

# Essentially Catering Magazine

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**So what exactly are people looking for during the summer? HospitalityGEM – one of the UK's leading experts in Guest Experience Management (GEM) – recently conducted a survey to determine exactly what guests want when eating or drinking outside. Here are the findings:**

- 79% of respondents would increase their dwell time if table service were available outside
- 48% said that slow or poor service most puts them off from eating outside
- Lunch is the most popular meal for al fresco dining, with the majority of customers stating they would choose to eat two courses
- 39% would expect a pub to offer a children's play area as part of its outdoor experience
- 32% would like music played through speakers. This is a desire particularly prevalent in those aged 18-35, as they are three times more likely to want music from speakers than those aged 36+ - 39.8% compared to 13.09%
- Heating, shelter from the wind and garden umbrellas are all expected as basic facilities for a pub with outside eating
- Operators should consider separate eating areas for smokers and non-smokers. Survey responses include: *"I really hate how smokers think they own the outdoor area - it's the main reason I don't eat outdoors."* and *"Smokers are the biggest issue with eating outside."*
- 37% said they would be more inclined to dine al fresco if they could communicate with serving staff via an app on their phone. This figure increases to 45% amongst men, and 53% for the 18-25 age group.

