:

- **Average order size increased by 18%**
  - From **\$30** to **\$35.40**
- **Tables seated increased by 17%**
  - From **84** to **about 98 tables per week**
  - Monthly tables: from **336** to **about 393**

### **Traffic growth (3-month mark):**

- Before OffPeakPRO:
  - ~336 tables/month ≈ **672 guests/month**
- After 3 months:
  - ~393 tables/month ≈ **786 guests/month**

That's roughly a **17% increase in monthly guest traffic**.

### Revenue growth (3-month mark):

- Before OffPeakPRO:
  - **\$10,000/month**
- After 3 months with OffPeakPRO:
  - 393 tables × \$35.40 average check ≈ **\$13,912/month**

### Monthly revenue increase:

- **+\$3,912 per month**
  - A **39% jump** from the original \$10,000/month

### Additional revenue over the first quarter:

- ~\$3,912 extra per month × 3 months ≈ **\$11,736 in added revenue**

And this came **without adding new events, more ads, or extra social media work**—just by capturing guests and sending targeted VIP offers in their slow hours.

## Operational Wins

With OffPeakPRO running in the background:

- The owner **spends less time** on social media and guesswork marketing
- Staff simply mention the VIP program, show guests the QR code, and enter coupon codes at checkout
- Events now perform **even better**, because attendees are added to the VIP list and nurtured into repeat visits

The restaurant now has:

- More **predictable off-peak traffic**
- **Higher average checks** from loyal guests
- Extra margin and time to focus on **great customer service**

All from putting a simple, trackable system behind the guests they already had.