



DE/09/LLP-LdV/TOI/147 248

# BENCHTOUR: Benchlearning in the Tourism Sector Benchmarks for Restaurants

## Quantitative Benchmarks

Percentage of return customers	33%
Percentage of foreign guests	40%

Number of seats	70
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Average total number of employees	5,6
Average total number of temporary employees	2,3

Average price per meal per person			
Italy	Germany	Poland	Romania
33 Euros	29 Euros	22 Euros	19 Euros

Turnover / Number of Employees <sup>1</sup>			
Italy	Germany	Poland	Romania
42.300 Euros	37.000 Euros	28.150 Euros	24.700 Euros

Turnover / Number of seats			
Italy	Germany	Poland	Romania
3.600 Euros	2.400 Euros	2.100 Euros	3.140 Euros

A temporary staff is counted as 0,5.



Education and Culture DG

Lifelong Learning Programme

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## Qualitative Benchmarks

### 1. Customer Satisfaction

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectations. 90% of the restaurants measure it mainly through a direct question to the customers (74%) or through a survey (30%), but there are some web sites that provide the possibility to give online feedback.

### 2. Marketing Strategies

The development of a marketing plan based on an articulated set of promotional strategies to acquire customers should be an aim for all the managers of restaurants. The ability to attract new customers is important and the promotional means used, in order of importance, are: Word of mouth, Web promotion, Brochures, Tourist Maps, and Radio Promotion.

### 3. Cooperation

Restaurants in Tuscany cooperate with other companies in the same area. Generally they try to make agreements with hotels and agri-tourisms. They can leave their brochure in the hall of the accommodation structures or offer discounts for their guests.

### 4. Number of Services Offered

The main services offered are live music, the possibility to organise events like ceremonies, weddings, baptisms, anniversaries, and birthdays.

### 5. Offering of Different Menus

Restaurants mainly offer typical dishes, however 16% of restaurants are offering vegetarian food and 28% which are trying to meet customers' special needs through food for allergic people and organic selections.

### 6. Foreign Languages

In almost all the restaurants included in the sample there was at least one person able to speak in English. French is also a language quite popular in Italy (34%); 10% of the restaurants were able to speak with German customers in their own language, and only a 2% were able to speak Spanish. There is not a great need to speak Spanish in Italy, because the two languages are quite similar.

In Tuscan restaurants, even if only 40% of guests are foreign, language skills are perceived as important.

### 7. Different Payment Methods

Almost all the restaurants of the sample accept all the payment methods: cash, credit cards and cheques. It is important for a customer (especially for a foreign one) to be able to pay with a credit card.



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