



Study shows 30% is magic discount number to drive footfall

The latest research by guest experience management expert HGEM has revealed that 30% is the magic number when it comes to using discount to drive diners through the door this January.

The comprehensive survey into driving footfall revealed that 30% is the sweet spot for all generations other than Baby Boomers who have a lower expectation, at 20%, and are among the least likely to be impacted by the amount of discount on offer.

The survey also found that an almighty 93% of diners would visit a pub or restaurant in January to celebrate a birthday, so appropriate messaging and offers should be considered.

Whilst almost half (45%) of diners are seeking healthier menu options in January, the research reveals that Try January (46%), which encourages consumers to experiment with interesting new food and drink, and comfort food (27%) will be stronger pulls than vegan (16%) and non-alcoholic (18%) options for enticing diners into pubs and restaurants this January.

Nevertheless, more than two-thirds of Gen Z, Millennial and Gen X diners are likely to take part in a campaign throughout January so marketing around Veganuary and Dry January should not be disregarded.

Operators that make a great impression over the festive season have a huge opportunity to encourage return visits throughout January, with over three quarters of Baby Boomers (79%) and two-thirds of Millennials (68%) and Gen X (67%) saying they would return to a site if they have a positive experience.

When it comes to communicating January offers and activities, email is still the most popular channel across the generations, with the exception of Gen Z where social media is only slightly more likely (39% vs 36%) to influence them.

Commenting on the results, Sally Whelan, Founding Director at HGEM, said, "The research points to specific strategies that operators can adopt to help increase their January footfall, keeping their target audience in mind. Discounts and deals are most favoured by Millennials and Gen X, while occasions and healthy eating is guaranteed to hit the mark across the generations."

(source: HGEM, image: pexels)

