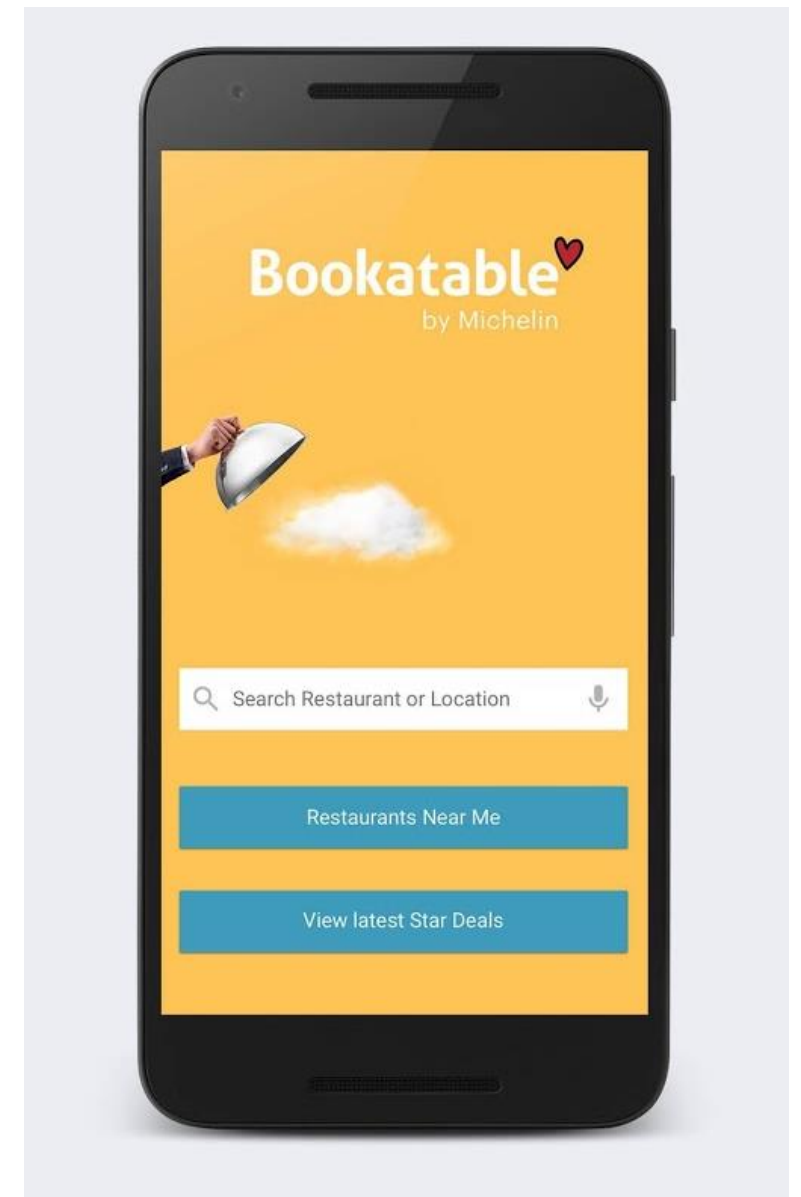
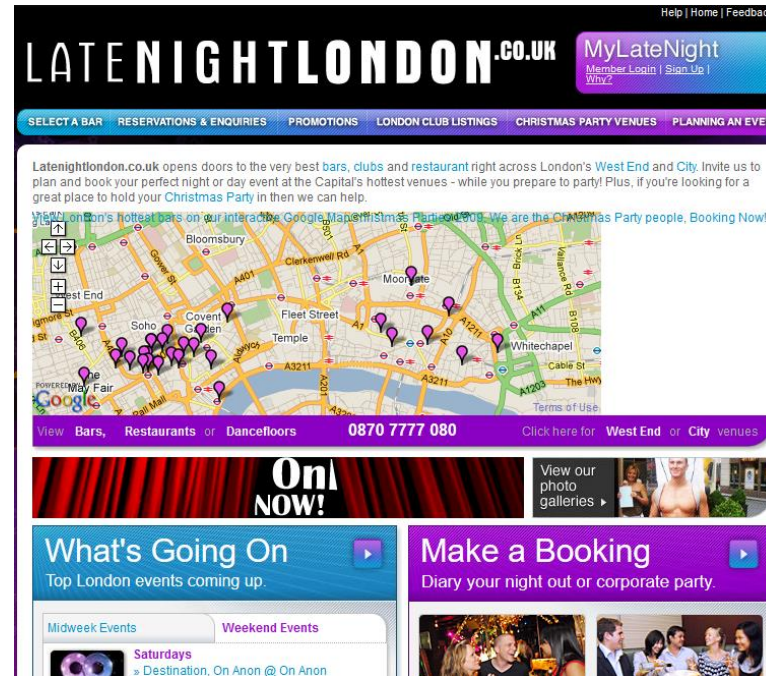




