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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

Thu 23rd May 2019 - Propel Thursday News Briefing

Two-thirds of millennials likely to book hotels that promote use of food delivery service: Two-thirds (67%) of millennials are likely to book hotels that promote the use of a delivery company for food options, new research has revealed. The survey by guest experience management expert HGEM highlighted the opportunity for hotel operators with 50% of respondents admitting they would be more likely to book a hotel that promoted a delivery service. Of those in favour, more than two-thirds (70%) said a delivery partnership would allow them to order the food they actually wanted to eat, while more than half agreed it was "refreshing" for hotels to provide this option. The study also revealed that despite the demand for hotels to provide additional food offerings, four-fifths (80%) of consumers still expect them to have a restaurant on-site, even though less than three-quarters (72%) use it solely for breakfast. While a third of over-65s still use a hotel restaurant for both breakfast and dinner, this figure drops to less than one-quarter (24%) for Generation X and 13% for millennials. When it comes to in-room dining, more than four-fifths (81%) said they would never use a hotel's room service during their stay, with almost half (49%) blaming limited choice. Instead, three-quarters (75%) of respondents admitted purchasing food outside the hotel and eating it in their room. HGEM founding director Sally Whelan said: "Hotels must ensure they offer a solution that competes with the high street – whether 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."