



**HGEM & KAM INSIGHTS PRESENT**  
**THE ULTIMATE XMAS GUIDE**



# We can expect a conscious consumer this Christmas...

**45%**

will be watching their money more carefully

**34%**

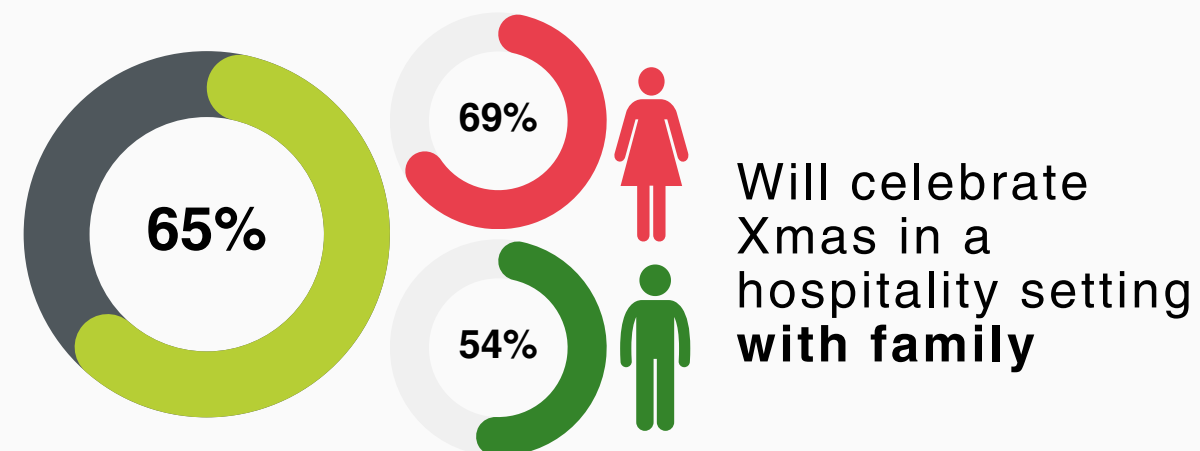
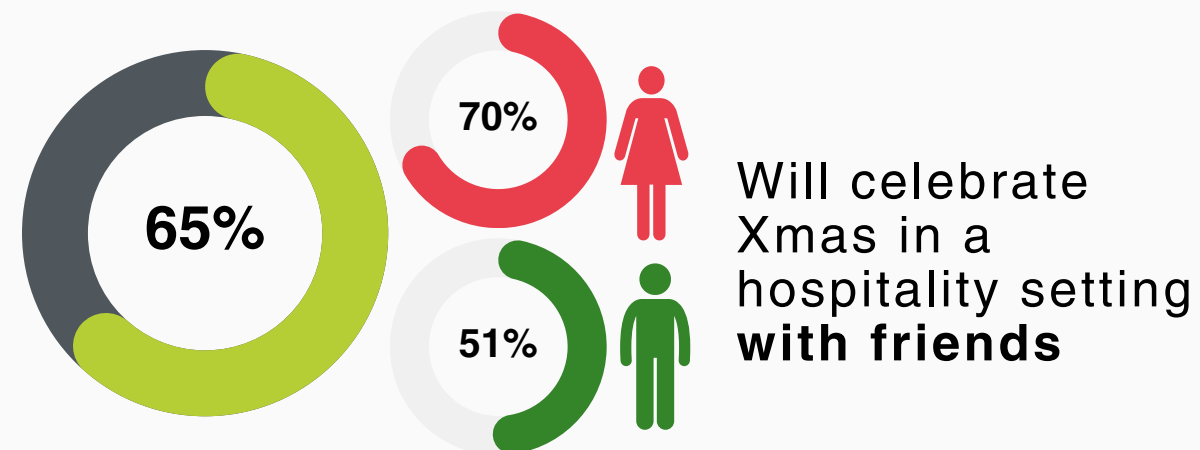
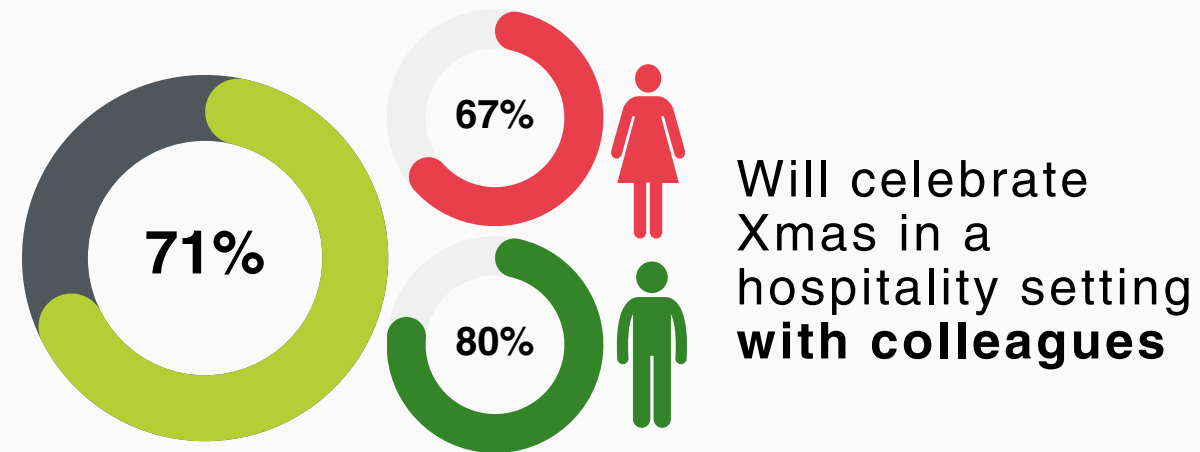
spending less on eating / drinking in pubs / restaurants

