

HGEM & KAM INSIGHTS PRESENT THE ULTIMATE XMAS GUIDE



We can expect a conscious consumer this Christmas...

45%

will be watching their money more carefully

34%

spending less on eating / drinking in pubs / restaurants

What will Brits be spending more / less on?

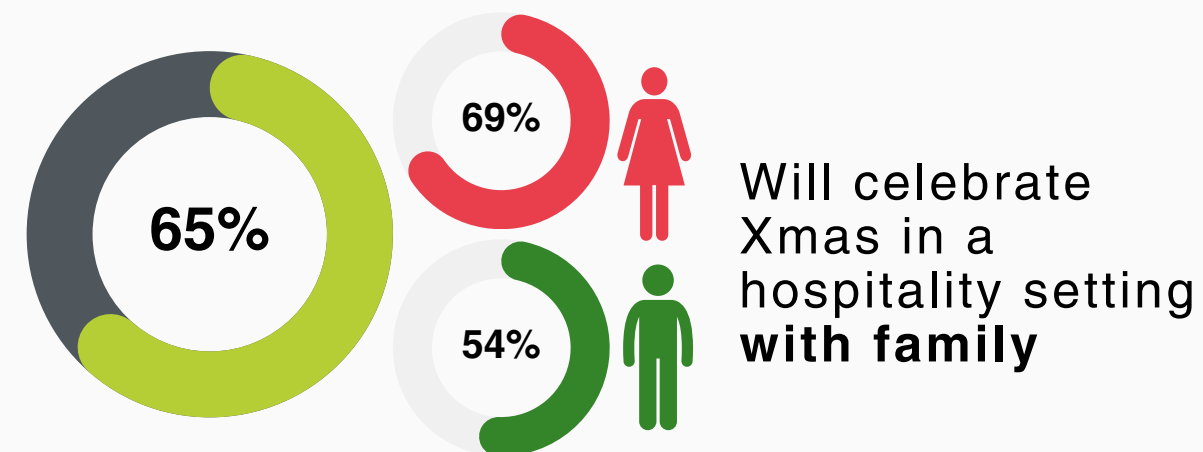
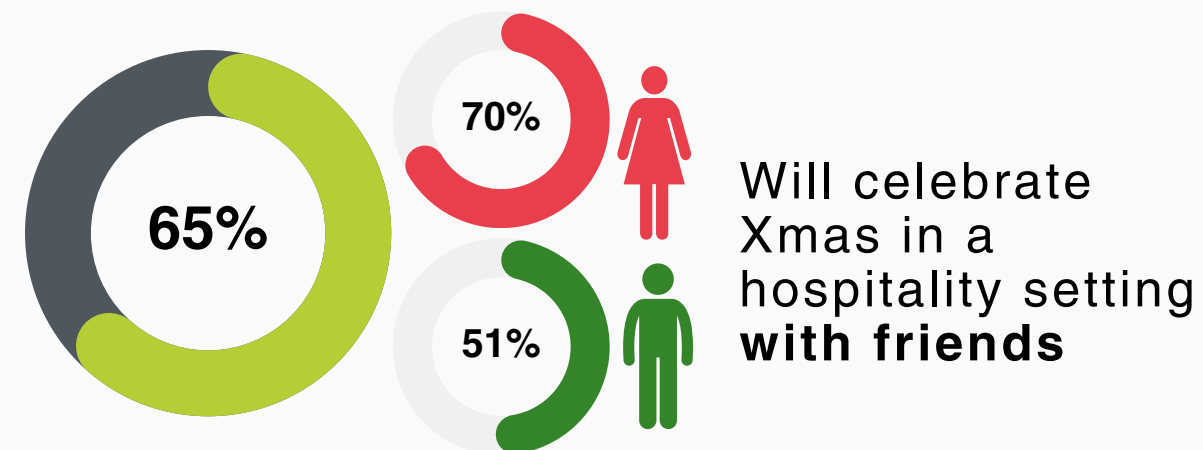
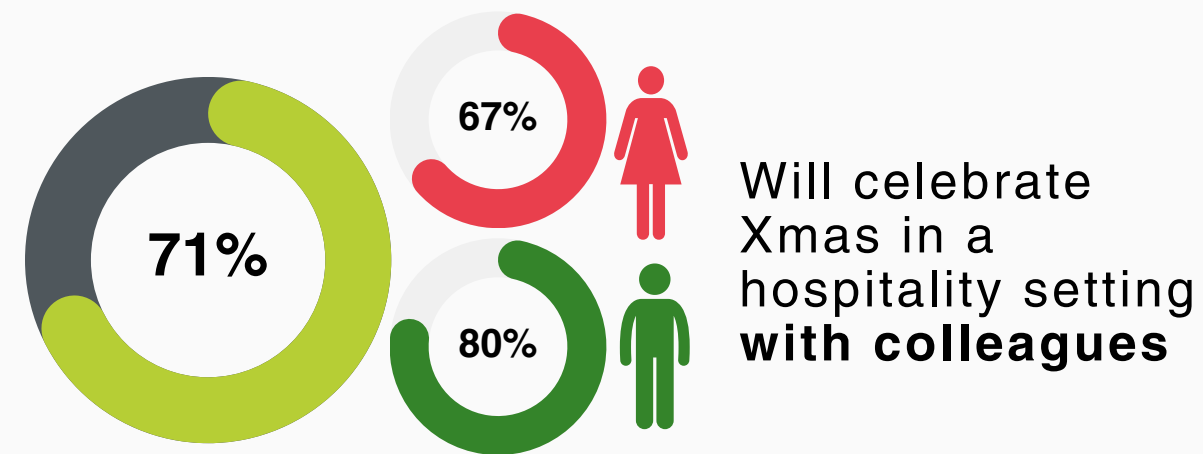
Intentions to spend more or less this festive period vs last yr?



