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FINE DINING SURVEY GREAT BRITISH CHEFS INSIGHT



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Summary

In previous studies we looked primarily at how foodies cook at home – this time, we wanted to dig into the way foodies eat out and what they are looking for. We already know that 53% of people in the UK eat out every month and that foodies and wealthier consumers eat out the most. However, we wanted to understand how they preferred to book meals, which meals they preferred to eat out, emerging cuisine trends and what they were looking for from the dining experience.

For this white paper we partnered with The Luxury Restaurant Guide to look specifically at the current trends at the top of the market. The survey was promoted by Great British Chefs and by the Luxury Restaurant Guide, and was completed by over 1,000 people in July this year.

70%
PREFER TO
BOOK A TABLE
DIRECTLY
WITH THE
RESTAURANT

63%
DINE OUT AT
LEAST ONCE
A MONTH

Our findings revealed that the majority of foodies spend more than £50 per person on dining at least a few times a year and are willing to travel to experience a really good restaurant. Convenience is also an important factor as diners opt to eat at local restaurants and gastropubs most frequently. When deciding where to eat out technology is key – online research platforms like TripAdvisor and Google are very popular – but recommendations from family and friends are still important. Overall, foodies are looking for ways to personalise their dining experiences and generally prefer added value services such as booking convenience, bill splitting or discounts.



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We provide our partners with a full service solution that helps them engage foodies through integrated campaigns. We leverage our deep insight into our audience to ensure that the campaigns deliver results.



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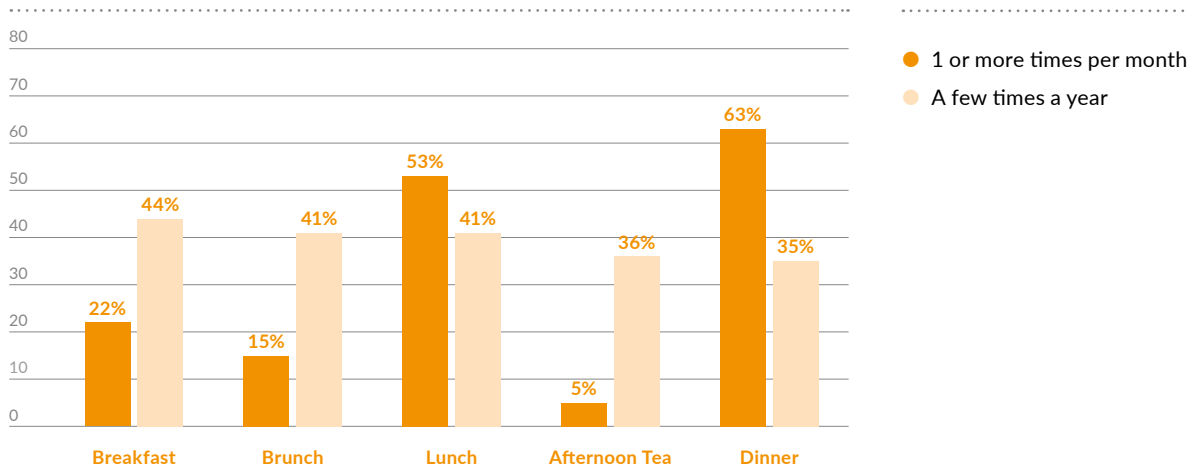
The Luxury Restaurant Guide is the essential free app helping you discover the finest UK restaurants. Diners can also subscribe and enjoy exclusive privileges, rewards and experiences when dining out.

Who is dining out and when

Dinner is the most popular meal to eat out, with 63% of foodies spending an evening at a restaurant at least once a month. Lunch is the second most popular, with 53% of foodies eating lunch out at least once a month. Dining out for breakfast and brunch remains a niche activity and is most popular amongst 25–44-year-olds.

Males and females have similar habits when it comes to dining out, with the only significant difference being that females are more likely to dine out for afternoon tea and males are marginally more likely to dine out for breakfast.

