

# THE AFTERNOON TEA REPORT 2026



AFTERNOON TEA.co.uk

Published by [AfternoonTea.co.uk](https://AfternoonTea.co.uk)

The UK's No.1 Afternoon Tea Discovery Platform

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## Key Findings at a Glance

**60% of London venues are listed below £50pp — yet the majority of platform bookings fall above that threshold**

On AfternoonTea.co.uk, customers consistently book above the median listed price, with £50–£59pp the single dominant booking band by a significant margin.

**Saturday accounts for 38% of all Afternoon Tea dining — and 2pm is the single most popular hour**

The 1pm–3pm window captures the overwhelming majority of sittings. Thursday is the weakest day for both dining and booking across the entire week.

**One in three Afternoon Tea gift vouchers includes a drinks upgrade — and December accounts for ~30% of annual gifting revenue**

The final quarter represents approaching half of all yearly gifting income, with a secondary demand spike in January as Christmas recipients redeem their vouchers.

**The average London Afternoon Tea booking is worth £170; the average regional booking £90**

A 47% gap between the two markets reflects not just pricing differences but distinct customer expectations. These are not variants of the same market.

**Nearly 1 in 3 customers say deposit requirements affect their likelihood of booking**

Credit card guarantees and deposit requests create measurable friction at the final step of a journey customers have already committed to completing. Transparency and proportionality significantly reduce deterrence.

**Independent judges across 120+ anonymous visits identified tea service as the most consistent gap between good and exceptional venues**

In a category named after the beverage, tea selection, brewing temperature and staff knowledge remain the single most reliable differentiator — and the most overlooked.

Based on platform booking data, consumer research from 3,000+ customers, and independent judging across 120+ anonymous venue visits. © AfternoonTea.co.uk 2026.

## Foreword

*Keith Newton, Founder & Managing Director, AfternoonTea.co.uk*

**Afternoon Tea is one of the most enduring and loved rituals in British culture. It has survived wars, recessions, and the relentless churn of food and beverage trends, emerging each time not just intact but somehow more relevant. As a category it is uniquely resilient, anchored in occasion, in celebration, in the simple but profound pleasure of giving someone a genuinely special experience.**

When I launched the first Afternoon Tea website in the year 2000 - long before social media turned the tiered stand into an icon and Afternoon Tea became one of the most sought-after celebration experiences - the market was largely undocumented. There was no central resource, no reliable data, no platform dedicated to helping consumers find and book the best Afternoon Tea experiences the UK had to offer.

AfternoonTea.co.uk was built to change that, and over the course of 25 years it has become the definitive digital home of the category. We like to think we played a small part in creating and sustaining a demand for Afternoon Tea that has placed it firmly on the UK's culinary map and made it one of the most searched-for dining experiences in the country.

In that time, we have worked with hundreds of venues across the United Kingdom, from country house hotels to legendary five-star London properties. We have connected millions of customers with experiences that have marked their birthdays, anniversaries, and celebrations. We have built The Afternoon Tea Awards, the UK's only independent awards programme dedicated exclusively to Afternoon Tea, hosting industry events at some of London's most prestigious venues. And through all of it we have been quietly accumulating something we perhaps didn't fully appreciate at the time, a uniquely detailed picture of how this market works, how consumers behave within it, and what separates the venues that thrive from those that merely survive.

We are proud of the partnerships we have built with the industry's leading reservation platforms - OpenTable, SevenRooms, TheFork, ResDiary and DesignMyNight among them. These are relationships built on a shared understanding: that a niche, occasion-led platform driving targeted, high-intent bookings complements rather than competes with what they offer. We extend their reach into a category their customers are actively searching for.

For smaller and independent venues not served by the major platforms, we also operate Time For Food, our own booking system, free to set up and simple to use, with full backend support from the [AfternoonTea.co.uk](https://www.AfternoonTea.co.uk) team.

We are equally proud of the relationships we have built directly with the UK's top hotels and restaurants over the course of 25 years. We meet in person whenever possible, because this is a people business as much as a data one. Nothing illustrates that better than the calls and emails we regularly receive from Marketing and Food & Beverage professionals who have moved to a new establishment and get in touch to continue a relationship they valued in their previous role. That kind of loyalty, freely given, means more to us than any platform metric.

