

A Christmas Story

Driving BIG bookings in venues at Christmas and beyond...

By the end of September....



c.3-in-4 Brits will have already made plans for where they'll spend Christmas Day/Boxing day



c1-in-10 will have already made a pub/restaurant reservation

c1-in-5 will have already invited people to their house

c1-in-4 will have already been invited to friends/family's houses

ONLY c1-in-4

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

Over the last few years, Covid years aside, the proportion of Brits visiting a pub, bar or restaurant on the following occasions has remained stable...

c1-in-5 will visit on Christmas Eve

c1-in-10 on Christmas Day

c1-in-5 on Boxing Day

c1-in-3 on New Year's Eve

c1-in-5 on New Year's Day



KAM

Source: KAM - nationally representative sample of 1,000 UK adults - September 2023 and 2024



Drivers of venue choice at Christmas

(In line with other times of year)



Christmas means BIG bookings...

37%

will attend a Christmas party at a hospitality venue

26%

will attend a work Christmas party

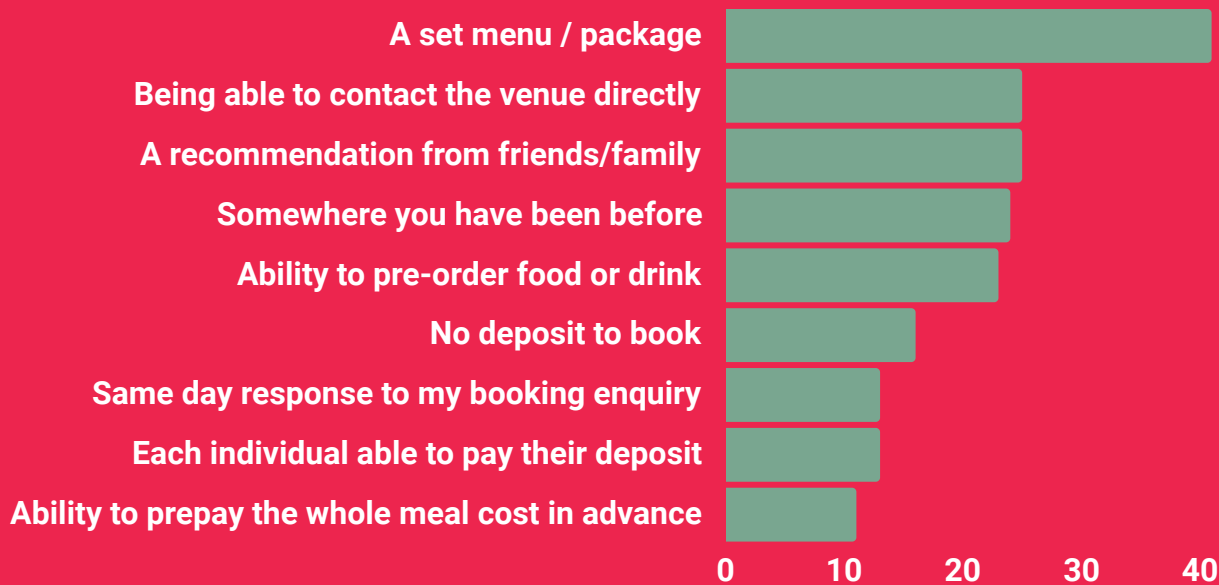
26%

definitely intend to visit a hospitality venue with 12+ people this festive period (31% maybe)

25%

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

What's important when booking for a LARGE group?



62%

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

44%

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

74%

are happy to pay a deposit for a booking at Christmas

47%

expect a service charge to be added for a group booking