

'ACTIVE DINING' IS THE LATEST TREND IN EATING OUT - RESEARCH FINDS



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New research by Guest Experience Management experts, HospitalityGEM, has today revealed a gap in the market for 'Active Dining'.

The trend follows recent openings in New York where Spin & Gin and Dates with Weights have successfully blended exercise work outs with dining. The trend is now set to take off in the UK with 95% of diners stating they would eat out more often if restaurants had exercise facilities available on site.

In a recent survey of mystery diners 64% revealed they would choose to eat and exercise simultaneously, whereas 44% stated they would prefer to use the exercise equipment between courses to burn off fat from the previous course.

The most popular time of day for Active Dining is lunchtime (61%) and early afternoon (29%). Post-main course was identified as the prime time for exercising, with 72% stating this was when they felt most lethargic and would look to exercise.

Hands-free exercise machines, such as treadmills, proved to be the most popular (74%) and the more labour intensive, such as rowing machines were least popular (13%). Popular foods whilst exercising were smaller lighter bites, with the trend for street food (47%) and premium tacos (39%) coming out on top.

Some diners would be interested in taking this trend further, stating: "I tried it once in Florida, and found it was easier to be spoon-fed by the staff than to feed myself". This would allow diners to use more equipment such as a cross-trainer whilst dining.

When asked why diners would opt for this form of eating out, one diner commented: "I never visit the gym because I get too hungry, but this would solve the problem and make exercise more social".

Steven Pike, Managing Director of HospitalityGEM commented: "I have seen some amazing trends enter the UK eating out market in recent years which have come and gone, but this is one that I predict sticking around for a long time. The average person in the UK is constantly juggling work, keeping fit, as well as fitting in a social life, meaning it is often hard to keep up – so why not blend all three activities into one. I recently spent some time in New York and it is easy to see why this concept has taken off."

Note the date - #AprilFools