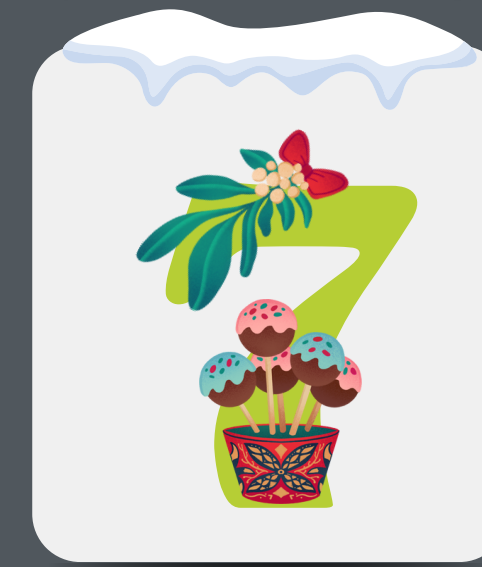


hgem Advent Calendar

Find out the top pet peeves of your customers!



Introduction

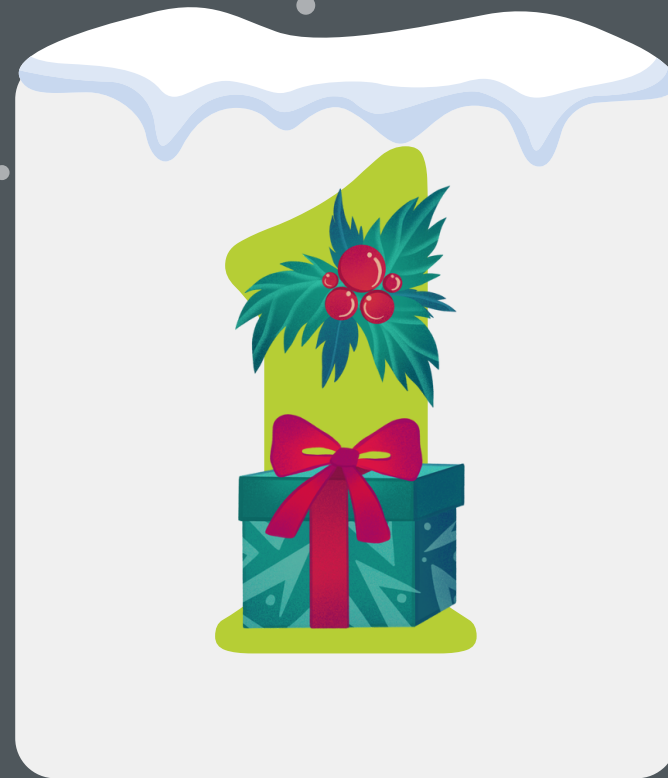
With Christmas around the corner, it's crucial for restaurants to understand the common frustrations diners face during the festive season. This report uncovers the top 8 pet peeves of eating out over Christmas, from long waits to limited menu options, noisy atmospheres, and more.

By examining these challenges and customer feedback, we gain valuable insights into what diners truly want during their holiday dining experiences. Understanding these pain points can help businesses enhance their offerings and deliver a more enjoyable Christmas dining experience for their guests.



Based on feedback
from HGEM's bank
of mystery guests





38%

of people said their pet peeve when eating out over the Xmas period is overpriced festive menus!



57%

of people said that a long wait for food makes them want to
'flip the table!'



60%

of people said they'd prefer to stick to their usual drink instead of ordering a festive cocktail!



32%

of people said their pet peeve when eating out over the Xmas period is the overcrowding of restaurants!



77%

of people said that the food quality over Xmas period is 'Hit or Miss'



40%

of people said that the noise level whilst eating out at Xmas makes them want to 'flip the table!'



27%

of people said that they don't want to wait any longer than usual for food when dining out at Xmas!



47%

of people would rather 'Eat at a restaurant playing the same Christmas song on loop' over waiting 45 minutes for their food!

Key Takeaways



Steven Pike | MD HGEM



Dining out over the festive season is a popular tradition, but it's not without its frustrations for diners. This report highlights the eight most common pet peeves customers experience when eating out during Christmas, shedding light on what can make or break their holiday dining experience.

Key complaints include overcrowded venues, slow service, overpriced festive menus, and a lack of variety in food options. Diners also express dissatisfaction with excessive noise levels, limited availability for bookings, inconsistent quality in holiday dishes, and rushed service to accommodate high turnover.

Understanding these pain points offers valuable insights for restaurants, helping them improve operations, enhance customer satisfaction, and make dining out over Christmas more enjoyable for everyone.