2025 was a challenging year for the hospitality industry. Rising costs, shifting consumer confidence, and a competitive leisure landscape put pressure on operators across every category. Afternoon Tea was not immune. But the data we gathered across the year told a more nuanced story than the headlines suggested, one of consumers who remained willing to spend, who continued to mark their occasions with care, and who held consistently high expectations of the experiences they were paying for.

It was that data, and the realisation that we were sitting on insights our clients and partners could genuinely use, that gave rise to this report.

The Afternoon Tea Report 2026 is the first publication of its kind. It draws on 25 years of platform experience, booking data, customer research gathered directly from thousands of consumers, and the independent judging of the UK's top venues, across more than 120 anonymous visits for The Afternoon Tea Awards 2025. Nothing in it is opinion for its own sake. Every observation is grounded in what the data actually shows.

Our intention is straightforward. We want to give everyone involved in delivering Afternoon Tea a clearer picture of who their customer is, what that customer values, what they are willing to spend, and what they will remember long after the bill has been paid. We want this report to be useful in the most practical sense: something that informs a pricing decision, shapes a staff briefing, or simply confirms that the details you have always taken pride in, are exactly the details that matter.

We also hope it serves as a reminder of what a remarkable category this is. Afternoon Tea asks something of the venues that offer it: a commitment to quality, to occasion, to the belief that a pot of tea and a tiered stand can be genuinely transformative when everything is done with care. The venues that embrace that ask are the ones that appear, year after year, in the hearts and plans of their customers.

We look forward to sharing what we have learned.

**Keith Newton**

*Founder & Managing Director, AfternoonTea.co.uk*

## Section 1: The Market in Numbers

*AfternoonTea.co.uk has spent 25 years at the centre of the UK's Afternoon Tea market. The numbers behind that presence tell a story of a category that is deeply embedded in British consumer culture, and a platform that has grown with it.*

25  
years

AfternoonTea.co.uk has been the UK's leading Afternoon Tea discovery platform since the year 2000 – longer than any other platform in the category.

1.2m+

Annual visitors to AfternoonTea.co.uk. The overwhelming majority arrive via organic search, actively looking for an Afternoon Tea experience, rather than browsing passively.

57k+

Subscribers to the AfternoonTea.co.uk mailing list. A highly engaged audience of Afternoon Tea enthusiasts who receive the latest news, seasonal promotions and exclusive offers direct to their inbox.

1m+

The reach of AfternoonTea.co.uk on Instagram during 2025, with content generating over 140,000 interactions across the year. Social media builds the awareness and aspiration that search then converts.

800+

Afternoon Tea venues listed across the United Kingdom, covering the full range of the market from independent restaurants to iconic five-star hotels.

1,500+

Afternoon Tea gift voucher options available through shop.afternoontea.co.uk, making AfternoonTea.co.uk the UK's most comprehensive destination for Afternoon Tea gifting.

~£4m

The combined value of Afternoon Tea experiences facilitated through AfternoonTea.co.uk in 2025, representing bookings generated through the platform and gift vouchers purchased through our online shop.

120+

Anonymous visits by an independent team of hospitality professionals, judging for The Afternoon Tea Awards 2025.

## The Afternoon Tea Awards

The UK's only independent awards programme dedicated exclusively to Afternoon Tea. Industry events have been held at Rosewood London, Hotel Café Royal, Jumeirah Carlton Tower and JW Marriott Grosvenor House London. The 2025 winners announcement was hosted by Harrods.

## Afternoon Tea Week

Afternoon Tea Week, established by AfternoonTea.co.uk in 2010, has grown into the UK's recognised annual celebration of the category. Held each August - a deliberate choice to stimulate demand during a traditionally quieter period for hotels and restaurants - the week has been embraced far beyond its origins. Industry bodies, national charities, hospitality brands, trade publications and consumer media now build their own activity around it. It is listed on global awareness calendars, covered annually by the trade and consumer press, and used by venues and gifting platforms alike as a commercial springboard.