## What will Brits be spending more / less on?

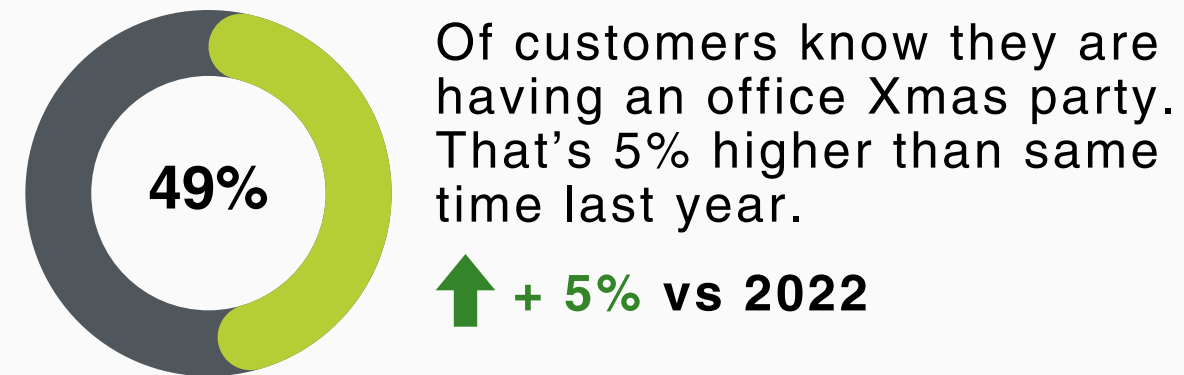
Intentions to spend more or less this festive period vs last yr?



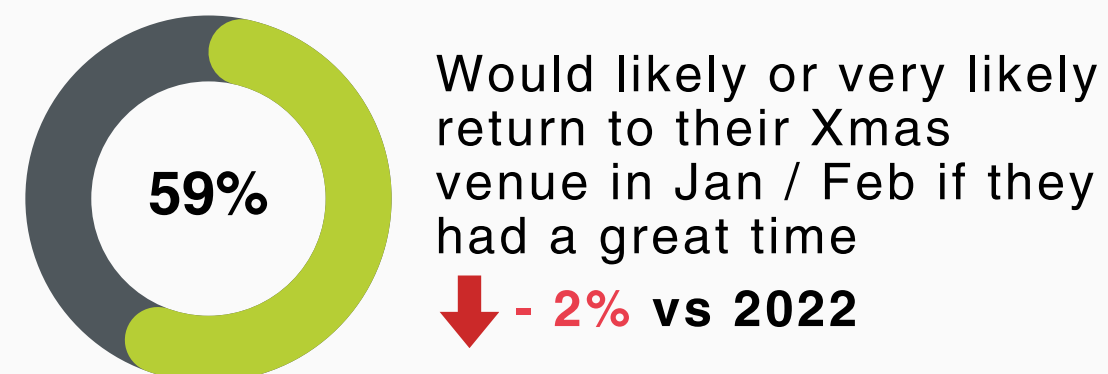
## Who is celebrating Xmas by going out?



