

## RESEARCH REVEALS THINKING BEHIND CHRISTMAS PARTY BOOKINGS



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**New research undertaken by guest experience management company, HGEM, reveals what influences consumers when booking Christmas parties.**

According to the survey of 1,300 people, 53% prefer to plan ahead and book at least three months in advance, with 42% leaving it no later than a month. Almost half of guests, 49%, also agreed that the ideal date to hold an event would be two weeks before Christmas.

For half of guests, the choice of dishes on a menu is the deciding factor – expecting to spend between £15 and £30 per head - and restaurants are favoured over pubs, hotels and bars.

HGEM also found that an efficient telephone process is expected when booking over the phone, with 68% expecting the call to take fewer than five minutes. Founding director, Sally Whelan commented: "You [businesses] need to be confident every telephone enquiry is being handled professionally and your team has the skills to convert these enquiries into bookings."