How often do you dine out for the following?

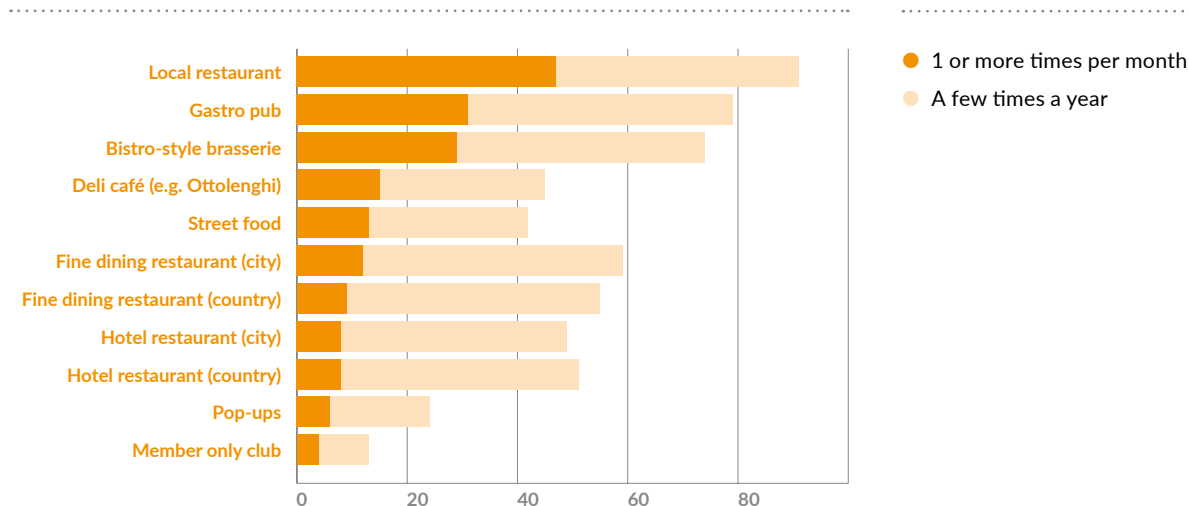


Where do people dine out?

Local restaurants, gastropubs and bistro-style brasseries are the most popular destinations for dining out. Local restaurants are universally popular across gender, age and status while gastropubs are more popular with males (83%) than females (76%) and most popular with people in the 25–44 age range.

Looking at fine dining specifically, over 60% of males report frequenting fine dining restaurants at least 2–3 times per year compared to approximately half of females. Additionally, fine dining restaurants in the city are most popular among 25–34-year-olds (70%) while fine dining restaurants in the country are most popular with people aged 65 and above (65%).

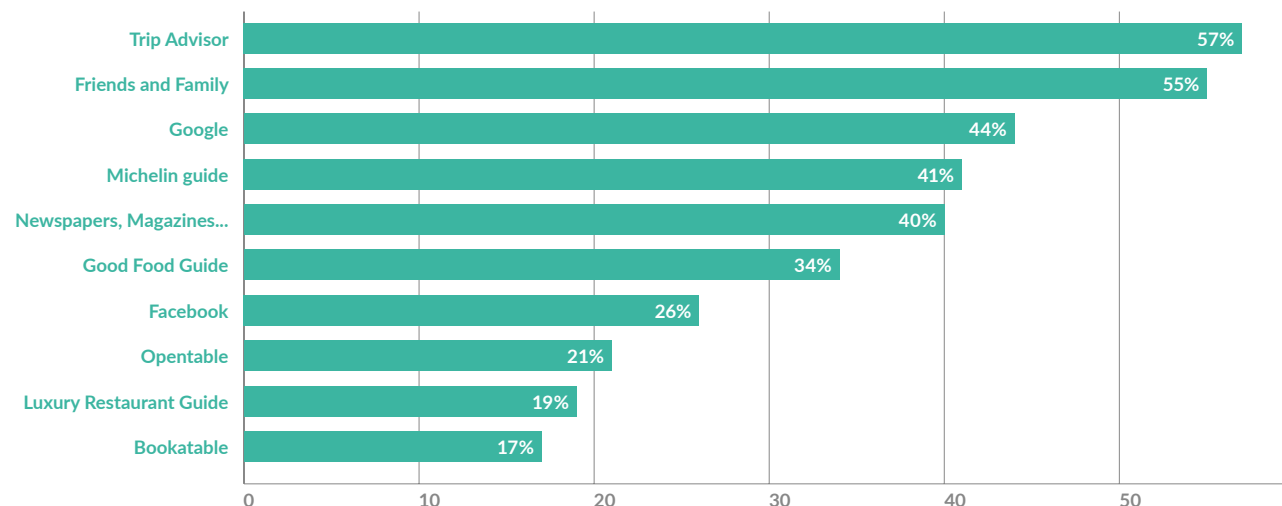
How often do you visit each of the following types of restaurant?



