

Thu 21st Aug 2014 - Propel Thursday News Briefing

One in four diners eats alone once a month: Diners are more frequently requesting a table for one according to research by the guest experience management company HospitalityGEM. With one in four people eating out alone at least once a month the largely untapped market for single diners is becoming a significant one. The biggest reason for this increase in demand is for work-related reasons, as people are working longer hours and need to combine this with dining. These stats increase among men aged between 35 and 45, with their favoured destinations being casual dining restaurants, especially those with Wi-Fi and power sockets available, enabling them to work while eating. The need to consider single diners is even more important in the south of the country, where 74% of those surveyed have eaten out alone in the past month, against 57% in the north of the country. Steven Pike, managing director of HospitalityGEM, said: "This research confirms what we have been noticing across our clients for a while. People's work-life balances are becoming merged, the need to blend dining with working has become more common, and the social acceptability of this has increased in turn. It is therefore important for operators to look at their sites and see what they can do to make them more attractive to those who may visit alone."