

HOTELS AND COFFEE

JULY 2014

7 OUT OF 10



GUESTS ARE DISSATISFIED WITH THE QUALITY OF COFFEE IN THEIR HOTEL BEDROOM

BOUTIQUE HOTELS RANK LOWEST FOR QUALITY OF BEDROOM COFFEE, WITH

40% OF VISITORS SAYING IT IS **VERY POOR**



HALF OF DINERS IN BOUTIQUE HOTELS WOULD ORDER A COFFEE INSTEAD OF A DESSERT

MOST POPULAR COFFEE BY HOTEL TYPE ARE:

BED & BREAKFAST: CAPPUCCINO 32%

BUDGET: LATTE 35%

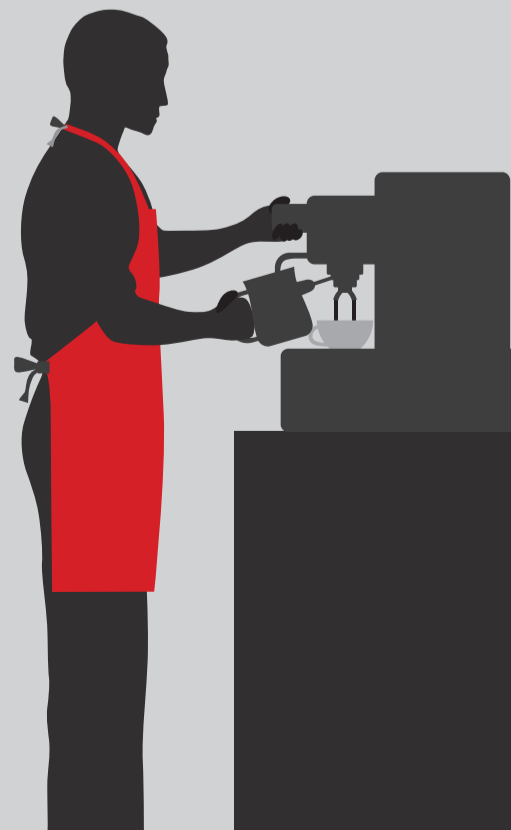
MID-RANGE: LATTE 29%

BOUTIQUE: CAPPUCCINO 39%

LUXURY: LATTE 30%

30%

HOTEL GUESTS WHO SAY A **KNOWLEDGEABLE BARISTA** WOULD ADD TO THEIR DINING EXPERIENCE



1/3

OF LEISURE TRAVELLERS...

SAY A POOR COFFEE OFFER WOULD AFFECT THEIR DECISION TO RETURN TO A HOTEL

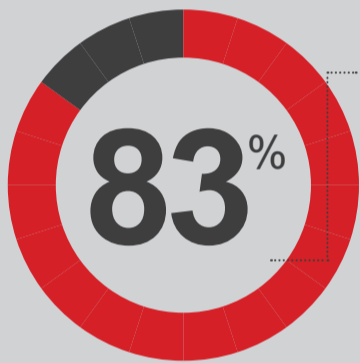


MID-RANGE HOTELS

ARE THE MOST POPULAR PLACE TO STAY, WITH

1/2

OF UK TRAVELLERS CHOOSING THEM OVER OTHER HOTEL TYPES



LUXURY HOTEL GUESTS WHO SAY TASTE IS MOST IMPORTANT WHEN ORDERING A MEAL...

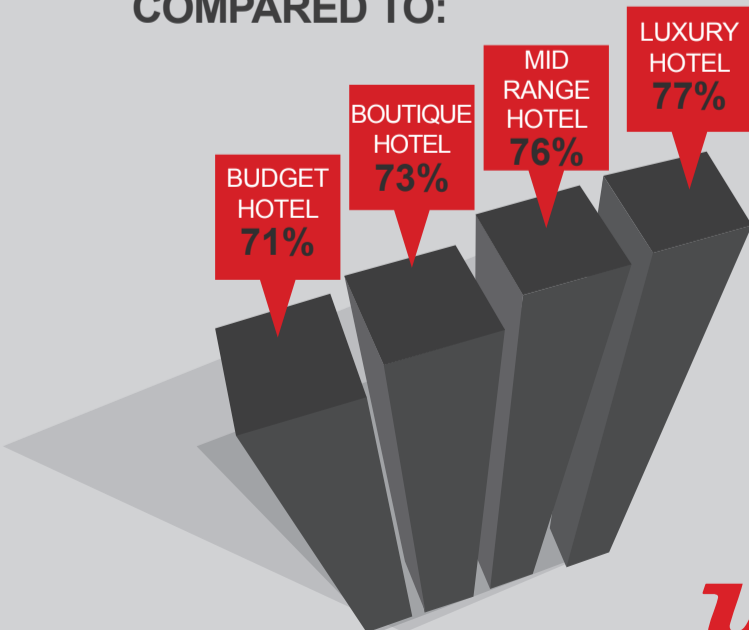
...COMPARED TO **56%** OF THOSE WHO STAY IN OTHER HOTELS.

2/3 OF HOTEL STAYS ARE FOR LEISURE AND HOLIDAYS

BED AND BREAKFASTS ARE RATED BEST FOR COFFEE QUALITY

80% RATED IT GOOD - EXCELLENT

COMPARED TO:



UCC
COFFEE

Allegra
insightsTM

Let's talk coffee



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