

Hotels face growing demand from guests to deliver on takeaway food services

New research has found that two thirds of millennials would be more likely to book a hotel that is prepared to open its doors to takeaway food deliveries in-room.

EP Business in Hospitality found that food delivery services such as Deliveroo and Just Eat could help open up new opportunities for hotels, with 67% of millennials would be more likely to make room reservations with hotels that offer this service.

In addition, although a further 80% of consumers expect hotels to have an on-site restaurant only 72% will use it, and only for breakfast.

Even though many hotels offer a room service menu, which also spans 'out of hours' a resounding 81% of hotel guests say they would never use room service.

Chris Sheppardson, CEO at EP Business in Hospitality commented on the debate: "It's a fascinating topic for our industry, interestingly the initial thinking was that hoteliers would be resistant to third-party food services delivering food to their guests, but that wasn't the case. Many believe it is now a guest expectation to be able to have food 'delivered in' from outside providers and that refusal could alienate future generations of customers. Boutique hotels in particular, believe that this can actually work to their advantage in terms of add-on sales for beverages to accompany the deliveries and also building relationships with local restaurants, which can be effective and authentic."

This industry debate is encouraging many operators to re-evaluate their guest service options to decide whether the 'delivered-in' model should become a natural extension to those services already on offer.