



Successful hospitality and catering provisions change to meet their customers' needs and expectations. Customer needs can change depending on their lifestyle, dietary requirements and income. Customers have an expectation that a hospitality and catering provision will keep up with current trends. An example is mobile apps which can be used for everything from booking a room to ordering and paying for food.

Customer requirements/needs

Understanding customer needs and requirements helps hospitality and catering provisions to attract more customers and make more profit.

Lifestyle: Successful hospitality and catering provisions analyse the needs of their customers based on their lifestyles, budgets, eating patterns, and interests such as sports and hobbies.

Nutritional needs: Successful hospitality and catering provisions will offer a range of dishes to suit the nutritional needs of their customers. Many menus will include nutritional information available to help their customers make informed choices.

Dietary needs: Most menus will offer a range of dishes to suit special dietary needs such as coeliac disease. Most menus will include vegetarian and vegan options as well as children's menus.

Time available: Some customers will want fast food, and some will prefer a leisurely meal.

Customer expectations

Customers will visit a range of hospitality and catering provisions, from fast food to fine dining, with expectations of an enjoyable experience.

Service: Customers will expect polite efficient service regardless of the type of provision they are visiting.

Value for money: Customers will expect meals that are nutritious, filling and sold at the right price for the type of provision they are visiting.

Trends: Customers will expect hospitality and catering provisions to keep up with trends such as mobile ordering apps.

Awareness of competition from other providers: Customers will expect hospitality and catering provisions to adapt their menus to attract new customers.

Media influence/interest: Customers will expect hospitality and catering provisions to match reviews.

Environmental concerns: Customers will expect eco-friendly hospitality and catering provisions.

Seasonality: Customers will expect dishes made with seasonal, local ingredients.

Customer demographics

Successful hospitality and catering provisions conduct marketing research by asking questions to find out the requirements, needs and expectations of potential customers. The information is used by the provision to create a USP (unique selling point).

Age: Do potential customers want fast food or a luxury experience? Do they need child-friendly facilities?

Location: Is your provision located in a residential area? On a high street? In a business area?

Accessibility: Is there parking? Is it accessible to people with mobility issues?

Money available: Do potential customers have a large amount of disposable income? Are they on a tight budget?

Access to establishments/provisions: Are they competing with similar provisions? Is there limited competition in the area?