## More office parties than last year



## And who will return in winter?



# Where are people off to?

## Intentions this festive period:



49% visit a pub or bar



39% order a take-away/delivery



49% visit a restaurant



19% go to the theatre



7% visit a nightclub



15% stay in a hotel



7% visit a competitive socialising venue



## Christmas Day itself is looking strong

### **c1-in-10**

Brits intend to visit a pub / restaurant on Christmas Day

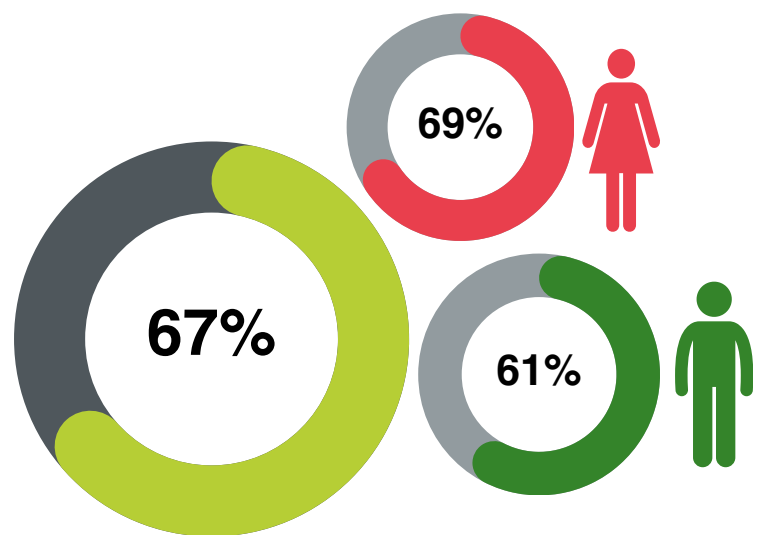
### **That's back to pre-pandemic levels!**

Christmas Eve, Boxing Day, NYE follow the same pattern

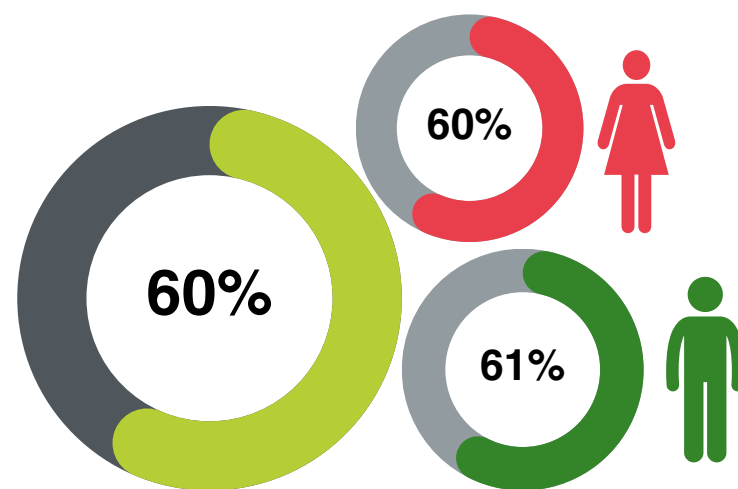
# Drivers of venue choice at Christmas are in line with other times of the year.



