

# Propel info



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MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

## Wed 23rd Mar 2016 - Propel Wednesday News Briefing

### Industry News:

**HospitalityGEM research reveals consumers believe shopping centre dining has vastly improved:** New research by guest experience management company HospitalityGEM has revealed 79% of diners believe the quality and range of restaurants in shopping and entertainment centres has improved during the past three years. Respondents aged 18 to 35 were the most impressed, with 89% reporting a positive change, while more than two-thirds (77%) chose to eat in a casual dining restaurant rather than a fast food restaurant (16%) or a grab-and-go outlet (7%). The survey found 37% of diners would eat out "always" or "most of the time" when visiting a shopping or entertainment centre, with 60% "sometimes" eating out. However, HospitalityGEM said the survey revealed there was still room for improvement on the part of operators, as 30% of diners felt the guest experience is worse in shopping and entertainment centres compared with a similar restaurant in the high street. HospitalityGEM managing director Steven Pike said: "Food and beverage outlets are no longer just seen as a tool for getting people to stay longer, but for getting them to visit in the first place."