

# Propel info

*Edited by Paul Charity*

Monday 9th November 2015

**HospitalityGEM – hotels missing out by scaring away non-residents from dining because of high prices:** High prices are scaring away non-residents from dining at hotels – thus missing out on potential customers, according to new research. Nearly half (49%) of the people surveyed by guest experience management experts HospitalityGEM think food prices at hotels are too expensive. 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. 77% would expect a hotel to accept walk in diners at their restaurants with only 7% put off if the restaurant was not visible from outside or easily accessible. Only 4% chose a lack of variety on the menu as a reason why they avoid these sites, and just 14% said it was because of poor quality food. Meanwhile, 37% 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. The majority (56%) would visit a hotel for dinner while 20% would choose afternoon with the latter particularly popular for 18-30 year olds, with 42% in that age range choosing that particular time. HospitalityGEM managing director Steven Pike 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.”