**National Hotel Conference 2019**

**F&B Marketing**





# Restaurant Bookings: a consumer evolution

## Food for Thought:

- In 2015 58% of people used the phone to make a booking. In 2019 this has decreased to just 20% with 45% now preferring to book online.

Source: Zonal and CGA

- Bookings via mobile devices now account for 50% of online reservations compared to a desktop

Source: Bookatable

- 81 percent of UK diners read online reviews and check ratings.

Source: Deloitte Research

- Google prioritizes companies that maintain consistent and precise location information across multiple listings sites

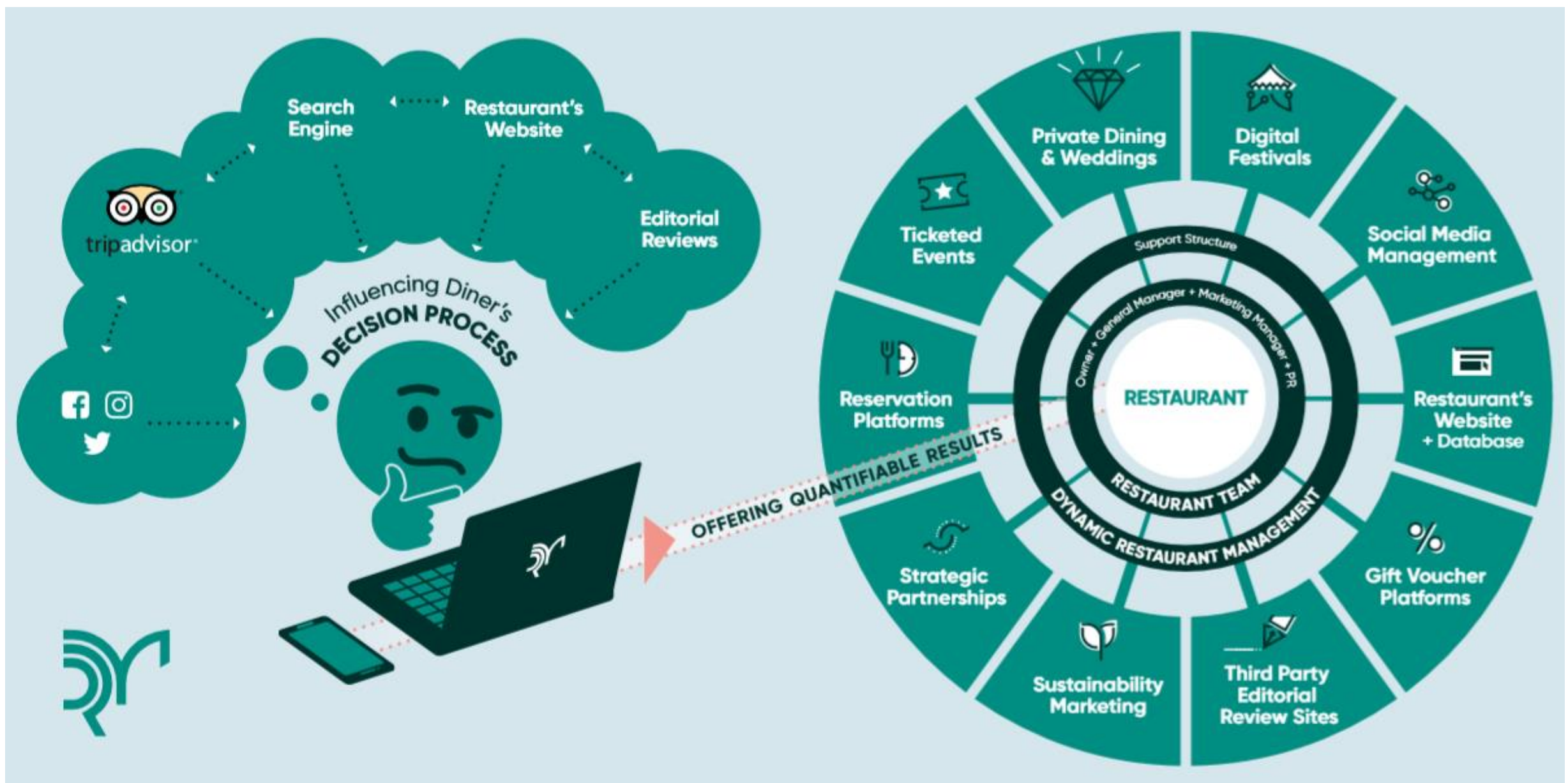
Source: Google

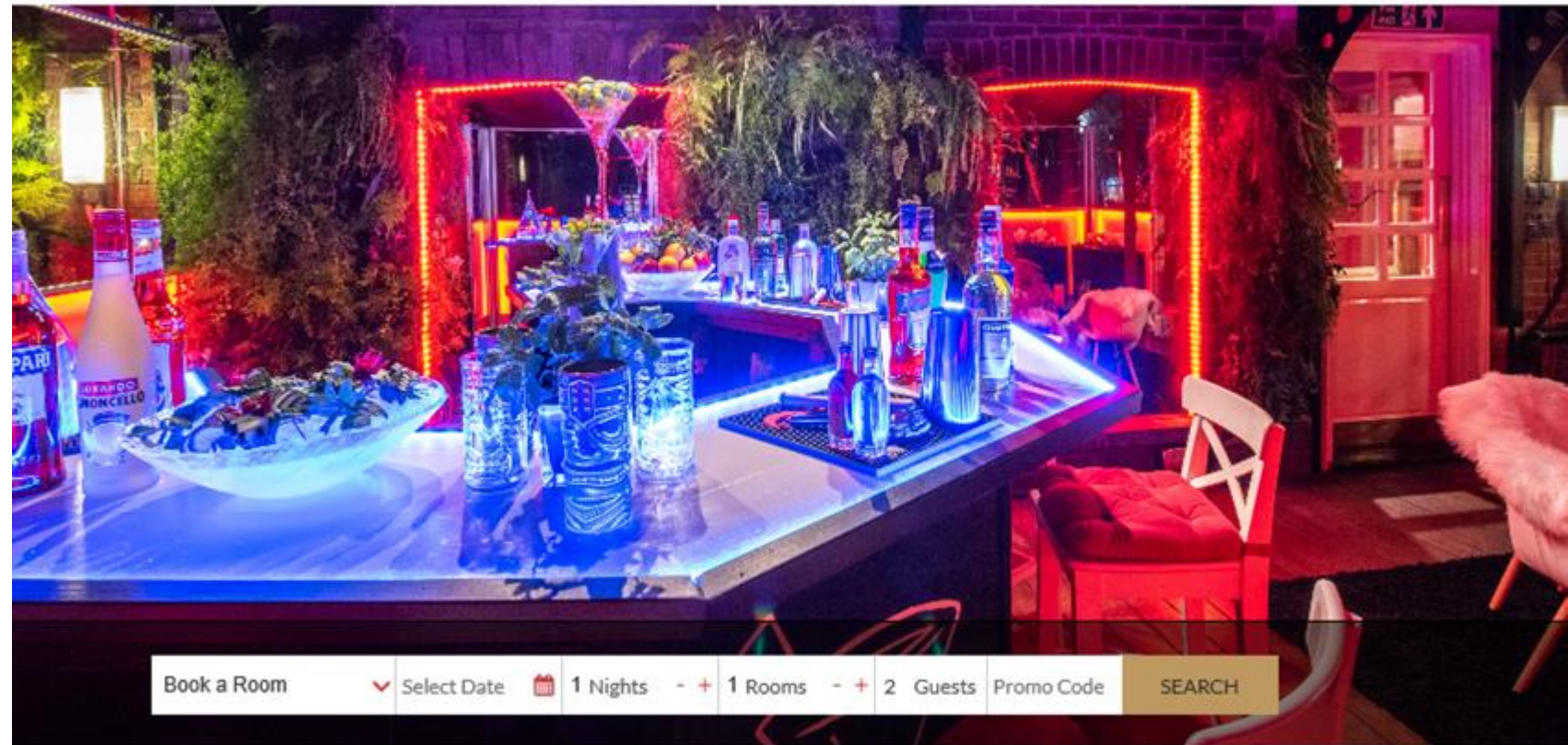
- 18 – 34 demographic eat out the most and demand maximum from their technology

Source: DesignMyNight









Book a Room Select Date 1 Nights 1 Rooms 2 Guests Promo Code SEARCH

YOU ARE HERE: HOME > FOOD & DRINK > MIX IT

## Mix It

An interactive bottomless cocktail-making experience arrives in Bloomsbury

Welcome to Mix It, an interactive and unlimited two-hour cocktail making experience in the heart of literary Bloomsbury.