What began as a platform initiative to generate demand in a quiet month has become a self-sustaining calendar fixture that the industry has made its own.

*“These numbers represent more than platform metrics. They represent 25 years of consumer insight, venue relationships, and category intelligence that no other organisation in the UK can replicate. The analysis that follows draws on all of it.”*

## Section 2: Who Books Afternoon Tea

*One of the most valuable things AfternoonTea.co.uk can offer the industry is a detailed picture of the Afternoon Tea customer. Not who venues assume is booking, but who is actually booking, and why. The following is drawn from direct customer research gathered from thousands of consumers via AfternoonTea.co.uk.*

### A predominantly female audience

The Afternoon Tea customer is predominantly female. This is not a surprise to most venues, but the degree of that skew has implications for how experiences are designed, marketed and presented, from the aesthetic of the room to the language used in menu descriptions and booking confirmations.



*The single largest customer age cohort*

### The core demographic is 48 to 72

The largest segment of Afternoon Tea customers falls between the ages of 48 and 72, with the 56 to 64 age group representing the single biggest cohort. This is an audience with disposable income, high expectations, and a genuine appreciation for quality and service. They are not looking for a bargain. They are looking for an experience worth remembering.

This demographic is also highly occasion driven. They book with purpose, plan ahead, and are disproportionately likely to return to venues that have delivered on their expectations. Earning their loyalty is among the most commercially valuable things a venue can do.

### **Birthdays drive more bookings than any other occasion**

When asked what prompted their most recent Afternoon Tea booking, the single most common answer was a birthday - their own or someone else's. Celebratory catch-ups, treat occasions, and Mother's Day follow as significant drivers, but the birthday occasion dominates.

This has direct implications for venue operators. A customer arriving for a birthday Afternoon Tea is not simply hungry, they are investing emotionally in the occasion. The venues that acknowledge that investment explicitly, through small but considered gestures, consistently generate the strongest reviews, the highest repeat intent, and the most valuable word of mouth.

*“They are not looking for a bargain. They are looking for an experience worth remembering.”*

### **London and the South East dominate, but demand is UK wide**

The geographic concentration of Afternoon Tea customers is heavily weighted toward London and the South East, reflecting both population density and the concentration of premium venues in the capital. However, customer research shows consistent demand across the Midlands, the North of England, and Scotland - demand that is currently underserved by the supply of quality venues in those regions.

For venues outside London, this represents a genuine opportunity. The customer exists. The willingness to travel for a quality experience exists. What is often missing is the visibility and the confidence to price and present the experience at a level that reflects its true value.

### **Customers are more price-aware than price-sensitive**

There is an important distinction between a customer who watches what they spend and one who will not spend. The Afternoon Tea customer is the former. They research carefully, compare options, and make considered decisions, but when they find an experience that meets their expectations, they are willing to pay for it, and willing to pay more than many venues assume.

The Afternoon Tea customer is not primarily motivated by finding the cheapest option. They are motivated by finding the best option at a price that feels fair for the occasion.

## What customers want more of

Direct feedback from thousands of customers pointed consistently to several areas where the market could better serve their needs. More regional coverage outside London and the South East featured prominently, reflecting the geographic demand gap noted above.

A significant and growing appetite emerged for spa and Afternoon Tea combinations - accessible day experiences combining spa facilities, pool access, perhaps a treatment or massage, with an indulgent Afternoon Tea. Affordable and highly giftable, this combination represents one of the clearest unmet demand signals in our customer research.

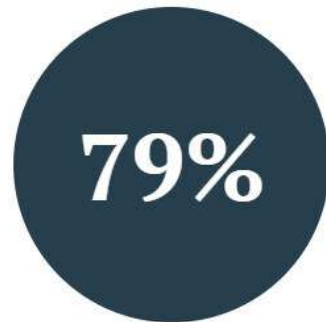
Improved dietary options, particularly for gluten-free and vegan customers, were frequently requested. And customers expressed a clear desire for more detailed venue information to support their decision-making before booking.