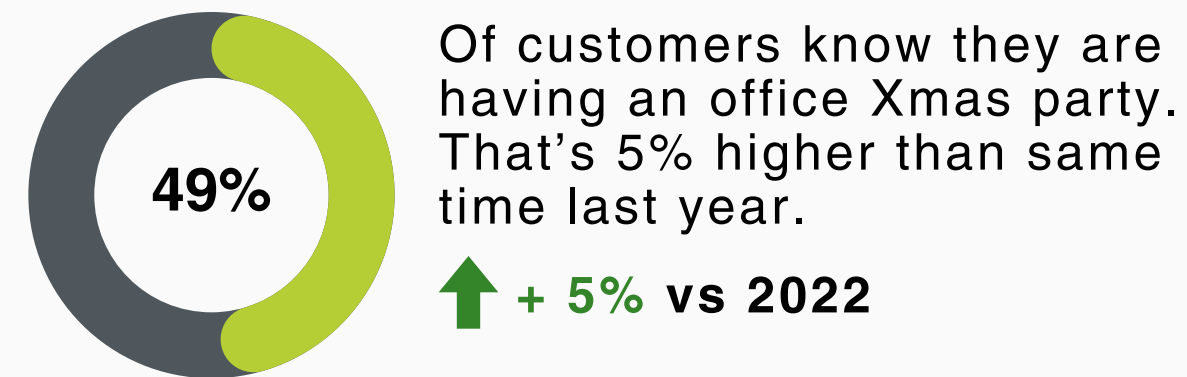
Source:HGEM x KAM Ultimate Xmas Guide



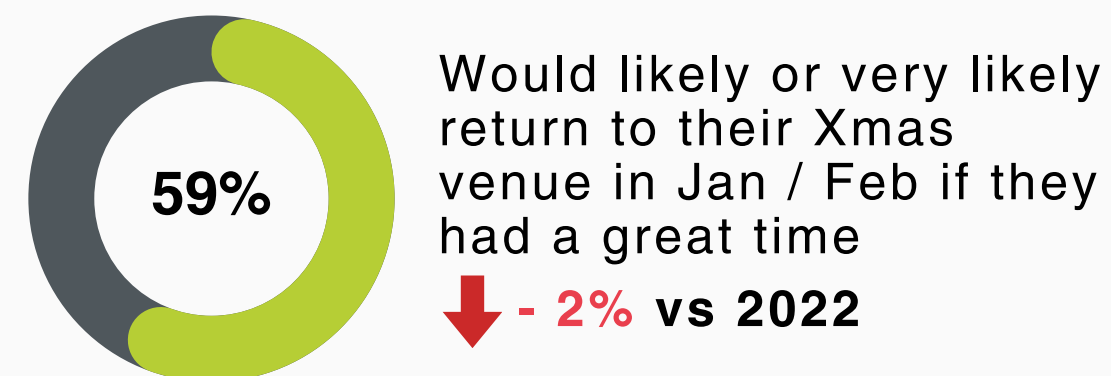
Who is celebrating Xmas by going out?



More office parties than last year



And who will return in winter?



Where are people off to?

Intentions this festive period:



49% visit a pub or bar



39% order a take-away/delivery



49% visit a restaurant



19% go to the theatre



7% visit a nightclub



15% stay in a hotel



7% visit a competitive socialising venue



Christmas Day itself is looking strong

c1-in-10

Brits intend to visit a pub / restaurant on Christmas Day

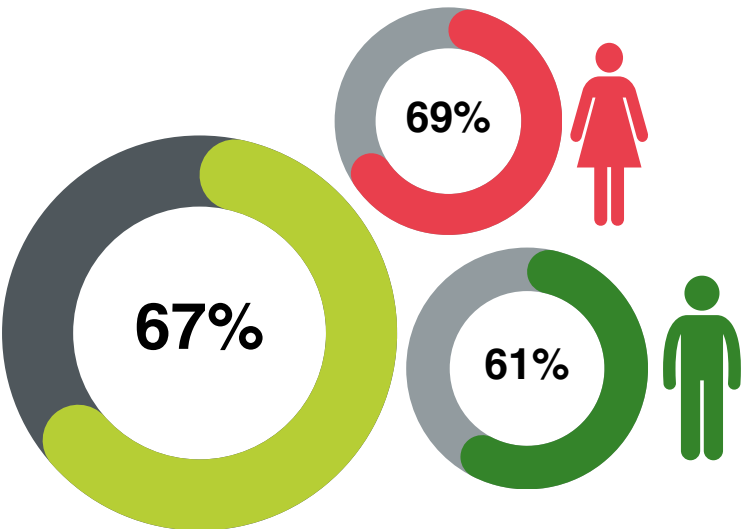
That's back to pre-pandemic levels!

Christmas Eve, Boxing Day, NYE follow the same pattern

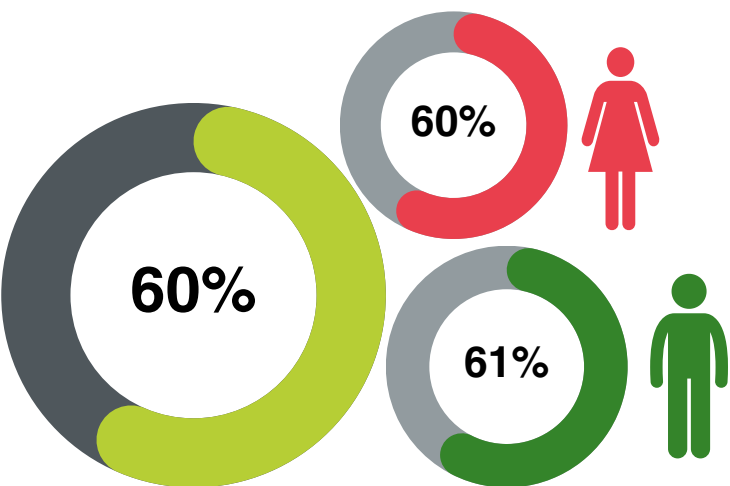
Drivers of venue choice at Christmas are in line with other times of the year.