Where do people research for a restaurant and how do they book?

Online research is very popular, with the majority of people (25–64-year-olds) claiming to use TripAdvisor and to a slightly lesser extent Google for restaurant research. Social media sites like Facebook are used by 26% of foodies but this increases to over 50% amongst those aged under 25. Instagram is more popular than Twitter, particularly with the under-25s who are using it extensively (54%). However, recommendations from friends and family are important as well, especially with females (62%) compared to males (45%).

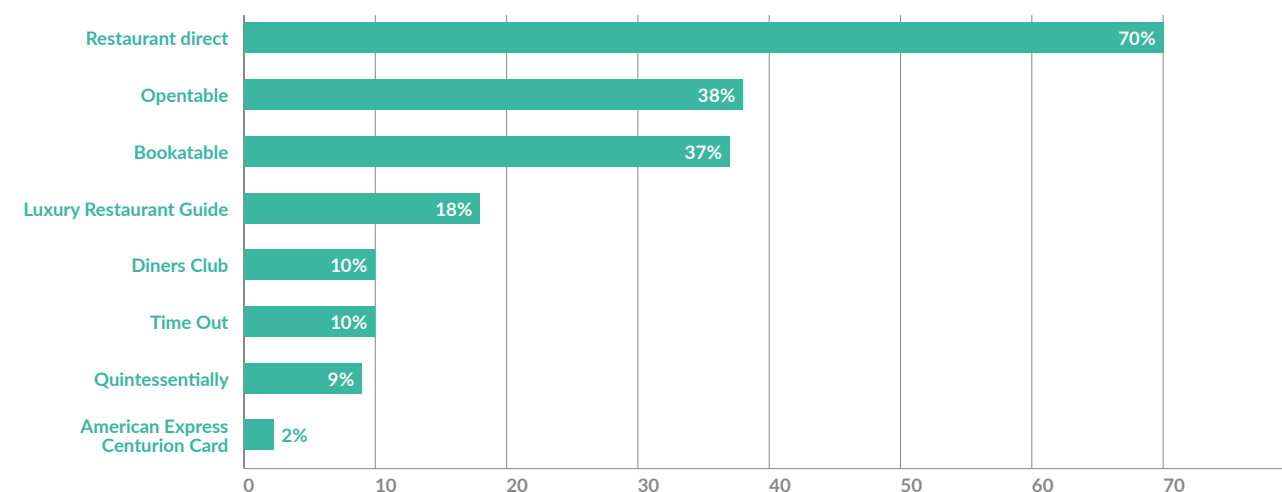
When researching which restaurant to go to where do you look for information?



Booking a table

When it comes to booking a table, 70% prefer to book directly with the restaurant and 64% regularly call to make the booking compared to 48% booking online. If not booking directly with the restaurant, Opentable and Bookatable are popular options that over a third of respondents of all ages report using regularly.

