

Onboard Catering - UK - May 2010

Report Price: £1500 / \$2295 / €1688



What is this report about?

The onboard catering market continues to be dogged by perceptions of expense, poor quality and limited choice, which is a significant problem considering the fact that the recession has forced consumers to more closely scrutinize what they consider to be value for money.

What have we found out?

- The vast majority of people who have travelled by plane in the last two years have eaten/drank onboard. Six in ten of these passengers say this was because it was included in the price.
- Expense stops food & drink purchasing for nearly half of those who have travelled by plane but not eaten/drank onboard.
- Approximately fifty percent of people who have travelled by train in the last two years have not eaten/drank onboard with commuters accounting for much of this group.
- Around of half of those that have travelled on a train in the last two years have not eaten/drank onboard. This is due to the high number of train passengers who are commuting to and from work.
- Less than one in ten train passengers think that eating/drinking onboard trains is part of the experience. As rail passengers' main concern is overcrowding, it is unsurprising that rail operators are sacrificing dining cars for extra seating.
- Only one in five consumers have been on a ferry in the last two years. Ferry use has dipped marginally and remains a niche method of transport. In recent years, low alcohol prices in supermarkets, etc, have made the idea of the booze cruise less relevant to consumers, while the trend towards no-frills low cost flights has also taken market share away from the ferry sector.

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