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Hospitality Management Solutions - *by design*

## HospitalityGEM survey reveals indulgent dining is mainly saved for weekends and with friends



New research by guest experience management firm HospitalityGEM has revealed indulgent dining is predominantly saved for the weekend and shared more often with friends rather than family.

The majority of respondents (91%) said they chose to be sinful at the weekend, with 83% saintly during the week, while diners were more likely to dine sinfully with friends (81%) than with family (69%).

The study found before and after work to be the best times to be healthy, with less than two-thirds (62%) of respondents saying they were saintly at the office.

More than two-thirds (79%) were most likely to eat "treat" food as an evening meal, with 77% eating superfoods at lunch and 71% opting for a saintly breakfast.

When it came to exercise, the majority (89%) said they ate only healthy foods prior to going to the gym, whereas more than half (51%) treated themselves to a sinful meal afterwards.

Almost all respondents (97%) said they treated themselves on their birthdays, while 93% admitted to ditching the diet on holiday.

HospitalityGEM managing director Steven Pike said: "There are gaps in the market for restaurants and pubs that serve both sinful and saintly foods, with this latest research identifying just when they are most desired."