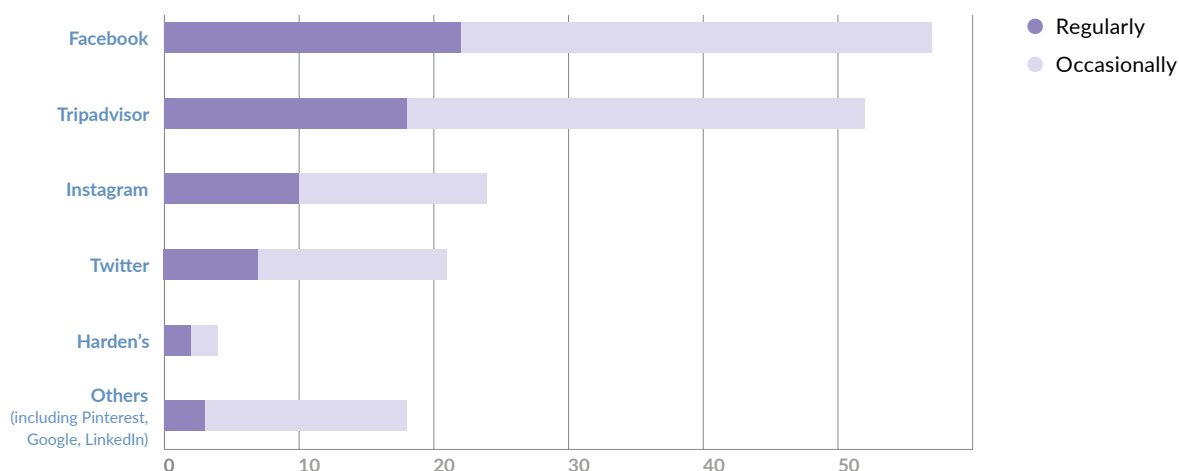
When you book, which methods do you regularly use?



Sharing your fine dining experiences

Fine dining experiences are ideal for social sharing. Facebook and Tripadvisor are the most popular sharing platforms overall while Instagram is also popular with foodies aged under 35. It is also worth noting that there's still a large number of people who never share on Facebook (39%) or Instagram (70%).

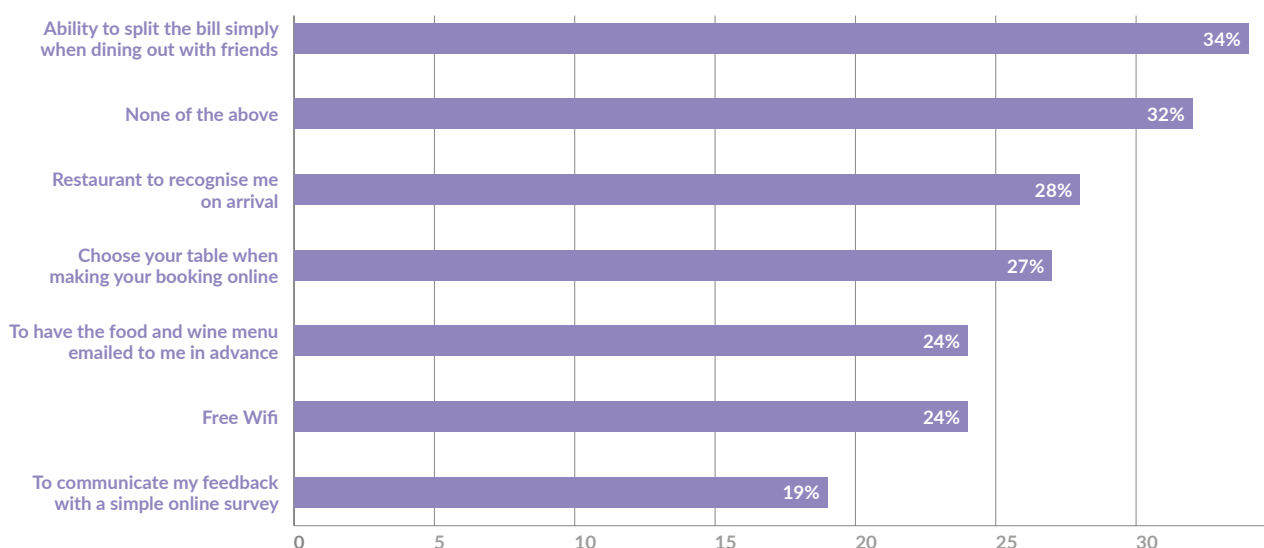
When you dine out, do you share your dining experiences on the following?



