

Helping Hospitality Businesses Thrive



Cumbria Tourism
At the heart of our visitor economy

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Sector Lead – Hospitality & Food and Drink

NFU Mutual



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Not Insurance...!

Field to Fork

Helping Businesses Make Better Decision's

- Hotel Confidence
- Recruitment
- Food Hygiene
- Food Fraud

Data

- Success
- Analysis i.e. Trip Advisor

Research

- Cyber

Sector Lead Supporting Local Agencies

HOTEL CONFIDENCE

FOOD HYGIENE RATINGS REPORT



Understanding how changes to food hygiene ratings legislation could impact upon UK hospitality and retail businesses

into the trends,
acing the UK hotel



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Secrets to Success

Consumers were asked to describe, **unprompted**, what they believed to be the secret of great accommodation

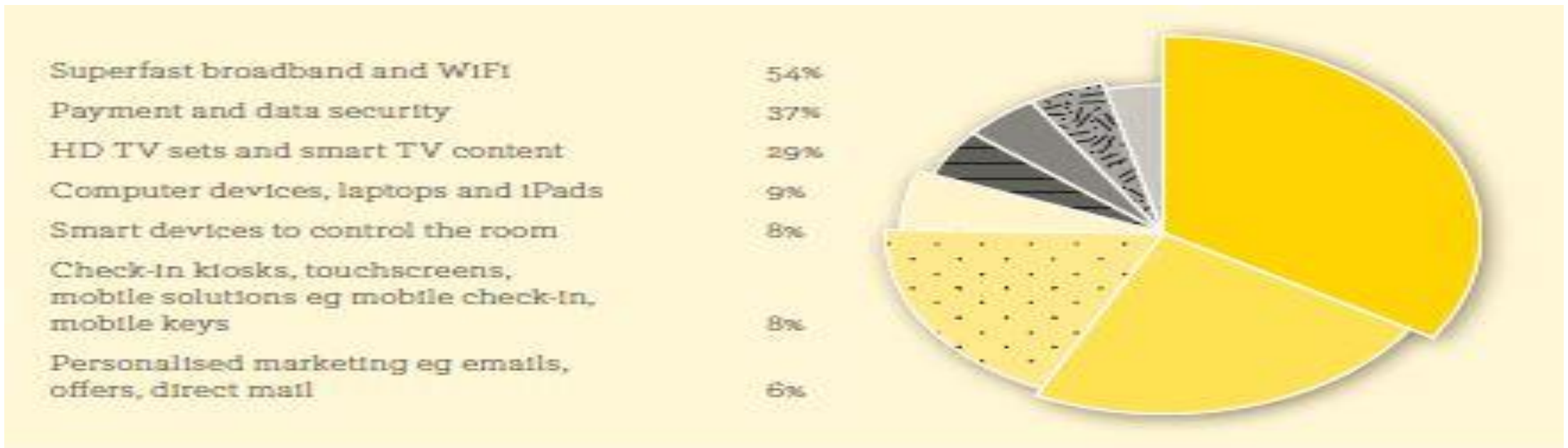


When prompted and requesting the top three responses comfort and value for money jumped to the top of consumer's priorities, followed by attentive staff and service.

Technology

We asked consumers which of the following hotel technology services, if any, are important when choosing accommodation.

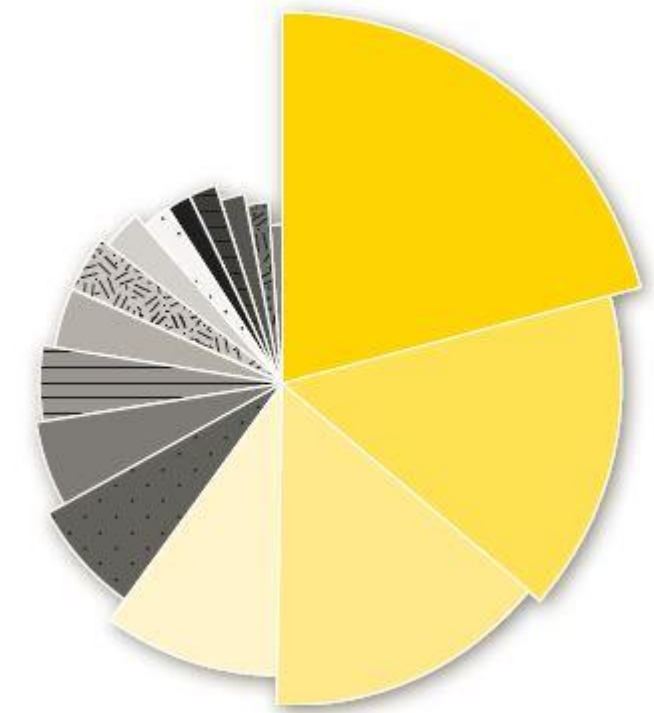
Superfast broadband and WiFi emerged as the priority, followed by payment and data security.



