

Poll warns specific concept sites can alienate diners

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A poll has warned against a focus on single offering and specific concept sites.

The survey by HospitalityGEM showed 40% of diners feel the availability of suitable dishes is the biggest concern when eating out. The group said that with 23% of diners describing themselves as having special food requirements, it was more important than ever to have a food offering that appeals to multiple markets. However, 30% of diners' felt staff were not well trained when it came to catering for special dietary requirements.

Steven Pike, Managing Director, HospitalityGEM, said: "All brands need to stand out for something in a crowded marketplace or they will be forgotten. But some subjects are more emotive than others and alienating any particular group can be a risky strategy. While these examples focus on advertising campaigns, the same can be true of interactions with guests in-house.

"There's no easy answer (apart from playing safe, which may not always gain commercial recognition) but it can help to involve guests in your decision-making process, either in terms of research into what you stand out for (which may be different to what you expect) or by testing the impact of a given message on their perception of you."