EATING OUT ALONE BECOMES INCREASINGLY COMMON, FINDS RESEARCH

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Diners are more frequently requesting a table for one when eating out, according to research undertaken by guest experience management experts HospitalityGEM.

With one in four people eating out alone at least once a month the largely untapped market for single diners is becoming a significant one.

These stats increase amongst men aged between 35 and 45, with their favoured destinations being casual dining restaurants, especially those with Wi-Fi and power sockets available enabling them to work whilst dining.

Consideration of single diners is even more important in the south of UK where 74% of those surveyed have eaten out alone in the last month, compared to 57% in the north of the country.

Steven Pike, managing director of HospitalityGEM commented: "This research confirms what we have been noticing across our clients for a while. People's work life balances are becoming merged and the need to blend dining with working has become more common, and the social acceptability of this has increased in turn. It is therefore important for operators to look at their sites and see what they can do to make them more attractive to those who may visit alone."

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