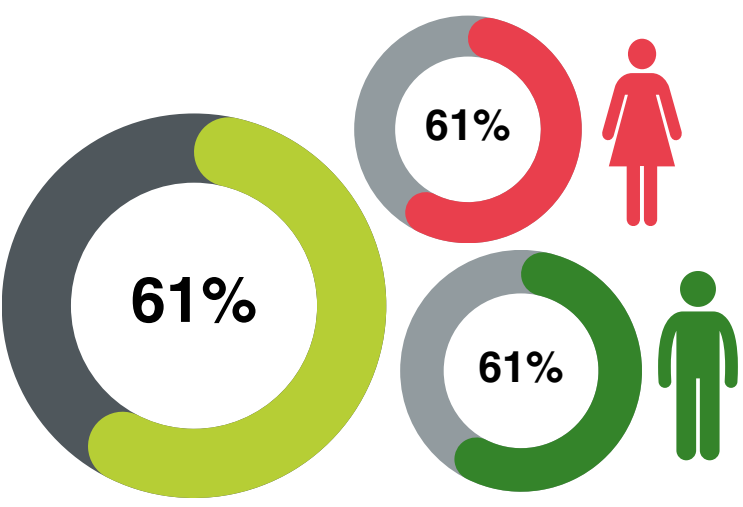
How do consumers find venues?



