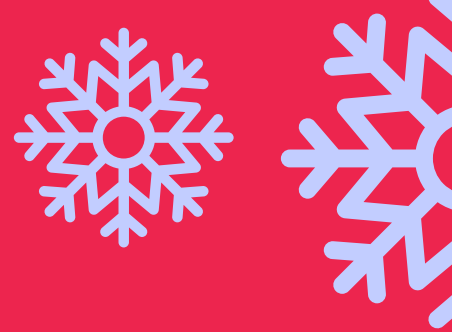


A Christmas Story

Customer intentions for Christmas 2023



19% have already started planning for Christmas



- 10% have already made a pub/restaurant reservation vs LY +1pp
- 17% have already invited people to their house +4pp
- 24% have already been invited to friends/family's houses +7pp

ONLY 27% won't think about Christmas until December
(more likely for those without kids & those who identify as male)

Intentions this festive period:



49% visit a pub or bar



15% stay in a hotel



49% visit a restaurant



7% visit a competitive socialising venue



39% order a take-away/delivery



7% visit a nightclub



19% go to the theatre

% of UK adults intend to visit a pub/restaurant on...

	2023	v 2022
Christmas Eve	18%	13%
Christmas Day	9%	11%
Boxing Day	21%	17%
New Year's Eve	30%	24%
New Year's Day	20%	14%



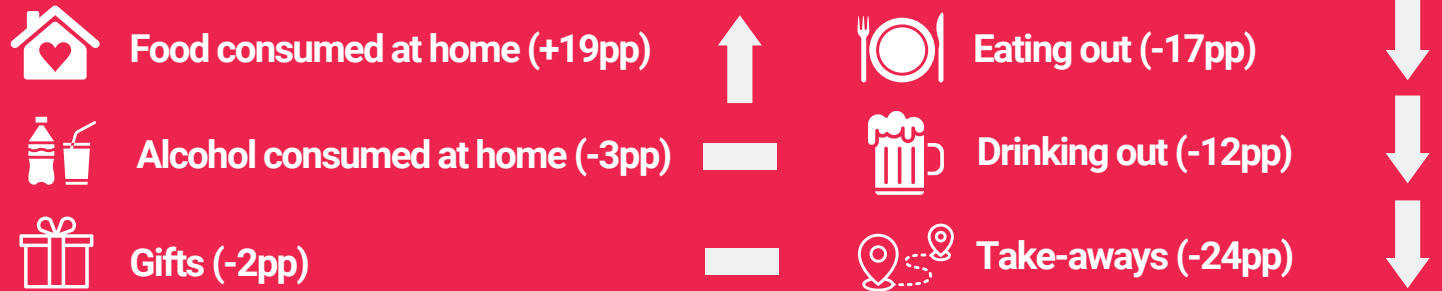
A Christmas Story

What's on the cards for Christmas 2023

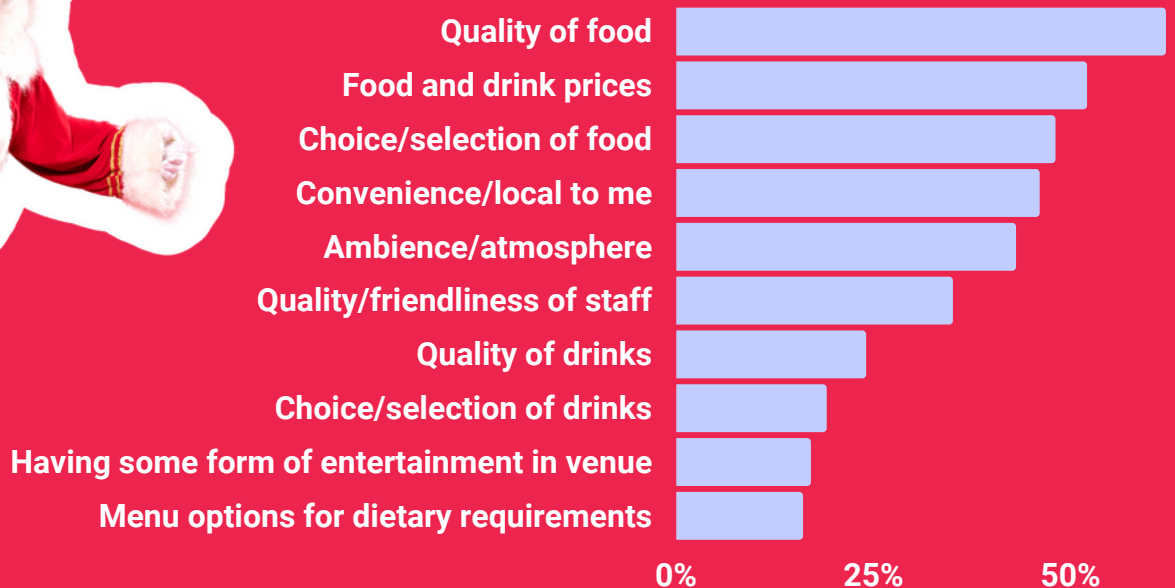


KAM

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



Drivers of venue choice at Christmas (In line with other times of year)



45%

will be more careful
with money this festive
period vs last year
(vs 58% last year)

34%

intend to spend
less on eating out
this festive period

Christmas means BIG bookings...

