

Propel info

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HospitalityGEM study suggests most diners think independent restaurants give warmest welcome: New research by guest experience management firm HospitalityGEM has revealed 60% of diners feel independent restaurants are the most effective at making guests feel welcome. The research placed chain restaurants and gastro-pubs some way behind, at 13% and 11% respectively. Bars were highlighted as being least effective, with only 1%. When looking at what makes a great host, 57% of diners felt "ongoing (but appropriate) engagement with you throughout your visit" was the most important factor in making a guest feel welcome and looked after, reinforced by 69% of diners preferring to speak to the person who had served them in the event of an issue, rather than a manager or team leader. This figure rose to 73% among those aged 36 to 45 but a third of over-65s would prefer to speak directly to a manager or team leader. When asked to recall a time where they were made to feel exceptionally welcomed in a pub, restaurant or hotel, one respondent said staff "made us feel less like customers and more like guests". Steven Pike, managing director of HospitalityGEM, said: "These results reflect the trend towards less formal situations for eating out, particularly among younger generations, but they also highlight the importance of really effective teamwork and attentiveness."