

The booteek Index

AI visibility of the UK's independent restaurants and bars — Q2-2026 baseline edition (published July 2026). A quarterly benchmark built from booteek's proprietary data: a stratified 283-venue panel re-scored live against Google Places, plus a 24,661-review H1-2026 corpus of owner behaviour, ratings and diner-reported prices.

39.6%

of 283 operational venues carry a specific business category beyond a generic "Restaurant" or "Bar"

86.4/100

average profile score on the seven AI-readable basics — the basics are done; specificity is the gap

17 of 300

venues sampled from our January 2026 audit had closed by July (12 permanently, 5 temporarily)

44.5% vs 25.8%

Leeds answers nearly half its reviews; Manchester — the biggest conversation measured — answers a quarter

Why it matters

booteek's probe research shows the recommendation surface splits in two: Google's AI reads the Business Profile directly (in our measurements it was served the category, attributes and profile summary for every venue it recommended — 144 probes, 545 served profiles), while web AI assistants read the open web — of 1,126 sources they cited, none touched google.com/maps. Each grounded answer carries only 4–14 venue slots. A venue listed only as "Restaurant" gives the machine nothing to match.

For editors

- All charts in this pack are free to reuse with attribution ("booteek Index, Q2 2026" + a link).
- City-level data cuts and founder quotes on request: hello@booteek.ai.
- The Index refreshes quarterly; Q2 2026 is the baseline edition — the first trend edition, covering Q3, publishes in October 2026.
- Every figure carries its sample size and is registered internally with a re-run method; limitations are published with the study.
- Page 2 explains what booteek is for — the Index is the measurement layer of a larger loop, from customer reviews to team development.

From customer reviews to better careers

booteek is Europe's first AI Visibility platform built for independent restaurant AND bar owners — the venues that give towns their character, run by owners who've never had access to the data intelligence the chains take for granted.

The loop the Index measures

Customer reviews are hospitality's richest and most under-used dataset. They record which people and which skills earned the praise — the warmth of a welcome, the pacing of a busy service, the confidence of a recommendation at the bar. booteek's proprietary Life Skills & Talents framework reads that signal and turns it into something the industry chronically under-delivers: structured, targeted training and development for the team behind the reviews — above all the young people who make up so much of hospitality's workforce and too rarely get recognised, credentialed development from their shifts.

That's the loop: **reviews come in; recognition, skills and careers come out** — and a complete, specific, actively-managed profile is what the venue earns along the way. Done properly, AI visibility is the by-product of a venue that listens to its customers and invests in its people. The Index measures how far the UK's independents are along that loop.

donde-onde-where: the discovery side

booteek also publishes **donde-onde-where.com** — an independent discovery guide ranking restaurants and bars across the UK, Portugal and Spain by **momentum**: current review activity, owner responsiveness and profile freshness, refreshed on a rolling window, with no paid placement. Where legacy guides record accumulated reputation, donde-onde-where shows the venues doing the work *today* that earns tomorrow's visibility. Its review corpus is the observational base behind the Index's market figures — the Response League and price data in this pack are drawn from it.