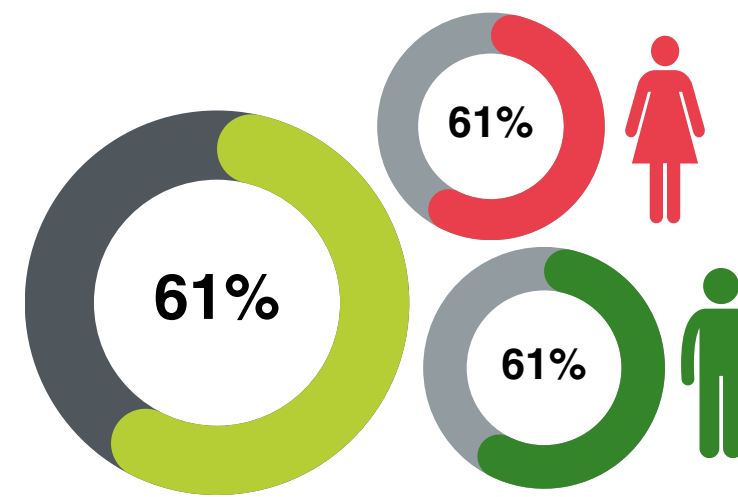
## How do consumers find venues?



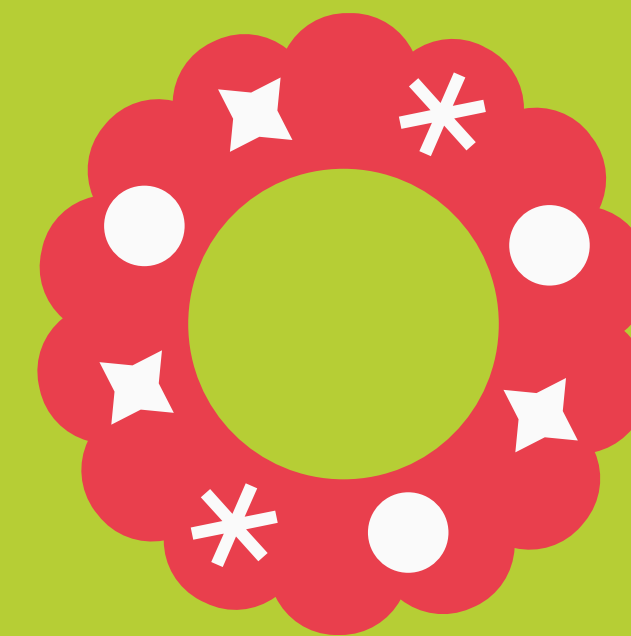
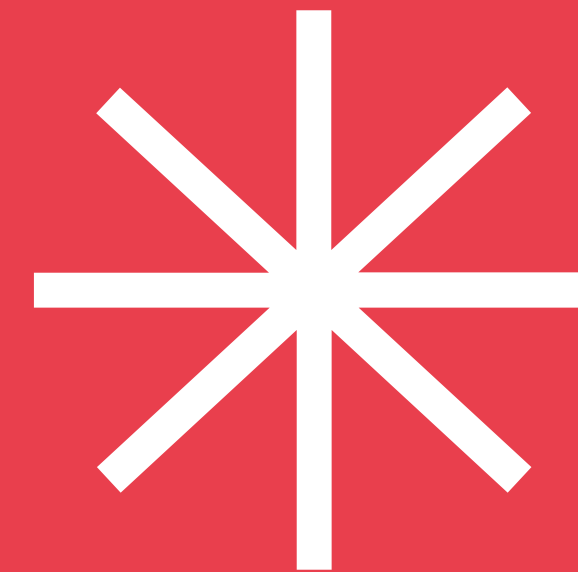
Would choose a venue because of a **recommendation**



