

EQUIPHOTEL PARIS

THE HOSPITALITY & FOOD BUSINESS PLACE

6-10 NOV. 2022



Press release
CHD Expert study for EquipHotel 2022

HOTELS AND RESTAURANTS:

Above all, customers are looking to treat themselves!

CHD Expert carried out some market research on consumer expectations in hotels and restaurants for EquipHotel, held from 6 to 10 November 2022 in Paris. A sample of 10,000 people were surveyed through an online questionnaire. The main finding is that in 2022, customers are primarily looking to treat themselves. They're looking for quality service, well-being, digital services and sustainability, but they are also keeping a close eye on prices, due to the crisis.

PRICE TIP:

62% prefer to maintain their standard of service...even if it means visiting less often!

The current context of economic crisis, rising raw material prices and rapid inflation is a real challenge for the hospitality sector. Nevertheless, visitor numbers are back up in French hotels and restaurants. But this picture of recovery needs to be nuanced. For example, according to the CHD Expert study for EquipHotel 2022, 62% of hotel and restaurant customers prefer to reduce their number of visits than change the quality they have selected for their stay or meal. Furthermore, 93% of respondents accept price increases if they are justified and explained. In the same vein, over 80% of consumers appreciate special offers, packages and discounts offered by hotel and restaurant owners to reduce their bill.

ACCESSIBLE PREMIUM:
the right price-quality ratio is key

If consumers want a unique, original and high-quality experience, “they are often prepared to pay more, outside the home”, underlines the CHD Expert study. The downside is that they nevertheless want to limit spending. They are looking for the best value for money, not tourist traps or exorbitant trendy venues. The experience needs to remain affordable.

QUALITY OF LIFE:
50% of customer expectations are linked to the art of hospitality

In 2022, customers’ no.1 aim is to “treat themselves”, according to the CHD Expert study. They want to consume less, but better. As a result, hotel and restaurant owners are going to need to come up with ideas and initiatives to generate “customer satisfaction”. In terms of dining, the actual food and drink only account for half of what a consumer is looking for in terms of their “experience”, discovery and customer satisfaction. The remaining 50% is associated with booking flexibility (for 41% of customers), menu updates (for 53%) and smaller menus, which often reflect the use of fresh and seasonal ingredients (35%). On top of that there is the relational connection with the waiter, with 39% of customers open to receiving recommendations. The same applies to hotels, where customers are looking for more than just a comfortable bed. They have high expectations, especially concerning the Wi-Fi (55%), quality of reception and staff (51%), and the atmosphere and decoration (36%). In terms of facilities, the quality of soundproofing is important for 45% of respondents, 39% like to have background music and 31% appreciate open kitchens so that they can see, learn and discover a little of what goes on behind the scenes. As for digital ordering terminals in restaurants, only 12% of adults liked them, but this number increases to 25% for under 25s.

ALWAYS CONNECTED:
3 in 5 French people take pictures of their meal or hotel room and share them

You can’t separate customers from their smartphones. According to the CHD Expert study, 64% of customers take photos of their food in restaurants and 61% of their room when they stay in a hotel. This is usually to share pictures on social media, with 44% sharing comments about their meal. People share and talk about their experiences, particularly on Instagram and on booking platforms. Another finding is that in restaurants, digital technology is starting to become part of the “experience”, used for paying (25%), joining loyalty programmes (42%) - often right after paying the bill - and even ordering at discounted prices (38%). And these figures are even higher among millennials: 57% of them pay via an app and 68% like being able to order at discounted prices.

WORKING FOR A BETTER WORLD:

94% take environmental impact into consideration

The CSR approach of a hotel or restaurant also generates customer satisfaction beyond what's on their plates or makes a hotel room comfortable. Global warming, water scarcity, sustainable development, energy savings and waste prevention are all terms and words that increasingly speak to the heart of French people who travel and eat out. The CHD Expert study shows this, with 94% of consumers taking into account the impact of the restaurant or accommodation they choose. And for 18-25 year-olds, this is a deciding factor in bookings for 1 in 2 customers.

Contacts presse



Stéphanie Morlat - stephaniemorlat@14septembre.com - 06 11 35 39 01

Arnaud Houitte - arnaudhouitte@14septembre.com - 06 03 12 56 78

Antoine Mbemba - antoinembemba@14septembre.fr - 06 72 37 13 51