Why this fits The Caterer specifically

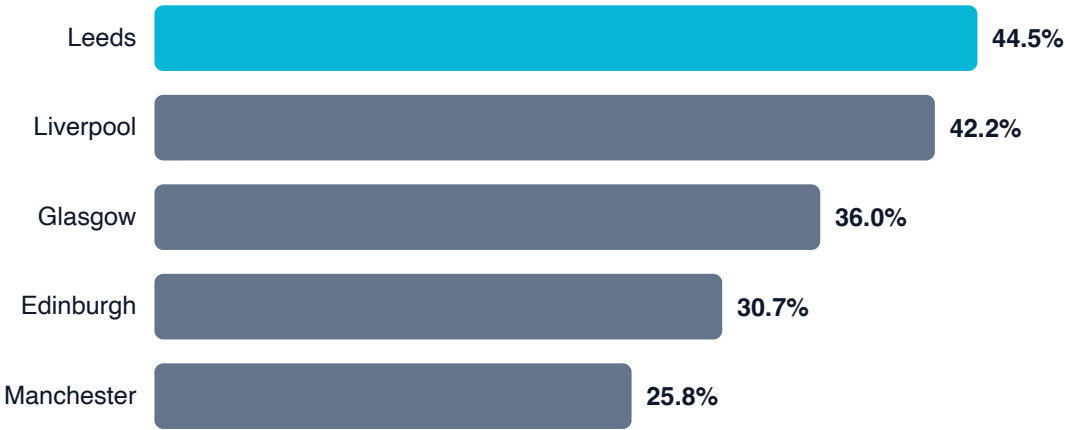
This story sits where two of The Caterer's own franchises meet. The **AI Summit** side gets hard, quarterly UK data on how visible independents are to the AI tools diners now ask. The **People Summit** side gets the story underneath it: how independent operators can turn the reviews they already receive into development pathways for their teams — a workforce story wearing a technology headline. A standing quarterly first-look on the Index would feed both desks from one source — first look at every edition before any other title, with city-level cuts, chart variants and founder interviews on request (hello@booteek.ai).

booteek is pre-launch and publishes its data openly — no paid placement, no link exchanges; the data stands or falls on its own provenance.

The Response League

The Response League: share of reviews owners reply to

H1-2026, 24,661 captured reviews across five UK cities



The booteek Index, Q2-2026 baseline · booteek.ai/research/ai-visibility-index-2026 · free to reuse with attribution

The price ladder

What a night out costs, in the diners' own numbers

Midpoints of diner-reported spend per person, H1-2026 (not menu audits)

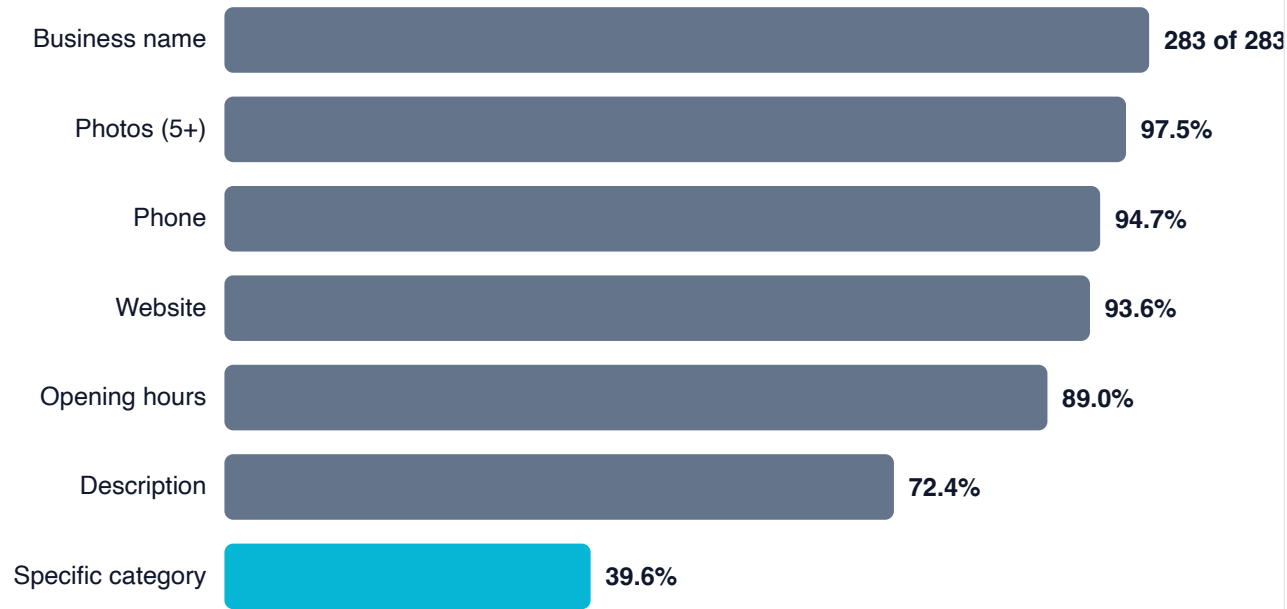


The booteek Index, Q2-2026 baseline · booteek.ai/research/ai-visibility-index-2026 · free to reuse with attribution

