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Eateries to entice diners

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Aisling Brennan

As the hospitality sector continues to struggle across the country, restaurant owners are working on creating experiences to entice customers battling with cost of living pressures.

The latest data from the Restaurant and Catering Association industry benchmark report found a quarter of businesses surveyed made a loss in their turnover last financial year.

For hospitality businesses, May is generally regarded as one of the quietest months, attracting only 1.79 per cent of revenue.

Many are looking at ways to provide customers more incentive to dine with them, including through the American Express Delicious Month Out event launching across Sydney, Melbourne, Brisbane and Adelaide last Wednesday.

Restaurant and Catering Australia chief executive Suresh Manickam said May was a great time to discover a new local favourite restaurant with many businesses showcasing their new season menus.

Brisbane based restaurant owner Tarryn McMullen – who operates Mrs Browns Bar and Kitchen and Stratton Bar and Kitchen in Newstead – said campaigns like this were a great way for operators to be creative in providing a great space for their customers.



Tarryn McMullen is promoting the AMEX Delicious Month Out event. Picture: NCA NewsWire