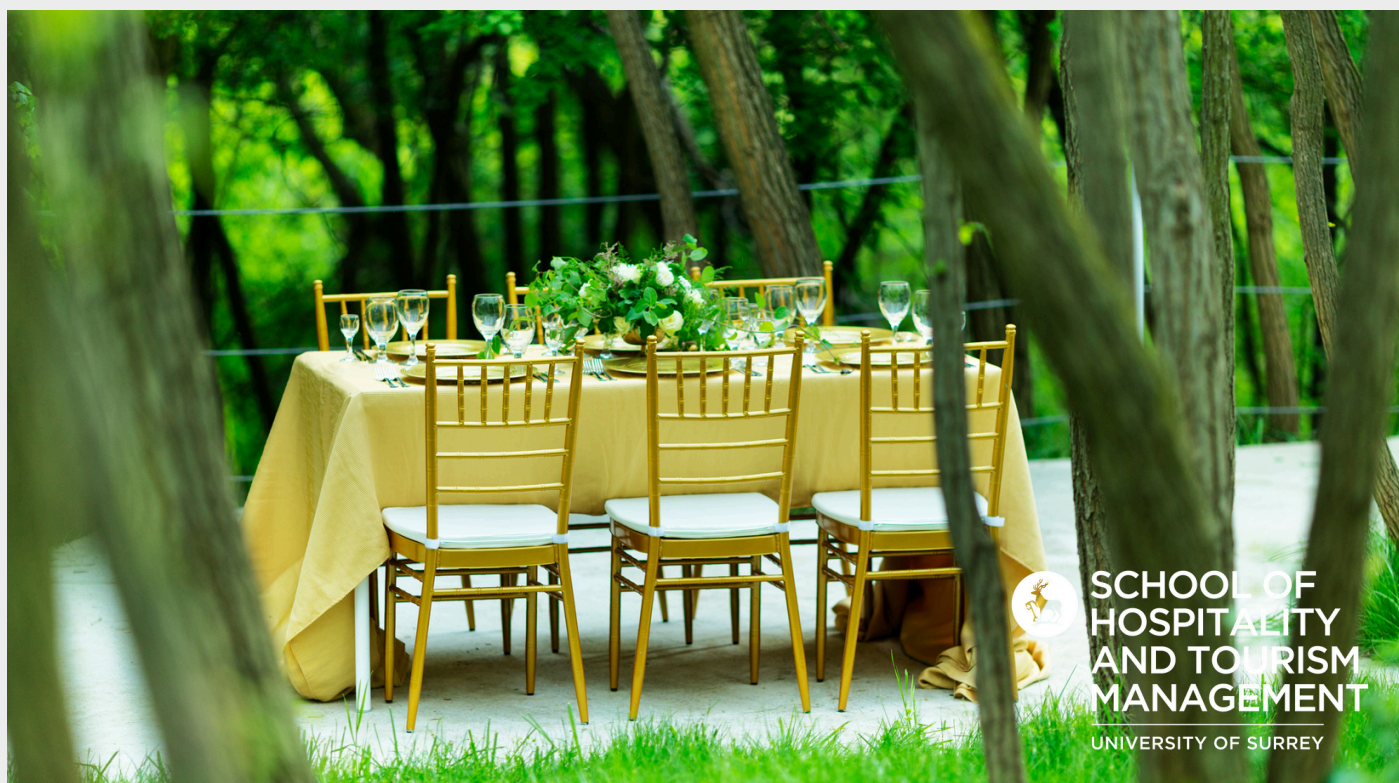


INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



FEEDING THE IMAGINATION

- The Rise of Immersive Dining Experiences

Trade your dinner plans for a date with wonder! Immersive dining is like the James Bond of meals – sophisticated, unexpected, and leaving you craving a sequel. Immersive dining experiences have become a popular trend in the UK, driven by the fact that we have an 'experience economy' ([Youssef and Spence, 2023](#)). They combine elements of entertainment, technology, storytelling and multi-sensory stimulation to create a unique experience for guests ([Senior, 2023](#)). Each immersive experience is different from another, some focus on storytelling, music and drama, while others focus on the food. It is more show-stopping than the standard dining experience.

In this digest, final year [SHTM International Hospitality and Tourism Management](#) student, [Evie Miles](#), aims to unravel the truth of immersive dining.

Have a great weekend!



FEEDING THE IMAGINATION: THE RISE OF IMMERSIVE DINING EXPERIENCES

Evie Miles

Whilst the concept seems exciting, there are some challenges, one being the price tag. Le Petite Chef kicks off at a hefty £119 per person ([Le Petite Chef, 2024](#)), a far cry from the average Londoner's usual £15-£20 meal budget ([Cole, 2023](#)). Surprisingly, 75% of consumers are willing to splurge on a unique dining experience, showing that maybe it's not a deal-breaker ([Dougherty, 2023](#)).

Immersive dining often comes with a set menu, a picky eater's worst nightmare. However, while these immersive experiences promise a journey into a different world, they might overshadow the taste of the food, which, let's be honest, is the main reason we pick a spot.

The question is, is there enough demand for this to continue to grow? With 74% of us looking for unique dining escapades, it suggests there is ([Dougherty, 2023](#)). As immersive dining becomes more common, will the thrill start feeling a bit déjà vu? After all, would you go to the same show more than once?

Immersive dining continues to enthrall the UK with its fusion of entertainment, technology, and storytelling. From Le Petite Chef's animated narratives to Taste Film's cinematic dining, these experiences redefine the culinary landscape.

Challenges do come alongside this, especially in the form of a substantial price tag and set menus. Despite this, studies indicate a willingness to invest in unique dining adventures, suggesting consumers will pay a premium for these experiences.

Will you step into a world where flavours dance on your plate, aromas transport you to distant lands, and every bite is a journey in itself? The decision is yours – embrace the uncertainty or perhaps decide it's an experience best left untouched.

Some examples of immersive dining experiences in the UK include:

***Le Petite Chef** - A fine dining restaurant, created by the animation studio and artistic collective Skullmapping. The table comes alive and tells a story whilst food is being served.*

***Taste film** - Guests watch a film whilst being served the same food as shown in the movie.*

***Dining in the dark** - A 3 course meal is delivered to you, the blindfolded guest, to enhance your other senses.*

***The Fat Duck** - A restaurant by chef, Heston Blumenthal, offering guests an immersive tasting menu experience.*



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