

Propel info

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HospitalityGEM survey – table service would significantly boost al fresco dining figures: More than three-quarters (79%) of people eating or drinking outside would stay longer at a venue if table service was available, according to a study by guest experience management company **HospitalityGEM**. However, the survey found this service must be efficient as almost half (48%) of respondents said slow or poor service was the main thing that put them off eating outside. Lunch is the most popular meal for al fresco dining, with the majority of customers stating they would choose to eat two courses. In terms of facilities, more than one-third (39%) would expect a pub to offer a children's play area, while 32% would like music played through speakers. Many respondents also expressed a desire for separate eating areas for smokers and non-smokers. More than one-third (37%) said they would be more inclined to dine al fresco if they could communicate with serving staff via a smartphone app – that figure increased to 45% among men and 53% for 18 to 25-year-olds. **HospitalityGEM** managing director Steven Pike said: "The summer season is hugely important for any pub operator and there are real opportunities to maximise sales by getting the al fresco dining experience right."