Would choose a venue because of a **recommendation**



Would use **Google** or other search



Would trust a **tried and tested** venue





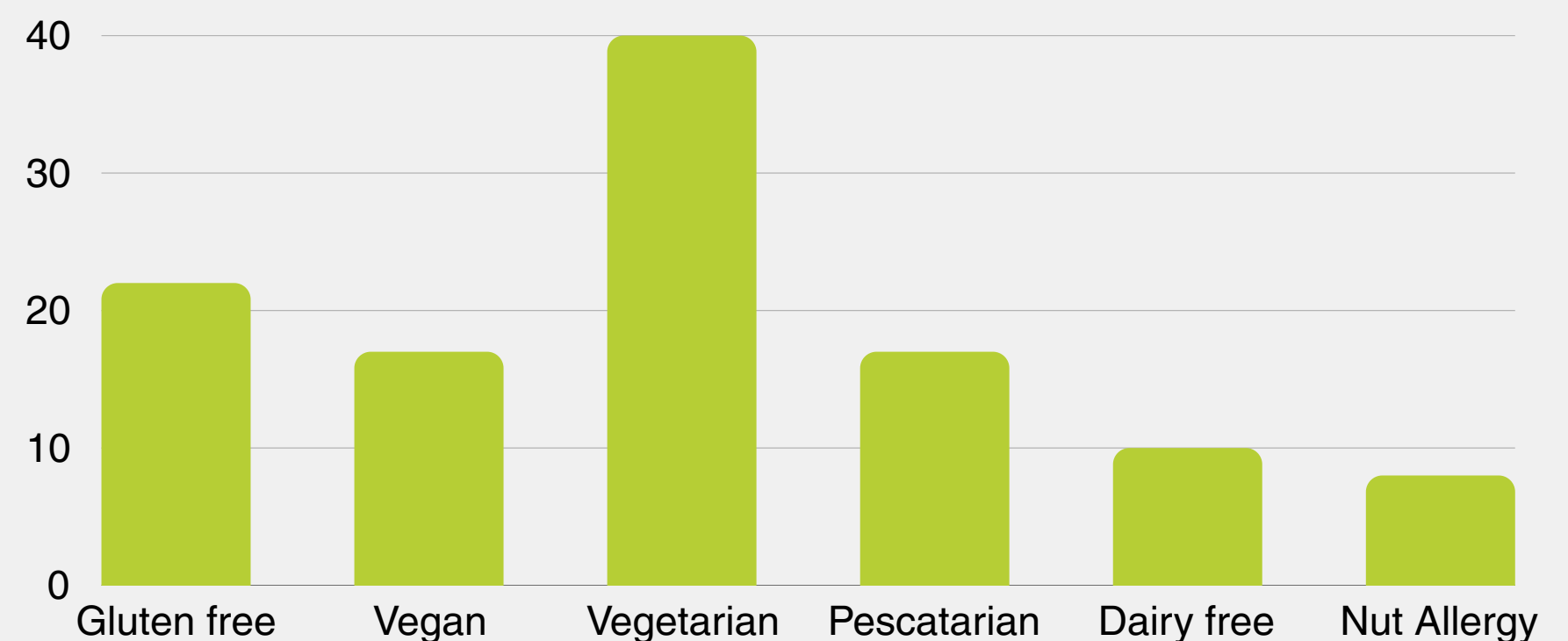
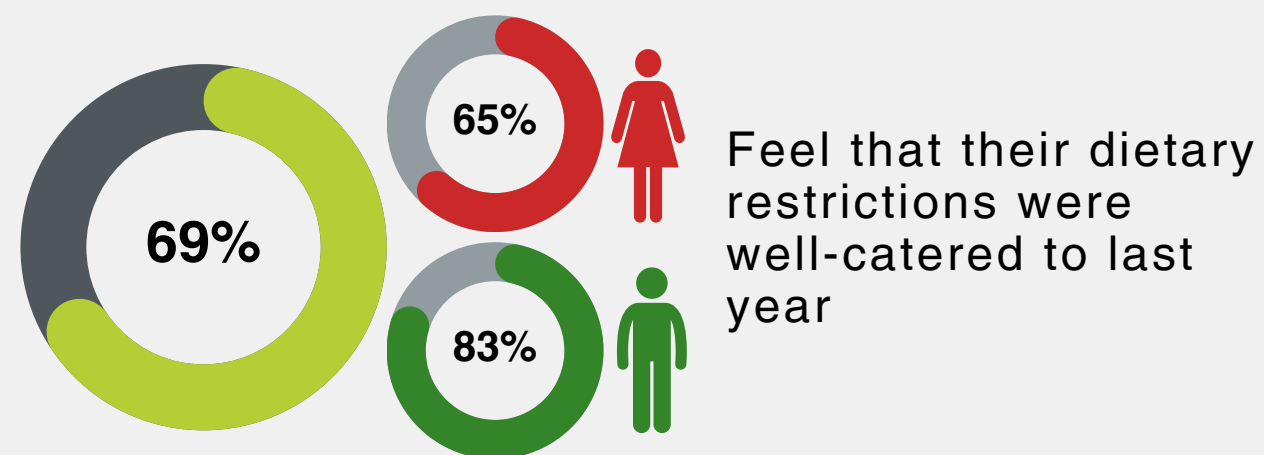
What's important when booking a festive venue?

1. Being able to contact the venue directly **46%**