Would use **Google** or other search



Would trust a **tried and tested** venue





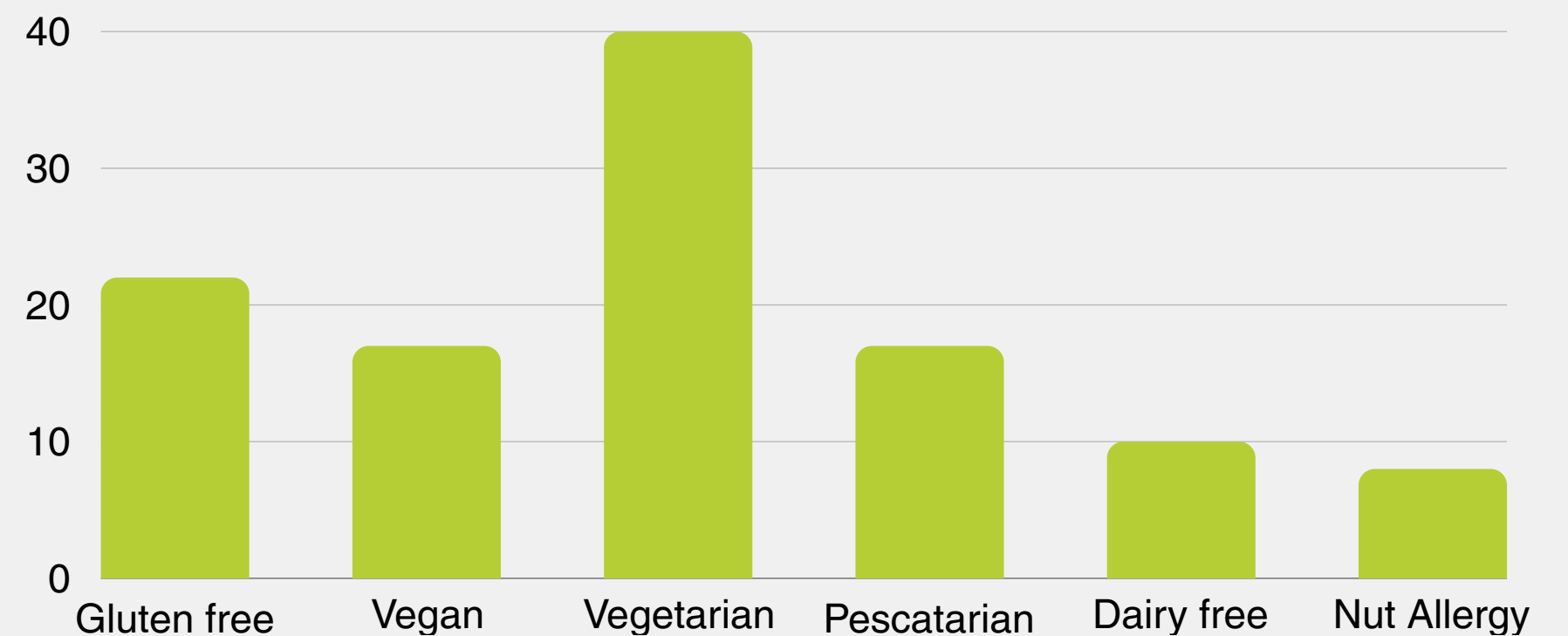
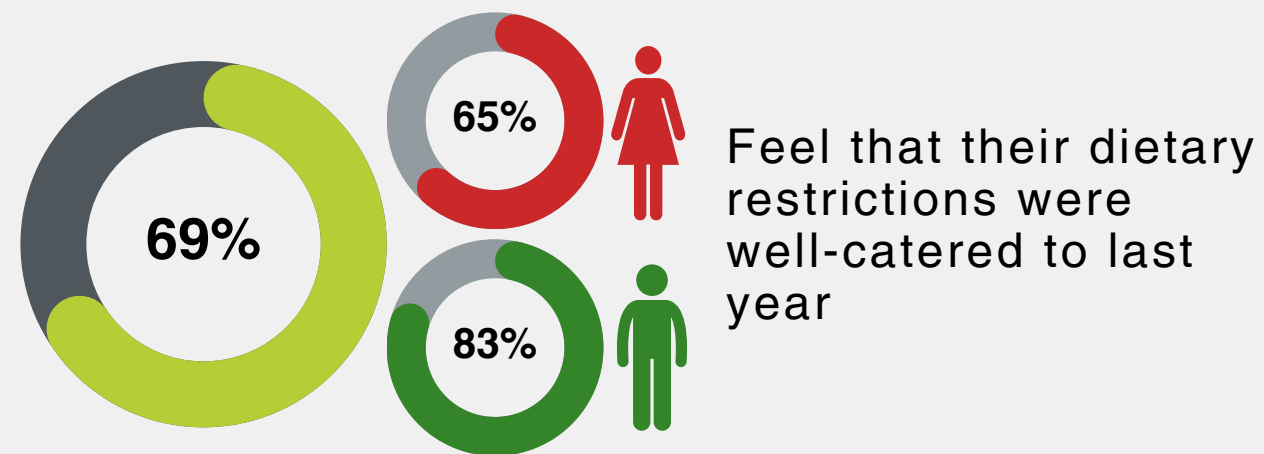
# What's important when booking a festive venue?

