

Hotels - UK - December 2019

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“Relatively few hotel guests were very satisfied with the quality of food and drink offered during their last stay. Investments in this area should be prioritised as Mintel’s research proves that a strong food and drink offering is likely to lead to a positive customer experience.”
– **Marloes de Vries, Senior Travel Analyst**

This report looks at the following areas:

- **Hotel restaurants fail to impress**
- **Technology – how to cater for both tech-addicts and tech-avoiders**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Alibaba aims to inspire the travel industry by opening the 'hotel of the future' in China

Red Carnation Hotel Collection prioritises reducing plastic and food waste

Virgin Hotels highlights accessibility features in some of its hotels

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Alibaba aims to inspire the travel industry by opening the 'hotel of the future' in China

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