

DINERS ENJOY IMPROVEMENTS IN SHOPPING CENTRE SITES

New research by HospitalityGEM has revealed that 79% of diners believe the quality and range of restaurants in shopping and entertainment centres has improved over the past three years. Those aged 18-35 were the most impressed, with 89% reporting a positive change.



The vast majority of diners (77%) choose to eat in a casual dining restaurant, rather than a fast food restaurant (16%) or get food from a grab and go outlet (7%), when visiting a shopping and entertainment centre. Demonstrating a clear difference in the decision making process compared to those visiting high street locations, 91% of diners stated they would not book a table in advance when dining at a shopping or entertainment centre.

The survey found that 37% of diners would eat out 'always' or 'most of the time' when visiting a shopping or entertainment centres, with 60% 'sometimes' eating out. Just 3% of visitors would 'never' eat when visiting, which falls to 1% with women and increases to 5% with men. In terms of dwell time, 57% of diners would only expect to spend 30minutes to one hour dining, with 27% expecting to stay longer and 17% under 30 minutes.

And 9% of respondents saw eating out as the main reason for visiting a shopping or entertainment centre, with 62% 'sometimes' seeing this as their main reason. When asked which celebrations have been a reason to eat out at a shopping or entertainment centre in the last year, 23% answered with a birthday and 50% answered with a night out with friends or family.

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