## Section 3: The Booking Journey

*How does an Afternoon Tea booking actually happen? Understanding the path a customer takes from initial idea to confirmed reservation has significant implications for every venue in this market. The following is drawn from platform data and customer research gathered across AfternoonTea.co.uk's 25 years of operation.*

### It starts with a search

The overwhelming majority of Afternoon Tea bookings begin with an online search. Not a recommendation from a friend, not an advertisement, but a deliberate, purposeful search by someone who has already decided they want Afternoon Tea and is now looking for the best option available to them.



*Of platform traffic arrives via organic search*

Social media plays its part earlier in that journey. Instagram in particular has become a significant driver of Afternoon Tea aspiration, with the #afternoonteaweek hashtag alone generating millions of impressions annually and the broader #afternoontea tag accumulating over seven million posts. But it is search where aspiration becomes intent, and intent becomes a booking.

This is a fundamentally different customer mindset from passive discovery. The Afternoon Tea customer arrives at the search bar with intent. They know what occasion they are planning for. They have a location in mind. They may already have a budget. What they are looking for is the venue that best matches all three.

For venues, this means that the battle for the Afternoon Tea customer is largely won or lost before they ever see your menu, speak to your team, or walk through your door. It is won in search results, on listing pages, and in the split-second judgement a customer makes when comparing options online. Visibility is not a marketing nice-to-have, but is the prerequisite for everything else.

The platform's own internal search data reinforces this picture of a customer arriving with clear intent. London is the single most searched term, accounting for over 20% of all on-site searches. Beyond location, customers search consistently for specific venue names, the iconic London addresses, heritage properties and well-known hospitality brands, confirming that Afternoon Tea aspiration is brand driven as much as it is experience driven. Customers do not arrive searching for "a nice Afternoon Tea." They arrive searching for specific experiences, specific settings and specific names.

Regional searches confirm that demand extends well beyond the capital. Oxford, Manchester, Edinburgh, Birmingham, Cambridge, York, Liverpool and Bath all feature consistently, reinforcing the finding that quality regional venues are operating in a market with genuine and largely underserved demand.

Dietary searches, for vegan and gluten-free options specifically, appear within the top search terms, providing further evidence that dietary provision is a booking decision driver rather than an afterthought. And seasonal terms including Christmas and Festive confirm that customers plan ahead for occasion-led dining periods and begin their search well in advance.

### **Desktop versus mobile – discovery versus booking**

Customer behaviour shows a clear and consistent pattern in how different devices are used across the booking journey. Mobile dominates the discovery phase, customers browsing options, comparing venues, and researching experiences overwhelmingly do so on their phones. Desktop becomes more prominent at the point of booking, when customers are ready to commit and prefer the larger screen for entering details and confirming reservations.

The practical implication for venues is that your mobile presence needs to inspire and your desktop experience needs to convert. A venue that looks beautiful on a phone but presents a clunky booking process on any device is losing customers at the final step of a journey they have already committed to completing.

### Photography is part of the promise

In an age of Instagram and social media, high quality photography is no longer a marketing luxury, but a commercial necessity. Customers want to see exactly what they will be getting before they book. A beautifully photographed Afternoon Tea stand, an elegantly dressed table, a signature themed creation, these images do not just attract attention, they set expectations and drive decisions.

But photography carries a responsibility that venues should not underestimate. Every image you publish is an implicit promise to the customer. Menus change, seasonal elements rotate, and themed experiences evolve and when the reality does not match the image, the disappointment is acute. We are aware of a customer who travelled from Ireland specifically for a themed Afternoon Tea they had seen photographed online, only to find that a particular children's toy character, sitting next to the cakes and pastries in the original images, was not actually included as part of the experience. The memory of that occasion, and their impression of the venue, was defined not by what they received, but by what they expected.

