Unit 304: Contribute to the guest experience

# Activity 15: Trends that influence guest experience

Working in small groups research an allocated trend to establish:

* how it impacts on the guests’ experience
* how it influences customer choices
* positives and negatives of the trend
* how business adapt to the trends.

Trends to be allocated:

* celebrity chefs
* social media
* sustainability awareness
* food and beverage pairing
* healthy alternatives
* technology – food ordering apps.

**Extension activity**

Now consider each factor in relation to different types of establishment to include:

* fast food outlets
* fine dining restaurants
* national branded chain restaurants
* hospital catering units
* school catering facilities
* gastro pubs.