Over two hours, you'll create your own drinks using our full and unlimited complement of spirits, mixers and garnishes, or you can enlist the help of your own personal bartender, who will be on hand to provide expert mixology guidance.

For a truly indulgent experience, ask your bartender to mix up your personally designed drinks, or order one of the delicious cocktails available from a bespoke menu that has been specially created for Mix It by Pernod Ricard.

Advance bookings are now open for 25th September - 3rd November 2019.

If you're looking for a summer venue, check out [The Beach Bar](#) which re-opens in June!

SELECT GROUP NUMBER & DATE BELOW

2 guests

TODAY TOMORROW

◀ Sep 2019 ▶

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     | 1   |
| 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| 9   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |
| 30  |     |     |     |     |     |     |

# Key Questions:

What do you *need* operationally?





Lanesborough Hotel  
Hyde Park Corner

### Afternoon Tea

| July 2019 |     |     |     |     |     |     |
|-----------|-----|-----|-----|-----|-----|-----|
| Mon       | Tue | Wed | Thu | Fri | Sat | Sun |
| 1         | 2   | 3   | 4   | 5   | 6   | 7   |
| 8         | 9   | 10  | 11  | 12  | 13  | 14  |
| 15        | 16  | 17  | 18  | 19  | 20  | 21  |
| 22        | 23  | 24  | 25  | 26  | 27  | 28  |
| 29        | 30  | 31  | 1   | 2   | 3   | 4   |
| 5         | 6   | 7   | 8   | 9   | 10  | 11  |

This offer is available from July 3, 2019 until September 30, 2019, subject to availability as displayed in the booking interface. Offer excludes service and includes VAT. Not available in conjunction with other offers. This promotion has additional information available. Click on the link(s) to view.

Book

**Show menus**

This offer is available from July 3, 2019 until September 30, 2019, subject to availability as displayed in the booking

Book



THE LANESBOROUGH  
LONDON



Thank you for making your reservation for Afternoon Tea at The Lanesborough.  
We are delighted to confirm your table on 27. July 2019 for 4 people at 13:45 for Alison Sawyer.

The Sweet Summer Afternoon Tea, £68 per person, with a glass of Moët & Chandon Imperial Brut offer has been selected

Please note that dietary requirements and allergies will be catered for and every effort will be made to accommodate any table preferences.

Your booking reference number is: PHB6U6HF.

We look forward to welcoming you to The Lanesborough.



The Lanesborough  
Hyde Park Corner, London, SW1X 7TA, United Kingdom  
Telephone: +44 (0)20 7259 5599  
Email: [afternoontea@lanesborough.com](mailto:afternoontea@lanesborough.com)  
Map: [Click here](#)

To cancel your booking please call or email the restaurant using the details in this email.

[Click here](#) to make a new booking.

As this address is unmonitored, please note that we cannot reply to emails from this address. If you wish to contact The Lanesborough, please email [afternoontea@lanesborough.com](mailto:afternoontea@lanesborough.com) or call +44 (0) 20 7259 5599.

 THE LANESBOROUGH  
LONDON[London](#) [The hotel](#) [Rooms & suites](#) [Offers](#) [Restaurants & bars](#) [Fitness Club & Spa](#) [Meetings & events](#) [Weddings & social events](#) [Gift vouchers](#)

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Afternoon tea

Created by the Pastry team and served daily in either the majestic surroundings of Celeste or the elegant Withdrawing Room, the *Floral Afternoon Tea* at The Lansborough is an occasion to be treasured. From 3 July 2019 we will serve our Sweet Summer Afternoon Tea. View the menus by scrolling down. Vegetarian and vegan options are also available. Priced from £49 per person. Book your table by clicking 'find a table' below.

