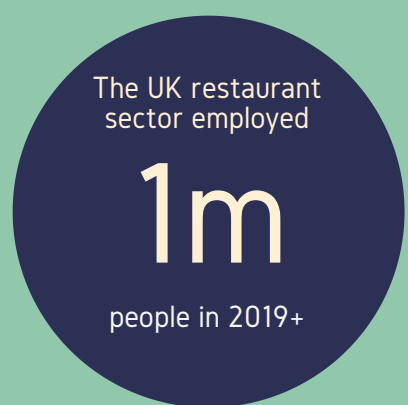


# THE ROLE OF RESTAURANTS

Supporting people and the communities in which they serve



## SUPPORTING THE ECONOMY

### THEY BRING PEOPLE TOGETHER

45% of restaurant go-ers were in groups of 3 people or more the last time they ate out

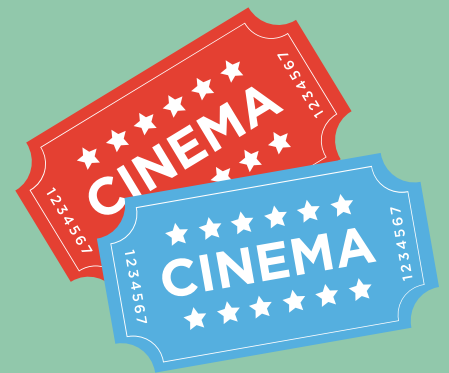


### FUELLING THE TOURISM INDUSTRY

61% of tourists visiting the UK will dine out at a restaurant ++

### A CATALYST FOR THE WIDER LEISURE INDUSTRY

1-in-3 restaurant visits are part of a wider leisure occasions, i.e. they are visiting other leisure outlets before or after, e.g. cinema, bowling etc.



### THEY ARE THE HOME OF CELEBRATIONS

64% of restaurant go-ers have eaten at a restaurant for a celebration (e.g. Mother's Day, birthdays, etc.) in the last year

### GEN Z SHOW THE FUTURE IS BRIGHT FOR UK RESTAURANTS

78% of GenZ have visited a restaurant in the last month

Eating out is the no.1 leisure activity for GenZ – it accounts for 12% of their expenditure