2. A set-menu / package **37%**
3. Ability to pre-order food / drink **33%**
4. Same day response to booking request **32%**
5. Ability to pay whole meal in advance **20%**
6. No deposit to book **18%**

Dietary Restrictions

47%

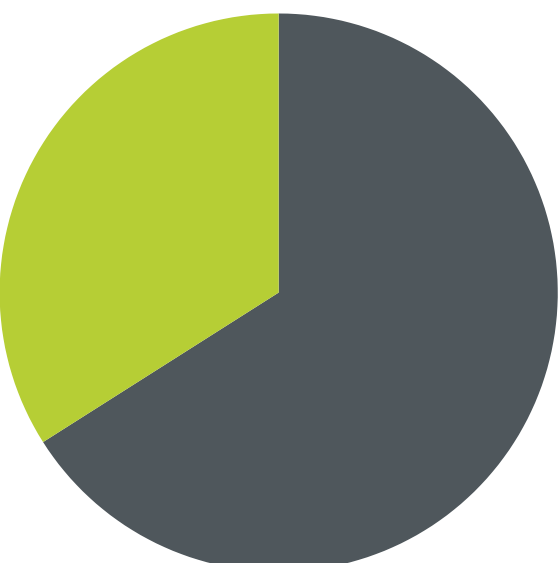
Of consumers reported dietary restrictions