36%

will attend a Christmas party at a hospitality venue

38%

intend to visit a hospitality venue with 12+ people this festive period

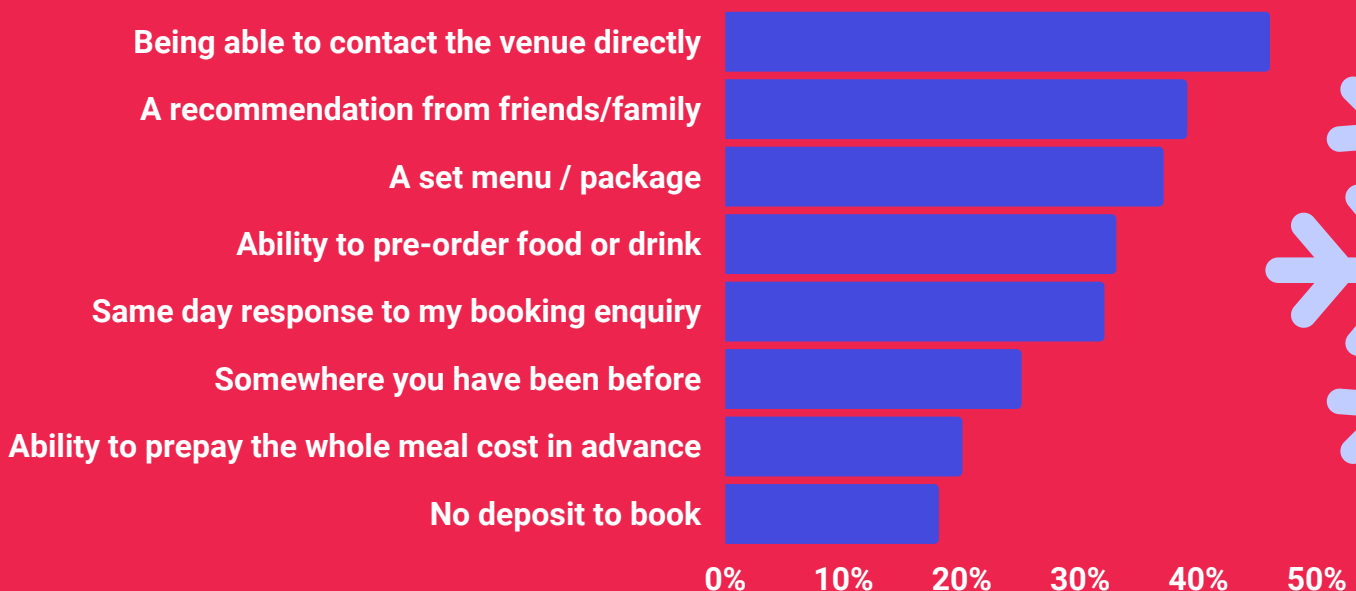
31%

will attend a work Christmas party

24%

are likely to use a private space or room in a venue this festive period

What's important to customers when booking a festive venue?



60%

prefer to pre-order from a set menu as is it easier and less stressful

39%

like to be able to pre-order drinks as well as food

74%

happy to pay a deposit for a booking at Xmas

50%

expect a service charge to be added for a group booking

Gifting remains a significant opportunity for Hospitality brands



2-in-5 would buy a gift card for a particular restaurant or pub as a present

Preferred restaurant/pub gift “experiences”:

1. Dinner for 2
2. Wine tasting experience
3. Cocktail making class
4. Spirit tasting experience
5. Prosecco and dessert for 2

Despite the current economic climate, there are some key – and relatively simple - wins for operators.

- Whilst many people have already made their Christmas plans, plenty haven't – so push that marketing message!
- Look at your packages and make sure customers can pre-order both food and drink
- Think about your bookings process – customers want contact! Follow up enquiries promptly, and secure that deposit (74% are happy to pay a deposit!)
- Get in on the gifting game – there's a big potential market for hospitality gifting



KAM

www.kaminsight.com

Source: KAM - nationally representative sample of 500 UK adults - August 2023 vs 2022