

# PLAN TO PLATE

Understanding the Hospitality Customer Journey

## 5 KEY FACTS: FACTORS DRIVING VENUE CHOICE



**1-in-2**

say 'value for money' is currently the most important factor when choosing a venue for 'drinks' only. Atmosphere & range of drinks come second.

**27%**

will default to places they've been before (higher for 55yrs+) meaning we need to work hard to break routines.

**No.1**

'Quality of food' is, by far, the number one driver of venue choice when looking for somewhere to eat, followed by 'value for money' and 'choice of food'.

**1-in-5**

want a 'family friendly' venue

**10%**

have gone to a specific venue in the last 3 months because of an email they'd received from them.



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## 5 KEY FACTS: RESEARCHING A VENUE

**2nd**

Google 'near me' search is the 2nd most popular way to research venues, behind a 'general internet search'.

**40%**

will typically look at 'reviews from other customers' before booking a new venue.

**No.1**

The top thing people want to research pre-visit is the 'food menu' followed by 'customer reviews' and then 'prices'.

**1-in-10**

guests look at a venue's website before they visit 'every time' they go out. An additional 31% say they will look 'most of the time'.

**17%**

Instagram is the most used social media for researching venues, followed by Facebook. (Facebook & Tiktok are equal for 18-24yr olds.)



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## 5 KEY FACTS: DECIDING WHAT TO EAT

**No.1**

The top thing guests look for when ordering food is something that will 'give them pleasure'. The second is 'something I know and trust'.



**23%** would be encouraged to choose a meal if it was flagged as a 'healthier option'.

**55%** of guests will look at a food menu BEFORE arriving at the venue (72% for GenZ).

**1-in-3** like staff to recommend food and/or drinks when they order.

**8%** have been unable to read a menu because the writing was too small.



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## 5 KEY FACTS: STAFF IMPACT ON FOOD CHOICE



**1-in-2**

customers say a member of staff has made a food recommendation to them in a venue in the last 3 months.

**1-in-3**

like staff to recommend food and/or drinks when they order.

**43%**

act on staff recommendations for food (65% for GenZ).

**24%**

expect staff to know where food is sourced from.

**40%**

expect staff to know how food is prepared and cooked.



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## 5 KEY FACTS: ONLINE REVIEWS & RECOMMENDATIONS

**22%**

of GenZ have gone out specifically because they've seen a social post from friends/family.

**12%**

of customers say online reviews have impacted their venue choice in the last 3 months (19% for GenZ).

**2nd**

The top thing people research pre-visit is the 'food menu' followed by 'customer reviews' and then 'prices'.

**17%**

of UK adults have used a review website/app in the last 3 months to help them choose a venue.

**38%**

have left a review in the last 3 months (50% of GenZ).



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