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Appeal of restaurant delivery to hotels revealed

A new survey by HGEM has found the extent to which restaurant delivery appeals to people booking hotels, with 50% of respondents saying they'd be more likely to book a hotel that promoted the use of a restaurant delivery company, rising to 67% of millennials.

The survey also found that, of those in favour, 70% said that a delivery partnership allowed them to order the food they actually wanted to eat, while over half agreed it was refreshing for hotels to provide this option.

However, despite the demand for hotels to provide additional food offerings, 80% of consumers still expect them to have a restaurant on site, even though 72% use it solely for breakfast. While a third of those aged over 65 still use a hotel restaurant for both breakfast and dinner, this figure drops to 24% across Gen X and 13% for millennials. When it comes to in-room dining, 81% of consumers confessed they would never use a hotel's room service offering during their stay; 49% blaming the limited choice. Instead, 75% of consumers admitted to purchasing food outside of the hotel and taking it back to eat in their room.

Sally Whelan, founding director of HGEM stated: "It is vital that hotel operators understand customers' needs during their stay. With more and more restaurants opening on a daily basis, hotels must ensure they offer a solution that competes with the high street; whether this is more choice inside the hotel, or incorporating a third-party delivery service.

"Delivery is a real opportunity for hotel operators and, as they face ever-growing competition, those that provide consumers with a wealth of choice will be most likely to succeed."