The specificity gap

The specificity gap: basics done, categories not

Profile-field presence across 283 operational UK venues, July-2026 panel



The booteek Index, Q2-2026 baseline · booteek.ai/research/ai-visibility-index-2026 · free to reuse with attribution

Profile scores by city

AI-readable profile score by city

Seven-field subscale /100, live-scored July 2026 (283 operational venues)

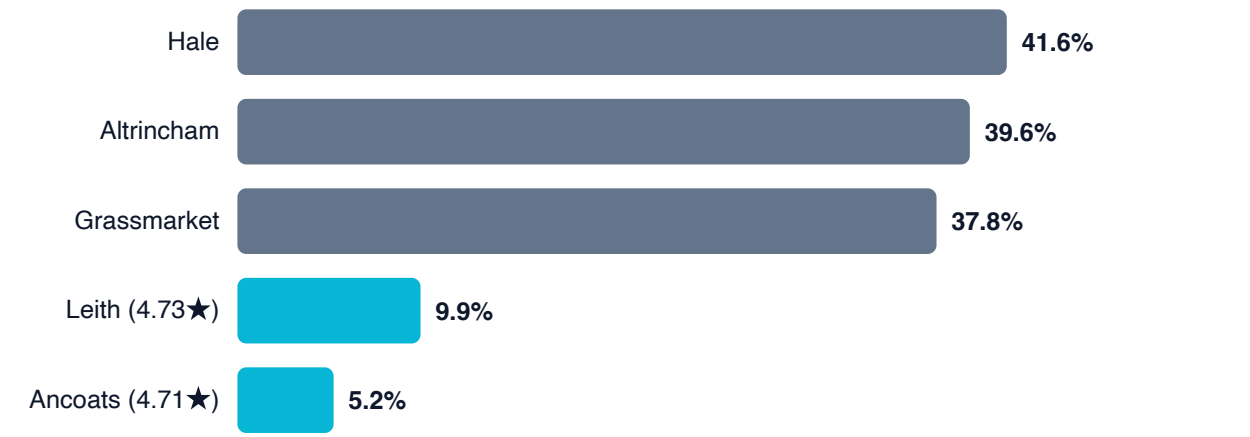


The booteek Index, Q2-2026 baseline · booteek.ai/research/ai-visibility-index-2026 · free to reuse with attribution

The neighbourhood twist

Cool and quiet vs busy and chatty: neighbourhood reply rates

Share of reviews answered, H1-2026 zone-fenced samples



The booteek Index, Q2-2026 baseline · booteek.ai/research/ai-visibility-index-2026 · free to reuse with attribution

Methodology in brief

A stratified panel of 300 venues (London 158, Manchester 62, Leeds 47, Birmingham 33), drawn deterministically from booteek's January-2026 audit of 4,224 venues and re-scored live against the Google Places API in July 2026 on the seven profile fields an AI assistant can read directly (65-point weighted basis, reported /100). 283 were operational at re-score. Review-corpus figures window to H1 2026 by review publication date; reply rate = share of captured reviews with any owner response; prices are midpoints of diner-reported per-person spend ranges, not menu audits; neighbourhood samples are fenced to canonical zone boundaries. Sample sizes accompany every figure. Full methodology and limitations: booteek.ai/research/ai-visibility-index-2026.

CITY	OWNER-REPLY RATE	H1-2026 SAMPLE
Leeds	44.5%	2,512
Liverpool	42.2%	1,406
Glasgow	36.0%	1,707
Edinburgh	30.7%	3,183
Manchester	25.8%	15,853

booteek is Europe's first AI Visibility platform for independent restaurant AND bar owners — pre-launch, publishing its data openly.