Fine dining experience

Many diners are looking for ways to personalise their dining experiences. The ability to split the bill simply (34% of respondents), be recognised by the restaurant upon arrival (28%) and having the option to select a table when booking (27%) were popular interests. Aside from free wifi, technology offerings like having the menu emailed in advance or receiving an electronic copy of the bill received only moderate interest from foodies.

Which of the following is of interest to you when dining out?

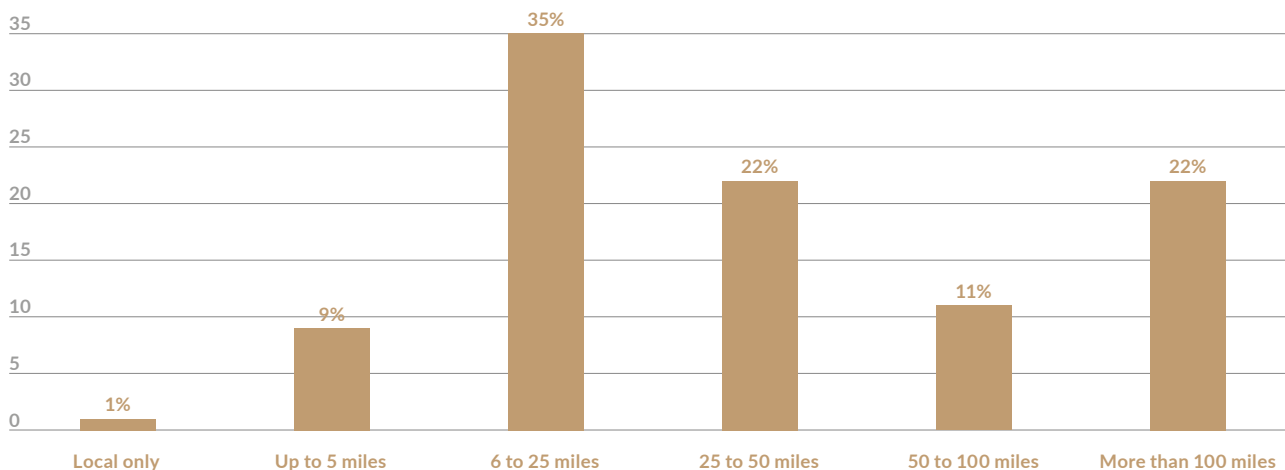


How much do people spend and how far will they travel for a fine dining experience?

Fine dining is a treat for many, with only 26% spending £100 or more a few times a year and 41% never doing so. Foodies aged under 35 are more likely to treat themselves to a fine dining experience (38%). Comparatively, the majority of foodies spend £50–100 on dining at least a few times a year.

Distance, however, is no barrier to fine dining, with 20% of respondents prepared to travel over 100 miles to visit a really good restaurant.