Source: HGEM x KAM Ultimate Xmas Guide



Pre-order preferences



- 29% don't want to pre-order at all ♀ 32% ♂ 20%
- 22% want to pre-order food & drinks ♀ 18% ♂ 32%
- 47% want to pre-order food ♀ 48 ♂ 46%
- 60% want to pre-order food for a big booking ♀ 64% ♂ 56%
- 2% want to pre-order drinks ♀ 2% ♂ 2%

66% consumers prefer set menus, 34% would rather order off the menu for Xmas

In the 56-65 age group, this split is closest to even (55% set menu / 45% order off menu).

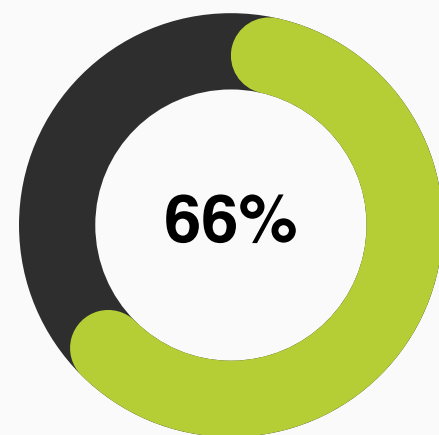
74%
are **happy to pay a deposit** for a booking at Christmas

50%
expect a service charge to be added for a group booking

Budgets: meal, excluding drinks

£21-£30

Is the average budget per person for a Xmas meal



Of customers have a Xmas meal budget ranging from £21 to £40

Average budget by age group:



