



## Petit Futé and Zenchef join forces to boost restaurant visibility and bookings.

Petit Futé, the leading publisher of French-language travel guides, and Zenchef, the top digital platform for restaurant management, are announcing a strategic partnership to simplify reservation access and enhance the visibility of listed establishments.

Starting today, restaurants listed on Petit Futé's website and using Zenchef can add a direct reservation link to their listing, making the user experience smoother and maximizing conversion opportunities

***"At Zenchef, we are always on the lookout for new opportunities to strengthen the visibility and performance of the restaurants we support. This partnership with Le Petit Futé is perfectly in line with that mission. It enables listed establishments to add a direct booking link, making the customer experience smoother and increasing the chances of conversion. It's a concrete new bridge between discovery and reservation, to better serve our restaurateurs"***



Thomas Jeanjean CEO  
Zenchef

This partnership embodies a shared commitment to showcasing gastronomy, optimizing the customer experience, and actively supporting hospitality professionals in the digital age.

Thanks to PetitFute.com's excellent SEO and Zenchef's strong brand recognition, every restaurant can benefit from a powerful online visibility boost and attract new guests.

***"At Petit Futé, our mission is to guide travelers and food lovers toward authentic experiences by giving them all the tools they need to make the right choice. This partnership with Zenchef is a natural and strategic evolution. Now, our users can book a table in just a few clicks while consulting reliable reviews from real guests — in addition to our editorial content, just like they already do for hotels or activities."***

***By integrating a reservation solution directly into our editorial content, we simplify the journey from inspiration to action: taking our readers from appetite to plate in a single click, while also offering restaurants greater visibility. A win-win collaboration for everyone: readers, travelers, and restaurateurs alike"***



Louis Geneau De Lamarliere  
Web Director Petit Futé

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