

Half of consumers think hotel food is too expensive

06 Nov 2015

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Half of customers think food prices at hotels are too expensive, stopping them from dining at these locations as a non-resident, according to new research.

The HospitalityGEM survey found that while 64% of those surveyed eat out more than five times a month, only 15% choose to visit a hotel they are not staying in for food more than once a month.






However, it is not awareness of hotels as a dining destination that is hampering customers, as a 77% would expect their hotel to accept walk in diners at their restaurants, and only 7% would be put off if the restaurant was not visible from outside or easily accessible.

However, despite the perception that food prices are expensive, the survey found that it is clear customers consider the dishes available at hotels appealing, as only 4% chose a lack of variety on the menu as a reason why they avoid these sites, and only 14% said it was because of poor quality food.

Meanwhile, 37% of respondents said that they would choose to visit a hotel specifically for food if the establishment had a great reputation and 27% if it was a special occasion.

When it comes to dining times, the majority of people would visit a hotel for dinner (56%) while afternoon is also a popular choice, with 20% saying they are most likely to visit a hotel for this. This was found to be a particularly popular choice between 18-30 year olds, with 42% of those who chose this meal in this age range.

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Steven Pike, managing director of HospitalityGEM, said: "As the hospitality industry enjoys ever greater numbers of people choosing to dine out more frequently, it seems the hotel sector is missing out on attracting non-residents to its restaurants, with perceived price identified as the main reason. However, if a hotel leverages its strong reputation well our research demonstrates that this can attract customers and highlights the importance of promoting reputation and also generating positive word of mouth.

"Hotel marketing tends to focus on people coming into town to stay, for obvious reasons. But the local market can be used to either fill gaps at quiet times of day or to brand a hotel's dining offer as a standalone operation. It's also worth considering what you offer for special occasions and how this ties into the most popular day parts – whether that's a birthday afternoon tea or anniversary dinner. These can all create a memorable experience for the guest and will encourage them to recommend your venue to other people."