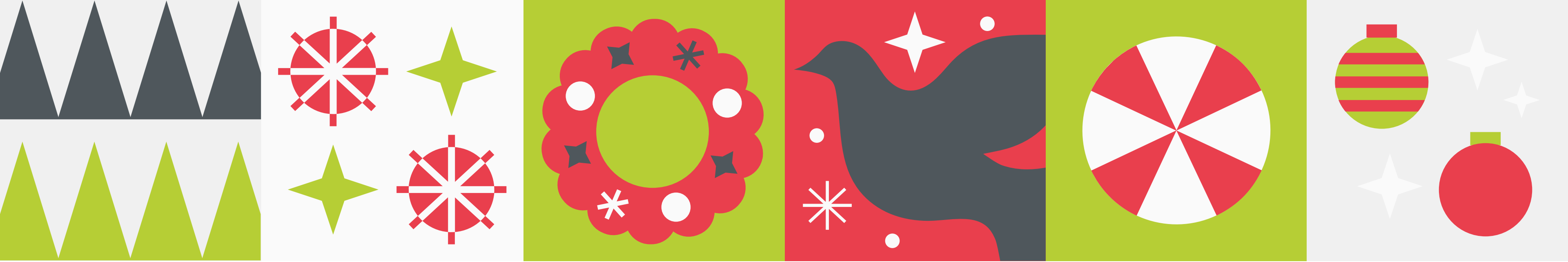
1. **Being able to contact the venue directly** **46%**
2. **A set-menu / package** **37%**
3. **Ability to pre-order food / drink** **33%**
4. **Same day response to booking request** **32%**
5. **Ability to pay whole meal in advance** **20%**
6. **No deposit to book** **18%**

## Dietary Restrictions

**47%**

Of consumers reported dietary restrictions





# Pre-order preferences



- 29% don't want to pre-order at all ♀ 32% ♂ 20%
- 22% want to pre-order food & drinks ♀ 18% ♂ 32%
- 47% want to pre-order food ♀ 48% ♂ 46%
- 60% want to pre-order food for a big booking ♀ 64% ♂ 56%
- 2% want to pre-order drinks ♀ 2% ♂ 2%



66% consumers prefer set menus, 34% would rather order off the menu for Xmas

*In the 56-65 age group, this split is closest to even (55% set menu / 45% order off menu).*

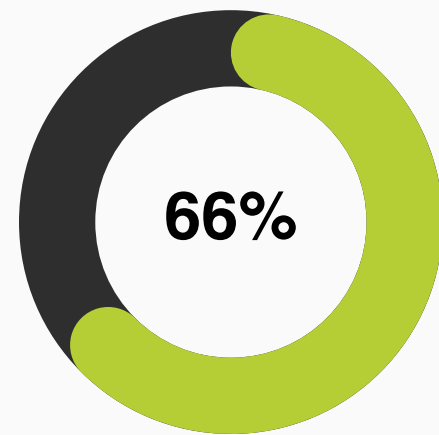
**74%** are happy to pay a deposit for a booking at Christmas

