



Banquet

MEANS

Business

F&B banqueting and outdoor catering is a key avenue for building customer relationships and contributing substantial revenue for the hotel. We explore changing trends for banqueting and outdoors in F&B. Hoteliers also talk about new marketing strategies in this segment.



Kanchan Nath



Narendra Prabhu

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Narendra Prabhu
GM, Signature Club Resort

Food Globalisation- These days, organisers and guests are planning meals that have the authentic taste of different countries. Guests prefer to experience cuisines of different nationalities, made with the exotic ingredients of that region.

Health is Wealth- Around 50 per cent of guests attending a banquet or visiting a restaurant prefer healthy options and are opting to go green. They try to continue their adapted

food habit at home, to places they eat out at.

Fine and fun dine- Nowadays, it's becoming a trend, where guests are opting for sophisticated palates with a fine-dine sit-down service while enjoying the good wit of a stand-up comedian.

Unique themed dinners- We have hosted unique themed banquets, like Igloo parties, where tables are designed to look like Igloo tents and all the food is served in sizzlers. Another unique-theme dinner we



recently hosted for our guests was prison-themed, where guests were given the experience of having their meals behind bars.

Entertainment- Good food, with loads of fun & frolic, like rain showers, DJ, Laser dance floors, Casino, and game stalls is a very prevalent trend. It's an upgraded version of a food carnival, where all the fun is telecast on a giant screen.

OPTIMISING MARKETING AND SALES FOR BANQUETS AND OUTDOORS

- Mailing e-brochures of banquet venues to all our corporates & event partners
- Going online in all major online venue/ticket booking engines
- Tying up with F&B mobile apps to attract the mobile savvy segment
- Boomerang coupons to our regular

- guests/corporates
- Presence in all social media platforms with postings of recent functions, guest feedback, & experiences
- Tie-ups with wedding planners to position our venues as wedding destinations for theme weddings
- Placing flexboards & standees depicting venues in high footfall centers and prominent IT parks