*“Keep your photography current, keep it accurate, and keep it exceptional. It is simultaneously your most powerful marketing tool and your most binding commitment to the customer.”*

### **Customers plan ahead, especially for special occasions**

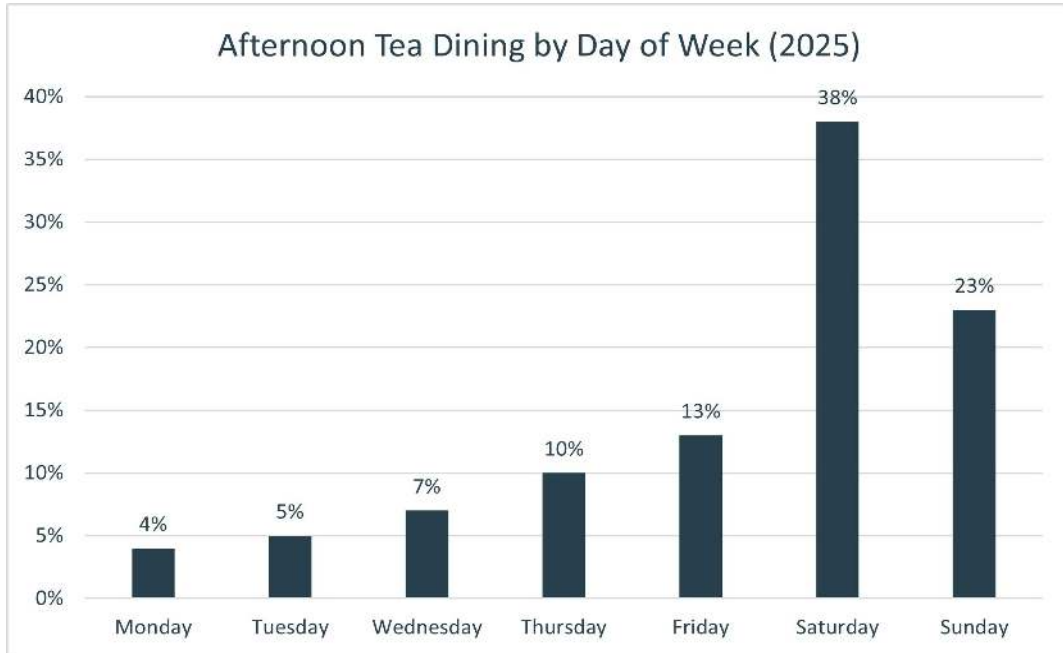
Afternoon Tea is not an impulse purchase for the majority of customers. Booking lead times show that customers planning for birthdays and other significant occasions will research and reserve weeks in advance, particularly for premium venues and peak dates such as Mother's Day, Valentine's Day and the Christmas period.

This has two practical implications. First, your availability needs to be visible and accurate well in advance of key dates - customers who cannot see availability will move to a venue that shows it clearly. Second, the customer who books four weeks ahead has had four weeks to build anticipation. By the time they arrive, their expectations are fully formed. Meeting those expectations is not optional.

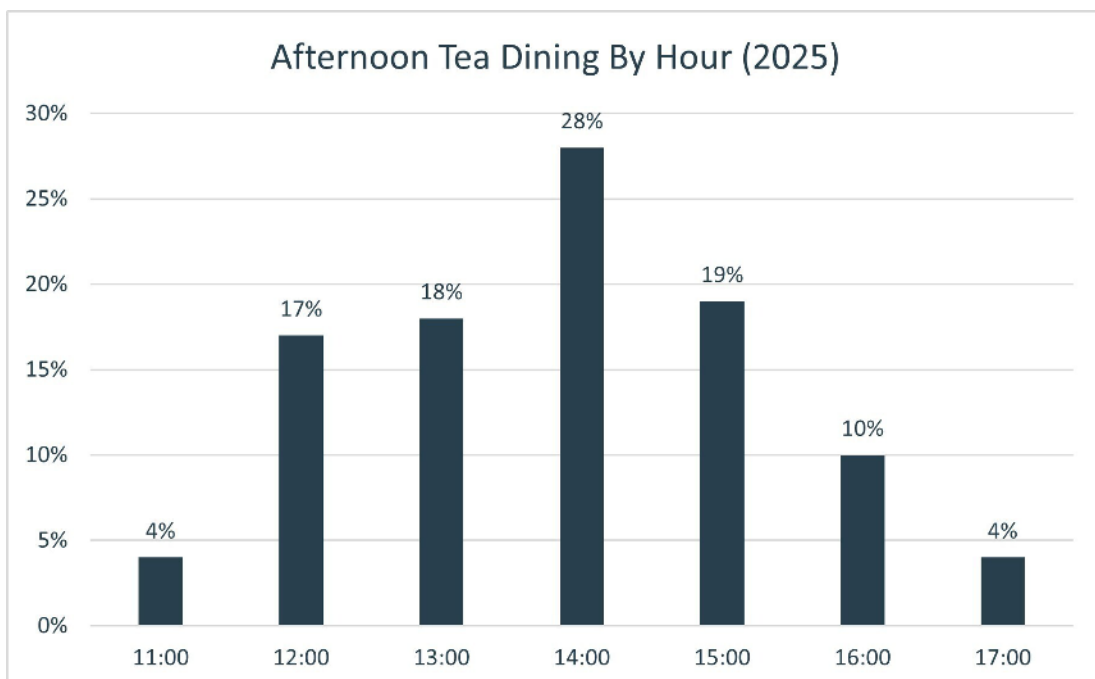
### **When customers book and when they dine**