**50%** expect a service charge to be added for a group booking

# Budgets: meal, excluding drinks

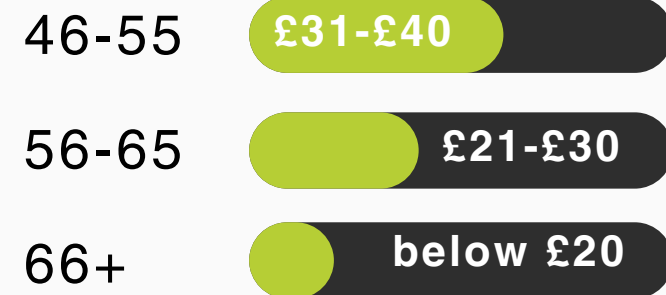
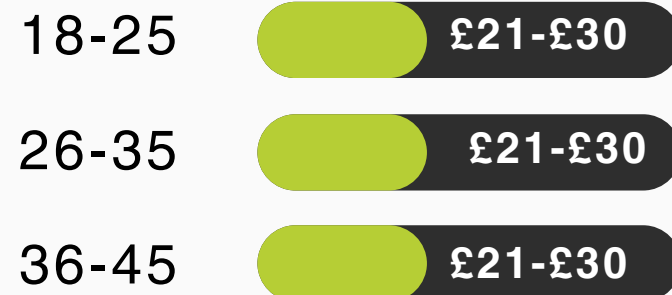
## £21-£30

Is the average budget per person for a Xmas meal

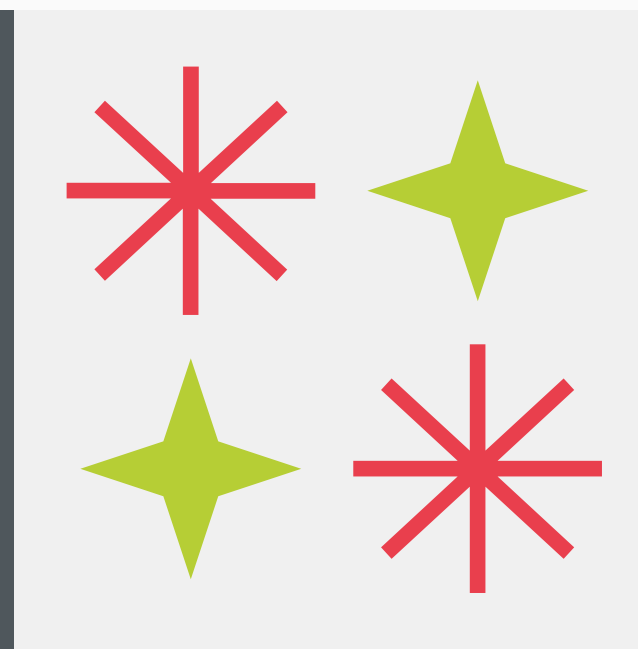


Of customers have a Xmas meal budget ranging from £21 to £40

Average budget by age group:



# Budget distribution:





# Gift-giving can present an opportunity too...

## UK adults spend...

- c£400 on gifts
- vs c£155 food/drink
- vs c£100 on social events

Venues can tap into the 'gifting budget' too

## Which hospitality 'experiences' would customers buy as gifts?

- |                                |     |
|--------------------------------|-----|
| 1. Dinner for 2                | 55% |
| 2. Wine tasting experience     | 23% |
| 3. Cocktail making class       | 21% |
| 4. Spirits tasting experience  | 20% |
| 5. Prosecco and desserts for 2 | 20% |

## Desire for gift cards remains **STRONG**

# 39%

would buy a gift card for a bar / pub / restaurant as a Christmas gift





## About HGEM

HGEM works closely with hospitality companies to measure and improve their guests' experience. Their core services include: mystery guest audits, guest & employee feedback sites, review management, and dish ratings, bringing all the data together into an award-winning Guest Experience Management platform – The Hub.

HGEM's platform allows for various internal teams, from operations to marketing, to draw actionable insights that drive growth through improving customer loyalty, reaching new customers, and increasing average spend.

[hgem.com](http://hgem.com)

# KAM

## About KAM Insight

KAM are dedicated to providing unparalleled research, analysis and consultancy within the hospitality and food service sectors. Our mission is to equip our clients with powerful insights, allowing them to make informed, strategic choices that foster growth, innovation and sustainability in their businesses.

Our research solutions allow our clients to get to know the people who really matter - their customers and their teams.

KAM is not your typical research and consultancy business. No, we're more like the secret sauce that adds that extra 'zing' to your business ambitions.

[kaminsight.com](http://kaminsight.com)