

## Atlanta Restaurants Post Increased Sales for Q2 2018

By NetFinancials, Inc.

Atlanta Q2 2018 restaurant sales volume increased **2.0%** vs. Q2 2017. For the quarter ended June 2018 positive sales trends were reported at **61%** of the 105 independent Atlanta restaurants surveyed. Year-to-date 2018 sales were up **1.1%** over 2017 while **53%** of restaurants reported positive year-to-date sales.



### National Trends

In its survey of national restaurant sales TDn2K's Black Box Intelligence, a restaurant sales and traffic-tracking company, reported national restaurant Q2 2018 revenues increased by **0.8%**. This was the fourth straight quarter of positive sales. Nationally restaurant traffic continued its downward trend declining **-2.0%** in Q2. Year-to-date through June 30, 2018 national restaurant sales were up **.5%**.

### Conclusion

Robert Wagner, NetFinancials founder states that, "Q2 2018 was the fourth straight positive comp sales quarter for established Atlanta restaurants. Unlike Q1 2018 when positive sales were noted at less than half of the restaurants surveyed, in Q2 positive sales were posted at **61%** of restaurants. We have not seen such broad-based positive sales trends in Atlanta since Q1 2016.

Even as established restaurants showed strong sales in Q2, new store openings continued at a torrid pace. Carl Muth of FoodService Resource Associates LLC who tracks restaurant activity in Georgia estimates that 658 new restaurants opened in Metro Atlanta during the twelve months ended June 30, 2018.

Much of the 2018 sales growth was facilitated by Atlanta's expanding local economy and increased visitor traffic. Metro Atlanta unemployment declined in June 2018 to 4.0% from 4.8% in June 2017 while the metro area added 49,000 jobs over the last twelve months. During that period Atlanta food services added over 13 thousand new jobs – an amazing 4% increase in sector employment.

The Atlanta Convention & Visitors Bureau notes that Atlanta's visitor traffic continues to strengthen with year-to-date 2018 occupancy growth of 3.9% when compared to 2017 occupancy."

	Q2 Atlanta	Q2 National	YTD Atlanta	YTD National
2018 Comp Sales	<b>2.0%</b>	<b>0.8%</b>	<b>1.1%</b>	<b>0.5%</b>

**The Sample:** The 105 non-franchise restaurants were drawn from the metro Atlanta market. Total survey sales volume was \$168 million for year-to-date 2018. The survey includes restaurants in Atlanta's fast-casual, casual and fine-dining segments open at least 18 months.

*NetFinancials, Inc. provides a full range of tax and accounting services for restaurant companies. Email: lori.johnson@netfinancials.com. www.netfinancials.com Direct: 404-874-7003. The NetFinancials quarterly Atlanta restaurant sales survey is provided as a public service to the restaurant industry. Copyright NetFinancials, Inc.*