Concerns

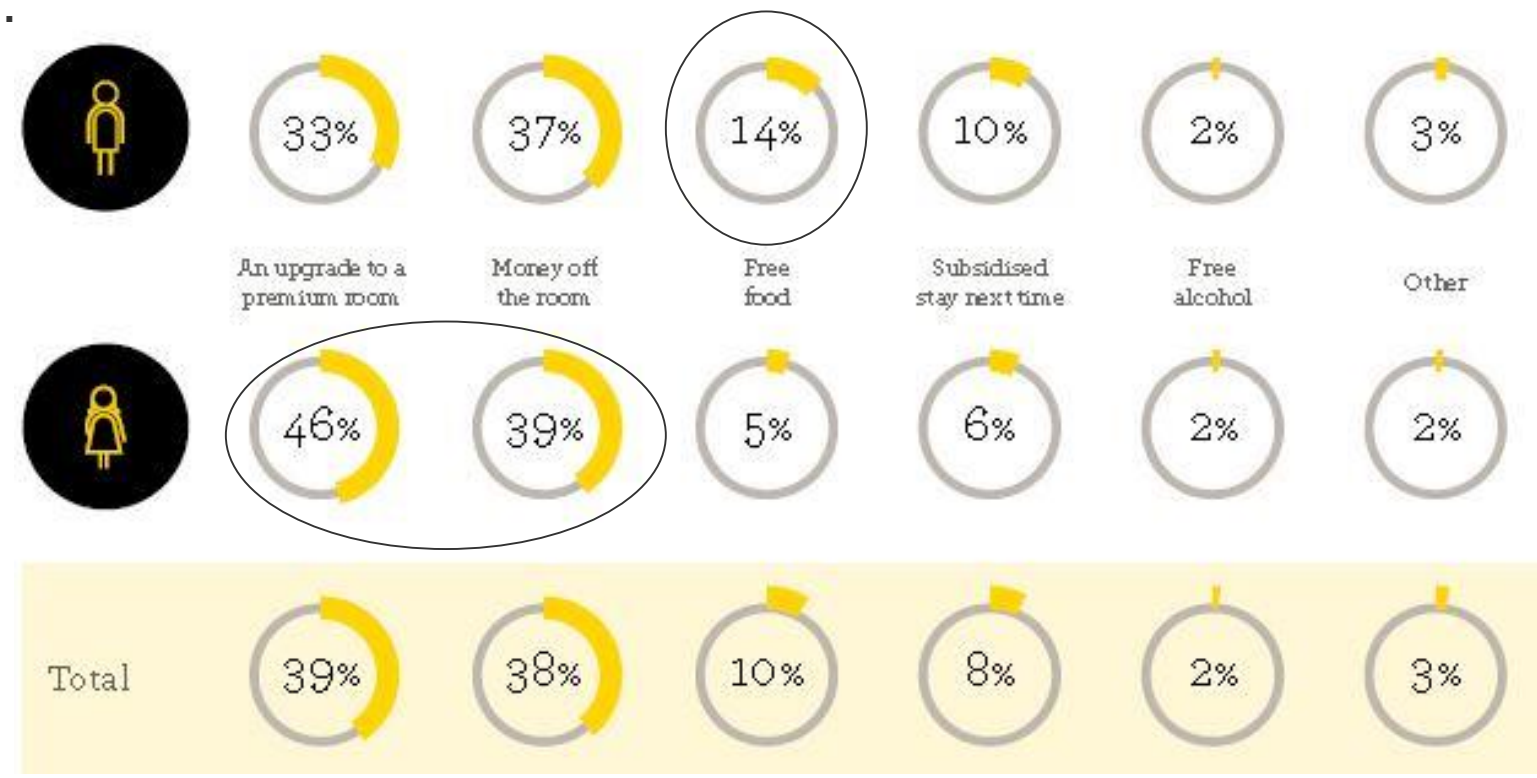
Cleanliness, an uncomfortable bed and noise levels were the main concerns of consumers when staying in accommodation, while cyber security only registered as a top concern for 5%, suggesting a level of trust that their data is being kept safe.