The booking data reveals a clear and consistent behavioural rhythm that has significant implications for how venues manage capacity, plan marketing, and think about yield.

Afternoon Tea is structurally a weekend product. Saturday is the strongest dining day, followed by Sunday, with Friday acting as a shoulder day for celebration occasions. Together, Saturday and Sunday account for over half of all bookings. Thursday is consistently the weakest dining day across the week. The pattern is consistent with Afternoon Tea's identity as an occasion and experience product rather than an everyday dining choice.



Within those weekend days, the peak dining window is narrow. The single most popular dining hour is 2pm, with 1pm a close second. The 1pm to 3pm window captures the overwhelming majority of Afternoon Tea dining. There is very limited activity before noon and very limited activity after 5pm. It is a highly concentrated mid-afternoon product and operationally, that time compression demands careful capacity management.



Booking behaviour follows its own distinct rhythm. Customers book early in the week, with Sunday, Monday and Tuesday the most active booking days. Sunday evenings in particular show strong booking activity - customers planning for the coming weekend and beyond. Thursday is the weakest day for both dining and booking. The practical implication is clear: marketing campaigns, promotional emails and availability reminders perform best when deployed Sunday to Tuesday, when customers are actively in booking mode.

Bringing these three patterns together produces a precise behavioural profile of the Afternoon Tea customer in 2025. They plan approximately one to two weeks ahead. They book early in the week. They dine at the weekend, most commonly on a Saturday, and almost always between 1pm and 3pm.



For venues, two opportunity windows emerge from the data. Thursday dining is structurally underutilised and represents genuine untapped capacity. Late afternoon slots - 4 pm to 5 pm - see limited demand relative to the 1 pm to 3 pm peak and could reward venues that create specific incentives or offerings for those times.

### **How far ahead do customers plan?**

Analysis of bookings reveals that the median Afternoon Tea booking is made around 12 days before dining. Half of all bookings are placed within two weeks of the visit. The mean lead time of 21 days reflects a longer tail of early planners, customers booking for significant occasions, gifting purposes, or premium venues where availability is limited.

A quarter of customers book within 3 days of dining. Half book within 12 days. Three quarters book within approximately 4 weeks. And 90% of all bookings are placed within 8 weeks of the visit. A very small proportion plan three to six months ahead, almost certainly milestone celebrations or gifted experiences.

One finding is particularly valuable for venue operators: premium venues are booked earlier. Higher-priced venues show a mean lead time of around 23 days, against 18 days for lower-priced venues. Premium Afternoon Tea behaves more like a considered experience purchase where customers research, compare and commit with greater deliberation when the investment is higher.

Lead-time behaviour is broadly consistent across London and non-London venues, suggesting this is a category-wide pattern rather than a metropolitan one. The typical Afternoon Tea customer, wherever they are booking, follows the same broad rhythm.

