

RESTAURANTS TOP OFFICE CHRISTMAS PARTY BOOKINGS

A study conducted by HospitalityGEM has revealed that 68% of consumers plan to book their office Christmas party at a restaurant, rather than another type of venue, with two thirds stating they intend to try a new operator that offers a unique menu and a different experience for the festive season.



HospitalityGEM has recommended that operators train staff early to deliver their Christmas offering, as 50% of people dining with friends and 59% of work colleagues looking to reserve their party booking would be looking to do so three months prior to Christmas.

48% of respondents confirmed the chosen date for their festive party would be the week commencing 14 December, and 98% would expect to have their table for at minimum of two hours.

"Christmas is a make or break time for operators as guests are expecting one of the most memorable and amazing hospitality experiences of the year," comments Steven Pike, managing director of HospitalityGEM.

"With two thirds of guests looking to try somewhere new, it is even more important that operators get the offering for each party spot on every time, as it could turn into the first visit of many for a new diner.

"But securing the bookings in the first place is essential – remember that the most common time for people to make booking enquiries is during the busy lunch period.

"So make sure teams are properly trained, and have availability, to deal with these professionally.

"Teams should be trained months in advance, so it is even worth planning now for Christmas 2016, taking account of learnings in the next few months while they are fresh in the mind."