



New research has revealed a good on-site restaurant at a hotel doesn't have hardly any impact on room bookings, with only 5% of bedroom reservations influenced by a hotel's F&B facilities.

There has also been a drop in popularity for 'celeb branded' in-hotel restaurants, with 83% of those questioned saying that it didn't impact their decision making.

Only 11% of guests said they would book into a hotel to have their dinner cooked by a celebrity chef.

As part of a jointly hosted business forum led EP Business in Hospitality in collaboration with HGEM, the survey of 600 UK diners also showed that 76% of guests wouldn't eat at a hotel restaurant they weren't staying in, citing over-priced menus and poor quality food.

The stats also revealed that guests booking into five star hotels want the full experience with 15% saying the on-site restaurant is more important to them than their room.

The biggest influencers for guests booking into hotels were the quality of the room itself (95%) and a further 48% of guests said the location of the hotel is the most important aspect when booking.

Chris Sheppardson, CEO at EP Business in Hospitality who jointly hosted the event, commented: "When it comes to eating out, it seems that reputation and quality still make the grade and in the case of hotel restaurants, it's no different. This new research has shown on one hand, that a good restaurant is important to people, but when in relation to making a hotel room booking, it doesn't play a central role in the decision-making process, far from it. Yet this seems like a lost revenue opportunity; the question begs, do hotel restaurants need to regain their relevance again and become a much bigger element of the overall guest experience?"