18-25



46-55



26-35



56-65



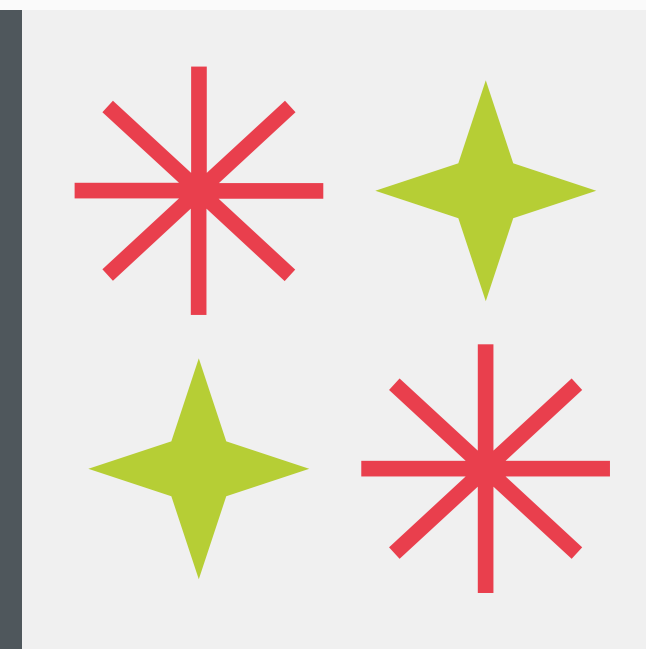
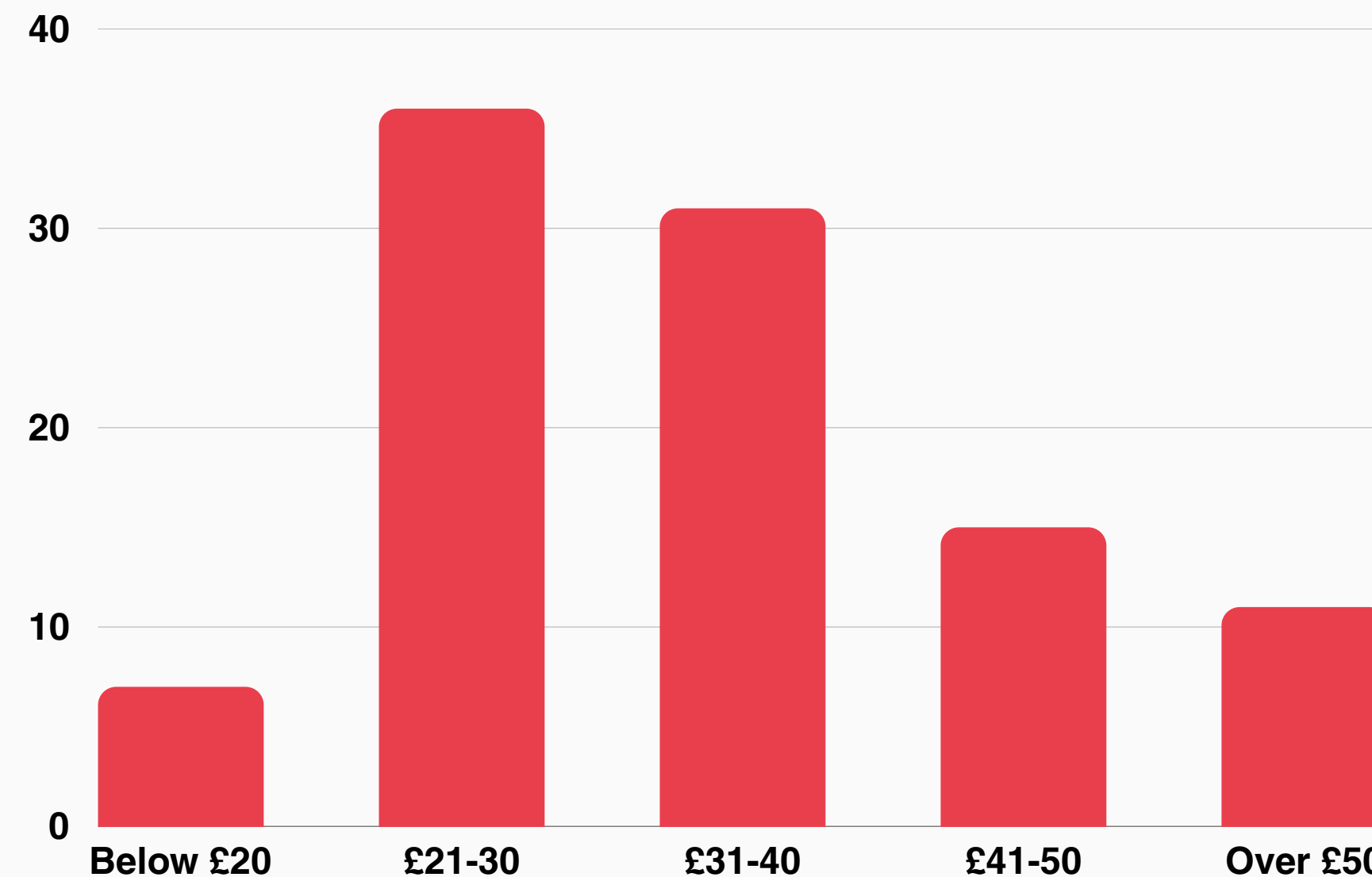
36-45



66+



Budget distribution:



Gifting can present an opportunity too...

UK adults spend...