[find a table](#)



## Where do you want to be seen?

United Kingdom
London
Post
Tips
Inbox

[London](#)
[Hotels](#)
[Things to do](#)
[Restaurants](#)
[Flights](#)
[Holiday Rentals](#)
[Shopping](#)
[Package Holidays](#)
[Cruises](#)
[Car Hire](#)

Europe > United Kingdom (UK) > England > London > London Restaurants > The Restaurant at Sanderson

The Restaurant at Sanderson, London

SAVE UP TO £450 PER COUPLE WHEN FLYING FROM GATWICK AIRPORT

## The Restaurant at Sanderson Claimed

2,752 reviews
#3,817 of 19,007 Restaurants in London
££££, European, British, International

50 Berners Street | Sanderson Hotel London, London W1T 3NG, England
+44 20 7300 5588
[Website](#)
[Menu](#)
Open Now: 06:30 - 22:45

[Save](#)
[Share](#)

### Reserve a Table

DesignMyNight

Reserve

All photos (1,540)

### Ratings and reviews

**4.0** 2,752 reviews

#3,817 of 19,007 Restaurants in London

Certificate of Excellence 2016 Winner

| RATINGS    |                    |
|------------|--------------------|
| Food       | <span>★★★★★</span> |
| Service    | <span>★★★★★</span> |
| Value      | <span>★★★★★</span> |
| Atmosphere | <span>★★★★★</span> |

### Details

**PRICE RANGE**  
£12 - £80

**CUISINES**  
European, British, International, Contemporary

**SPECIAL DIETS**  
Vegetarian Friendly, Gluten Free Options

[View all details](#)  
Meals, Features, About

### Location and contact

50 Berners Street Sanderson Hotel London, London W1T 3NG England ↗

Fitzrovia  
0.1 miles from Oxford Street

[Website](#) [Email](#)

+44 20 7300 5588

Can a vegan person get a good meal at this restaurant? ☐ Yes ☐ No ☐ Unsure

## Reviews (2,752)

[Write a Review](#)

| Traveller rating                                      | Traveller type                    | Time of year                     | Language   |
|---|-----------------------------------|----------------------------------|--|
| <input type="checkbox"/> Excellent <span>1,100</span> | <input type="checkbox"/> Families | <input type="checkbox"/> Mar-May | <input type="radio"/> All languages              |
| <input type="checkbox"/> Very good <span>591</span>   | <input type="checkbox"/> Couples  | <input type="checkbox"/> Jun-Aug | <input checked="" type="radio"/> English (2,672) |
| <input type="checkbox"/> Average <span>437</span>     | <input type="checkbox"/> Solo     | <input type="checkbox"/> Sep-Nov | <input type="radio"/> Italian (22)               |
| <input type="checkbox"/> Poor <span>318</span>        | <input type="checkbox"/> Business | <input type="checkbox"/> Dec-Feb | <input type="radio"/> Chinese (Sim.) (18)        |
| <input type="checkbox"/> Terrible <span>226</span>    | <input type="checkbox"/> Friends  |                                  | <a href="#">More languages</a>                   |

Show reviews that mention

[All reviews](#)
[savoury scones](#)
[cake](#)
[ice cream](#)
[alice in wonderland](#)
[mad hatters afternoon tea](#)

[sanderson hotel](#)
[tipsy tea](#)
[marshmallow mushrooms](#)
[themed tea](#)
[extra sandwiches](#)
[lovely afternoon tea](#)

[sweet treats](#)
[birthday treat](#)
[selection of teas](#)
[special occasion](#)
[friends birthday](#)
[andersen](#)

1 - 10 of 2,672 reviews

Reviewed yesterday

### Really enjoyable

I wouldn't say the food really went along with a Mad Hatters theme but it was enjoyable nonetheless. The vegetarian sandwiches were very pleasant and we did ask last minute for no fish as we didn't realise two of the three meat options were fish... [More](#)



# Key Questions:

How many systems can you handle?




Book A Table at Maxwell's Covent Garden

Whilst we recommend making a reservation, particularly for weekends & busier nights. Book your next Maxwell's visit today.

## Reservations for up to 8 people

 26 Jun 2019 

 7:00 PM 

 2 people 

FIND A TABLE


 OpenTable

## Groups & Christmas Bookings

Booking type 

Number of people 

Date 

Time 

Until 

ENQUIRE NOW

POWERED BY 



- Thank you

Dynamic Restaurant Marketing offers digital audits and bespoke marketing consultancy to restaurants across the UK

[www.dynamicrm.co.uk](http://www.dynamicrm.co.uk)