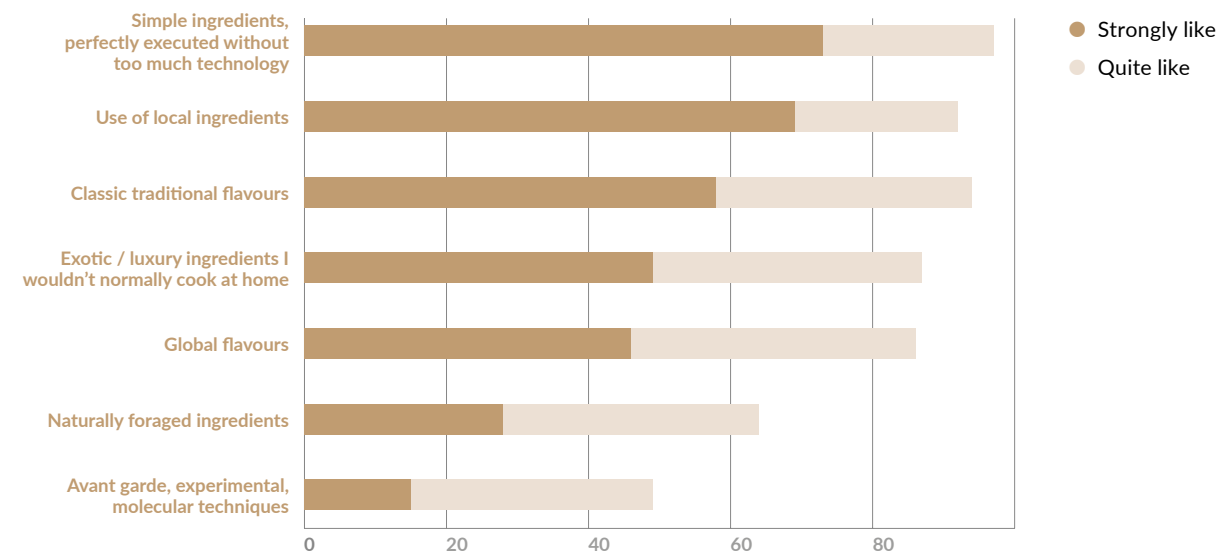
How far are you prepared to travel to a really good restaurant?



Fine dining cooking styles and techniques

When it comes to fine dining, people are overwhelmingly looking for simple, perfectly executed cookery, without the use of too much technology (73%). Diners appreciate the use of locally sourced ingredients as well as luxury ingredients they wouldn't usually cook at home. Experimental and molecular cooking styles are enjoyed by a smaller, niche audience (16%).

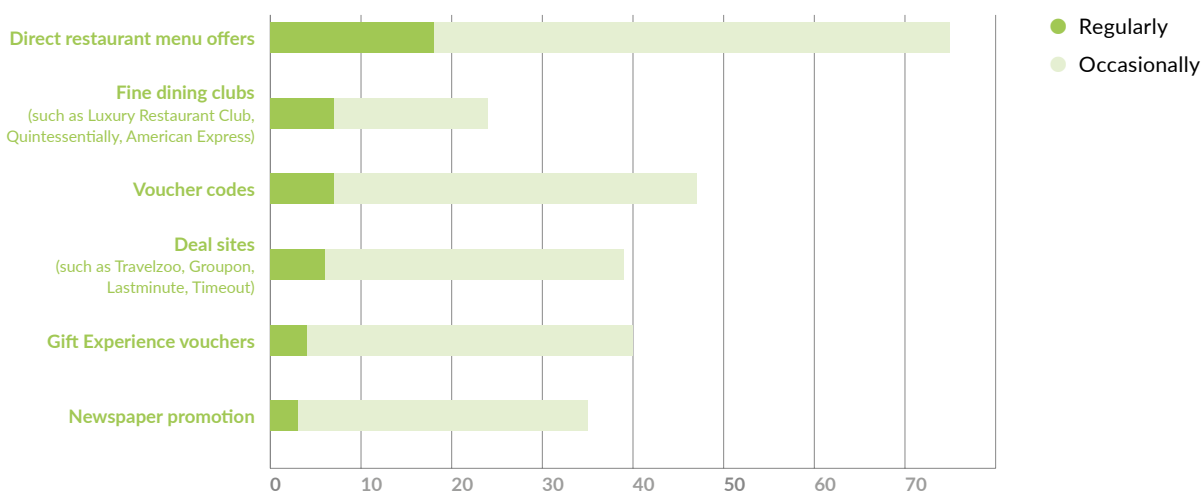
How much do you like the following cooking styles and techniques?