- c£400 on gifts
- vs c£155 food/drink
- vs c£100 on social events

Venues can tap into the ‘gifting budget’ too

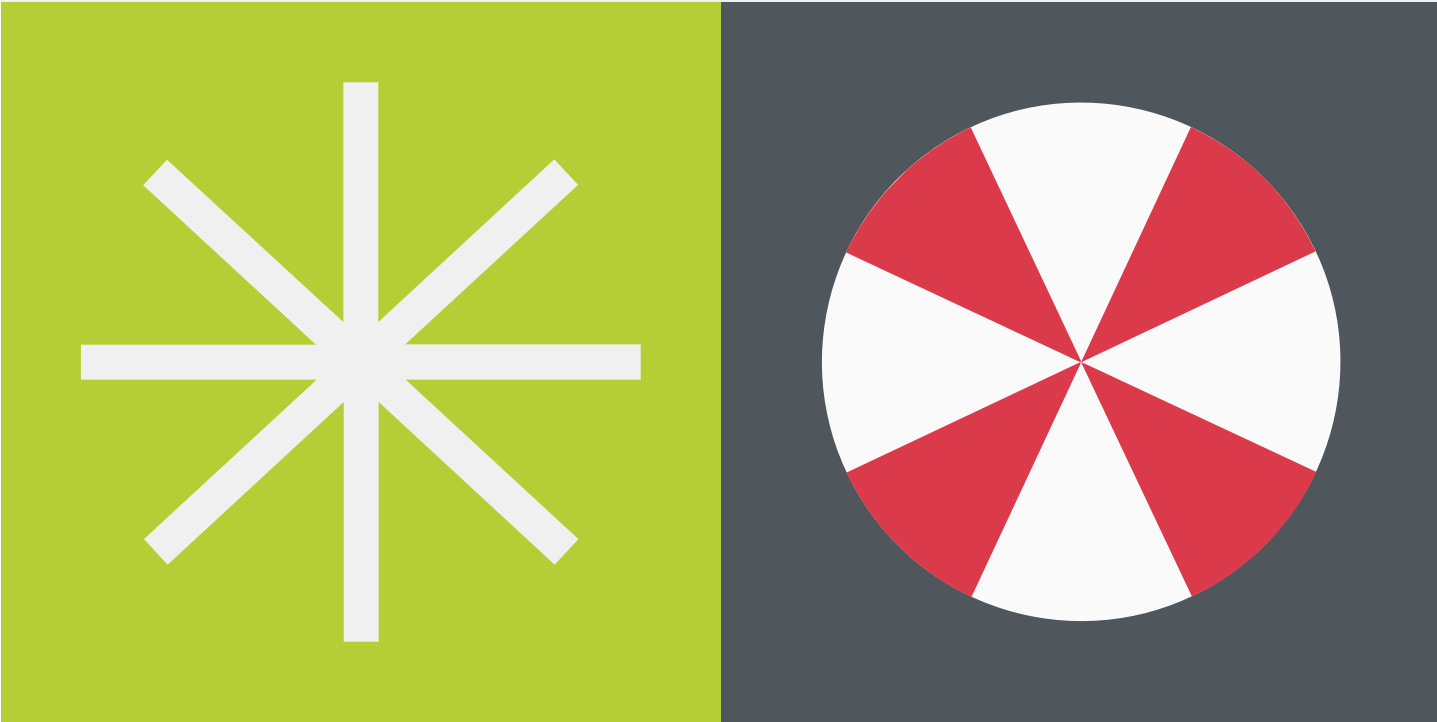
Which hospitality ‘experiences’ would customers buy as gifts?

1. Dinner for 2	55%
2. Wine tasting experience	23%
3. Cocktail making class	21%
4. Spirits tasting experience	20%
5. Prosecco and desserts for 2	20%

Desire for gift cards remains **STRONG**

39%

would buy a gift card for a bar / pub / restaurant as a Christmas gift





About HGEM

HGEM works closely with hospitality companies to measure and improve their guests' experience. Their core services include: mystery guest audits, guest & employee feedback sites, review management, and dish ratings, bringing all the data together into an award-winning Guest Experience Management platform – The Hub.

HGEM's platform allows for various internal teams, from operations to marketing, to draw actionable insights that drive growth through improving customer loyalty, reaching new customers, and increasing average spend.

hgem.com



About KAM Insight

KAM are dedicated to providing unparalleled research, analysis and consultancy within the hospitality and food service sectors. Our mission is to equip our clients with powerful insights, allowing them to make informed, strategic choices that foster growth, innovation and sustainability in their businesses.

Our research solutions allow our clients to get to know the people who really matter - their customers and their teams.

KAM is not your typical research and consultancy business. No, we're more like the secret sauce that adds that extra 'zing' to your business ambitions.

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