

PUBS APPEALING TO FAMILIES – HOSPITALITYGEM SURVEY REVEALS



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Nearly three quarters of respondents in a new survey by guest experience management experts, HospitalityGEM, said they felt that pubs do enough to appeal to families.

When visiting a pub 91% of respondents stated they would expect a separate children's menu to be available and 36% said they favour smaller portions of dishes from the full menu.

Steven Pike, MD of HospitalityGEM, said: "For those pubs wishing to be more than just wet-led, and wanting to appeal across all of the day parts, then it is clear that making younger guests feel welcome offers a great opportunity to boost income.

"It's also very positive to see that the vast majority of customers think that pubs are already doing enough to make their venues suitable and attractive for those with children.

"Elsewhere in the hospitality sector, chain restaurants scored particularly highly in catering for children, so it may be worthwhile for those keen to improve their offering further to look at brands in this area for inspiration.

"We've found from diner feedback that each chain often has one or two things they do well or differently, which means there are sure to be some specific aspects from these brands that other operators can apply to their own business."

A mini roast dinner and chicken nuggets were the most popular dishes for children. Family specific special offers, and availability of colouring books and goodie bags, were also highlighted as attractive.

Written by [Andrew McClean](#)