Promotions and offers for fine dining

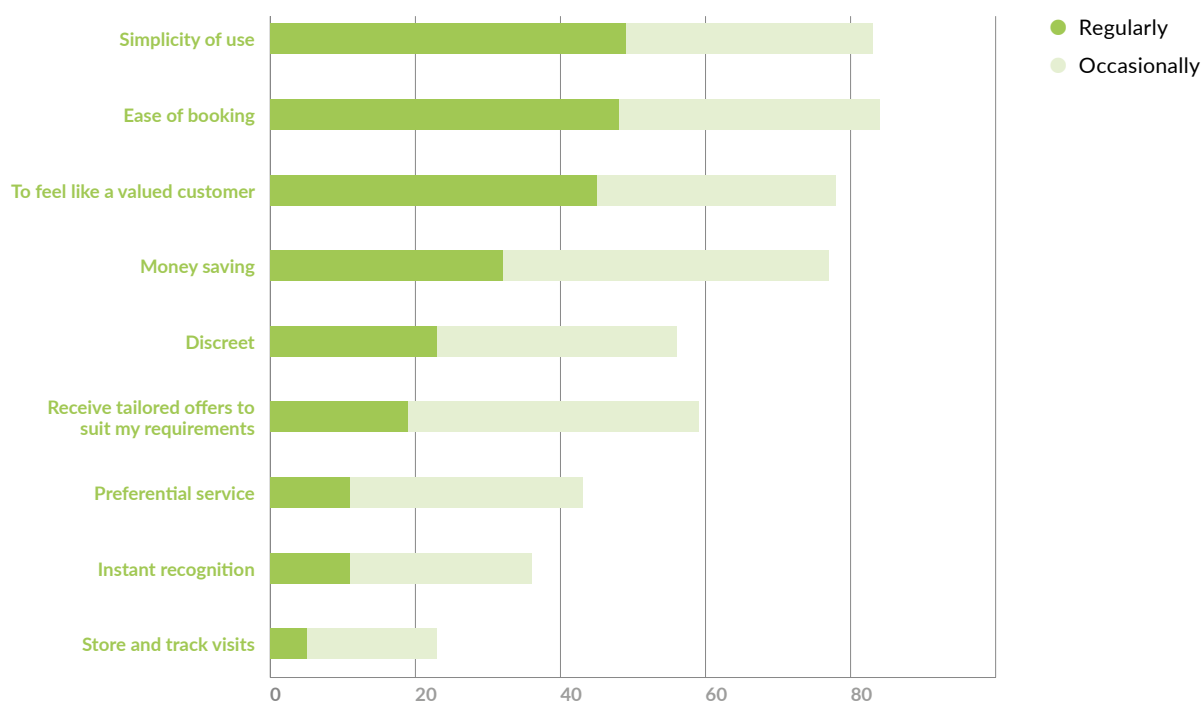
Although restaurant offers and promotions are less visible in fine dining than in the casual dining sector they do exist, and diners take advantage of them when known. Menu offers directly from restaurants are the most popular (75% use at least occasionally) followed by voucher codes (46%).

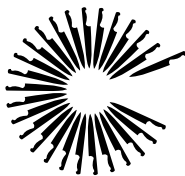
How often do you use promotions or offers when dining in fine dining restaurants?



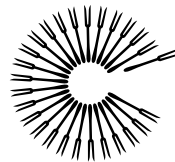
For diners taking advantage of promotions and offers, it is important that the process be simple, easy to book and that they are made to feel like a valued customer throughout the experience.

When redeeming, what is and isn't important to you?





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