

Hotel Catering - UK - April 2013

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“Over a quarter of consumers think that hotel restaurants are too formal and that they lack character/atmosphere. The onus is therefore on operators to inject fun and personality into their brand positioning and venue design.”

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- Can hotel restaurants capitalise on the trend for street food and gourmet junk food?
- How can hotels harness trends in the wider eating out market to bolster sales?
- What can operators do to make the most of poor British weather?

The budget hotel sector has benefited from the weakness of the UK economy, but operators in the rest of the hotel market have been forced to re-evaluate their brand position and the services they provide. Some have tried to move away from the dangerous middle ground, and have either become more streamlined and budget-oriented, or have re-emphasised their luxury positions.

This has had a knock-on effect on the hotel catering market with contrasting trends such as a more casual coffee shop culture versus design-led destination bars. Hotels have also changed the way in which they cater for their guests in their rooms. Arguably, the trend towards the removal of minibars can be seen as further evidence of hotel catering having to move towards more defined and targeted positionings.

This report provides an overview of the hotel catering market. It details the overall size of the market and outlines the economic and social trends that affect companies in this market. Mintel's exclusive consumer research examines people's attitudes towards the hotel catering sector.

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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