Cleanliness	57%	Extra costs e.g. minibar	8%
Uncomfortable bed	42%	Checking out on time	6%
Noise levels	39%	Payment	6%
Unhelpful or rude staff	28%	Finding the hotel	6%
Security and safety of belongings	19%	Personal data security e.g. identification and payment information	6%
Room neighbours	15%	Checking in with ease and speed	5%
Smells	14%	Cyber security e.g. safety of WiFi network	5%
Small room	11%	None - I have no concerns	3%
Physical safety and security	11%		



Apology

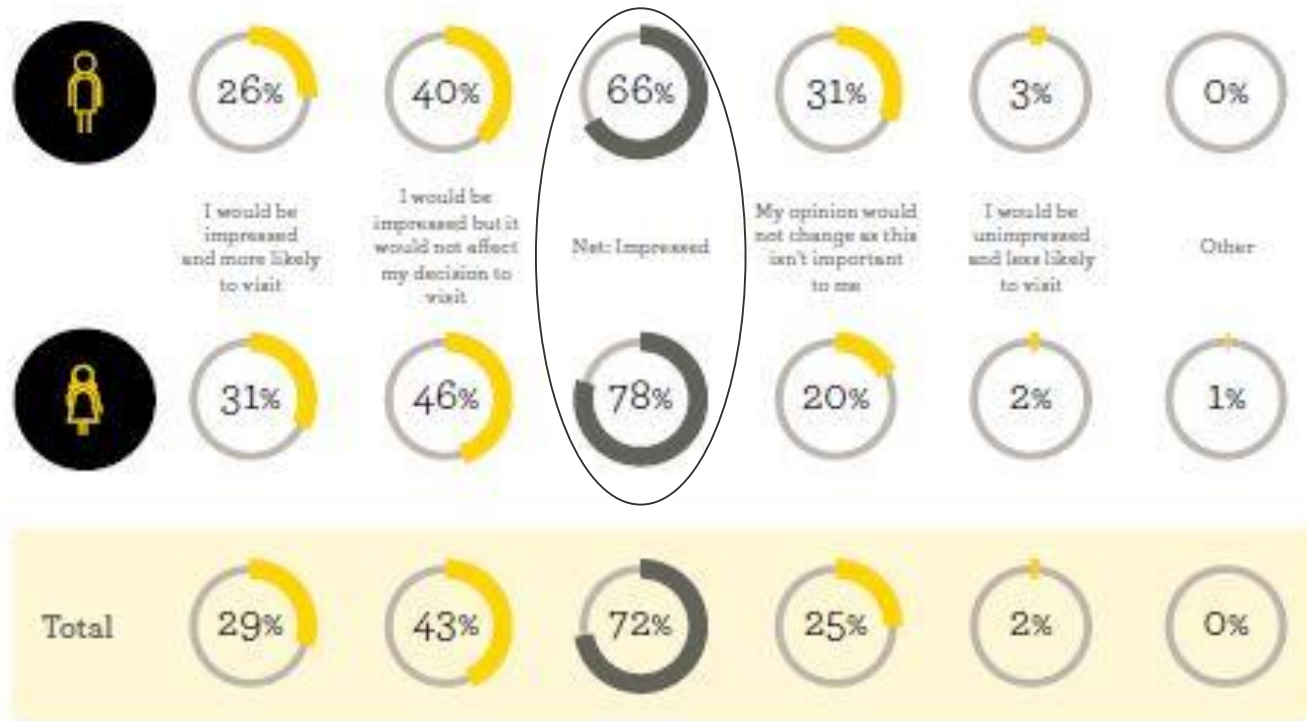
We also asked consumers what they would most like to receive as an apology if experiencing an issue, with an upgrade or money off the room proving to be the most popular choices.



Local

We asked consumers for their likely response if a hotel or hospitality business promoted the fact that it uses and supports local suppliers.

72% of Consumers stated that they would be very impressed by a business that **actively promoted** the fact that they work with local suppliers.



Local

DEFRA 2017 research on perception of Britain's food and drink amongst travellers from Germany, France, China, Japan, GCC, India, Australia and the USA.

29% chose the UK when asked to rate countries on whether they offer attractive food & drink to tourists

41% agree the 'British cuisine is part of what attracts tourists to the UK'

56% believe that Britain is a good place to try LOCAL specialities

Staffordshire University – Sustainable Food & Drink Tourism

Local purchasing supports a destination's economy both directly through payments and indirectly through the creation of jobs. Also, from an environmental point of view, local sourcing makes sense, since it lowers transport emissions and packaging waste. Local sourcing also helps protect local food cultures and might provide healthier options of less-processed and -preserved food.

Sustainable Restaurant Association

It's what customers want...70% of diners say they would prefer to eat in a sustainable restaurant. Its also in restaurants' interests to operate sustainably and by implementing straightforward behaviour changes the average restaurant can save up to **£20,000**, reducing their energy and water use and cutting their waste.

Not Just Food

- Experiences linked to local area
- Sourcing of furniture and fittings
- Decorations e.g. art
- Local contractors



Food Hygiene



- A third of people would turn away from a 3 rated premises
- Customers are willing to spend double the amount of money in a 5 rated business than a business rated 3
- How do you use your rating.....

Questions

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