

HOTEL FOOD PRICES TOO EXPENSIVE – HOSPITALITYGEM RESEARCH FINDS



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New research by guest experience management experts, HospitalityGEM, has revealed that nearly 50% of customers think food prices at hotels are too expensive, stopping them from dining at these locations as a non-resident.

While 64% of those surveyed eat out more than five times a month, only 15% choose to visit a hotel they are not staying in for food more than once a month.

Steven Pike, managing director of HospitalityGEM, said: "As the hospitality industry enjoys ever greater numbers of people choosing to dine out more frequently, it seems the hotel sector is missing out on attracting non-residents to its restaurants, with perceived price identified as the main reason.

Only 4% chose a lack of variety on the menu as a reason why they avoid these sites, and only 14% said it was because of poor quality food.

Written by [Andrew McClean](#)