



Customer needs

Customers can be divided into three groups:

- Business customers
- Leisure customers
- Local residents

Customer needs may include catering, equipment and/or accommodation.

Customer needs: Local residents

Local residents may use the facilities hospitality and catering provisions offer without using overnight accommodation. Examples include restaurants, bars, spas, and golf courses.

Hospitality and catering businesses will want to ensure that noise and parking issues are addressed if the provision is in a residential area.

Customer needs: Customer rights and inclusion

By law, hospitality and catering provision must provide for customer rights, inclusion and disabilities. No business can discriminate against a person because of:

- Age
- Disability
- Sexual orientation
- Ethnicity
- Gender
- Race and culture
- Pregnancy and maternity

Customer needs: Business customers

These customers use hospitality and catering provisions for work purposes. Examples include conferences, meetings, and training.

Catering:

- tea, coffee and food facilities for meetings
- early breakfast
- 24-hour room service.

Conference facilities:

- whiteboards, projectors, screens, flip charts, pens and notepaper, free Wi-Fi
- parking.

Accommodation:

- a quiet floor to work
- express check-in and check-out
- iron and ironing board or trouser press
- access to leisure facilities
- discount/loyalty points.

Customer needs: Leisure customers

These customers use hospitality and catering provisions for holidays, sight-seeing, travelling or when attending sporting and theatrical events.

The needs of leisure customers vary depending on their reason for travel. Some customers will want basic accommodation with value for money and some customers will look for a luxury experience.

Catering:

- drinks facilities in room
- snack/mini bar
- breakfast: included or at extra cost
- room service
- restaurant
- bar
- special dietary needs and children's menu options.

Accommodation:

- different room sizes
- disability access
- en-suite facilities
- free Wi-Fi
- concierge service
- cots
- extra pillows and bedding
- toiletries.