

Propel info



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Research finds restaurants are first choice for Christmas meal among two-thirds of consumers: A survey into by guest experience management experts HospitalityGEM has found that 68% of UK consumers plan to book a restaurant for their office Christmas party over celebrations at pubs, bars and hotels. Some 70% of respondents choosing to dine in a pub stated they would spend between £15 and £45 per head, whilst 47% of diners choosing a restaurant environment would be willing to spend between £30 and £45. A resounding 98% of respondents would expect to have their table for a minimum of two hours, but also expect to stay as long as their group wanted. Only 2% of respondents would be happy with a table for just one hour. When booking a Christmas meal with friends 42% would choose to book by phone (with roughly the same proportion choosing online). 72% expect the process to take between one and five minutes and 38% would choose to make the call between noon and 3pm. Steven Pike, managing director of HospitalityGEM, said: "Christmas is a make or break time for operators as guests are expecting one of the most memorable and amazing hospitality experiences of the year. With two thirds of guests looking to try somewhere new, it is even more important that operators get the offering for each party spot on every time, as it could turn into the first visit of many for a new diner. But securing the bookings in the first place is essential – remember that the most common time for people to make booking enquiries is during the busy lunch period."