The practical implications are clear. Venues should ensure availability is visible and accurate at least four to six weeks ahead of key dates to capture the full demand window. Marketing campaigns promoting specific dates or seasonal menus should activate 2 to 4 weeks before the target dining period. And the customer who books 12 days out is not a last-minute browser. They are the typical Afternoon Tea customer, behaving entirely normally.

### **Deposits and credit card requirements: a necessary friction**

Customer research raises an important tension for venue operators. Nearly 1 in 3 Afternoon Tea customers say that credit card requirements or deposit requests affect their likelihood of booking at a particular venue. For a category where the decision to book is already a considered and emotionally invested one, that friction is not trivial.

At the same time, no-shows represent a growing and costly problem for the hospitality industry. An Afternoon Tea service prepared for a party that does not arrive is not simply lost revenue, it is wasted ingredient cost, staff time and capacity that could have been offered to another customer. The deposit or credit card guarantee exists for good reason.

The balance is worth considering carefully. A deposit policy that is clearly explained, reasonably proportionate to the booking value, and easy to process online is far less likely to deter a customer than one that feels uncertain, complex or disproportionate. Customers who understand why a deposit is required and who find the process straightforward, are significantly less likely to be deterred by it. Transparency and simplicity are the tools that reduce friction without removing the protection venues genuinely need.

### **Gifting drives a significant share of demand**

A meaningful proportion of Afternoon Tea occasions are gifted rather than self-booked. Someone buys a voucher or books an experience on behalf of another person, for a birthday, a Mother's Day treat, a thank you, or a celebration. The gifted Afternoon Tea customer arrives with a slightly different profile from the self-booker. They may be less familiar with the venue, they are almost certainly marking an occasion, and the person who chose the gift has already made a quality judgement on their behalf. The pressure to deliver is, if anything, higher because disappointing a gifted experience disappoints two people simultaneously.

Gifting demand is heavily seasonal. Voucher sales data across our gifting partners shows December consistently accounting for around a third of all annual Afternoon Tea gift voucher sales, with the final quarter of the year representing approaching half of all yearly gifting revenue. Christmas is by far the single most important gifting period for Afternoon Tea vouchers, and the post-Christmas redemption period, when recipients book their experience, creates a secondary demand spike in the new year that venues should anticipate in their capacity planning. Valentine's Day in February and Mother's Day in March, produce visible but more modest lifts in gifting activity. The remainder of the year is broadly consistent in volume, driven by the steady drumbeat of birthdays, anniversaries and celebration occasions.

One in three vouchers sold includes a Champagne, Prosecco or sparkling wine upgrade, a finding entirely consistent with the broader booking data showing strong customer appetite for occasion enhancements.

The details that surround the gifting occasion matter as much as the experience itself. Some customers have reported that their gift recipient was presented with a bill for the service charge at the end of their Afternoon Tea - an unwelcome surprise that can sour an otherwise perfect occasion. Others share frustrations about not being able to purchase vouchers for three or five people, as the industry's default 'Tea for Two' format excludes the third guest or creates an awkward shortfall for an odd-numbered group.

These are small details. But in a category driven entirely by occasion and emotion, small details have an outsized impact. Taking the time to consider the full customer journey, including the moments after the stand has been cleared and the bill has arrived, is what separates a venue that delivers a good Afternoon Tea from one that delivers a genuinely memorable experience.

### **The path from discovery to loyalty**

The Afternoon Tea customer is deliberate at every stage of their journey. They do not stumble into your venue. They choose it, often carefully, often weeks in advance, often on behalf of someone they care about. The venues that understand and respect that journey, from the moment their listing appears in a search result to the moment a guest leaves the table, are the ones that turn first-time visitors into loyal advocates.

## Section 4: What People Are Spending

*Price is one of the most misunderstood aspects of the Afternoon Tea market. The assumption that customers are primarily motivated by finding the lowest price is not supported by the data. What the data actually shows is a market in which consumers are willing, and actively choosing, to spend more than many venues expect. But it is not one market. It is two.*

### The London Market

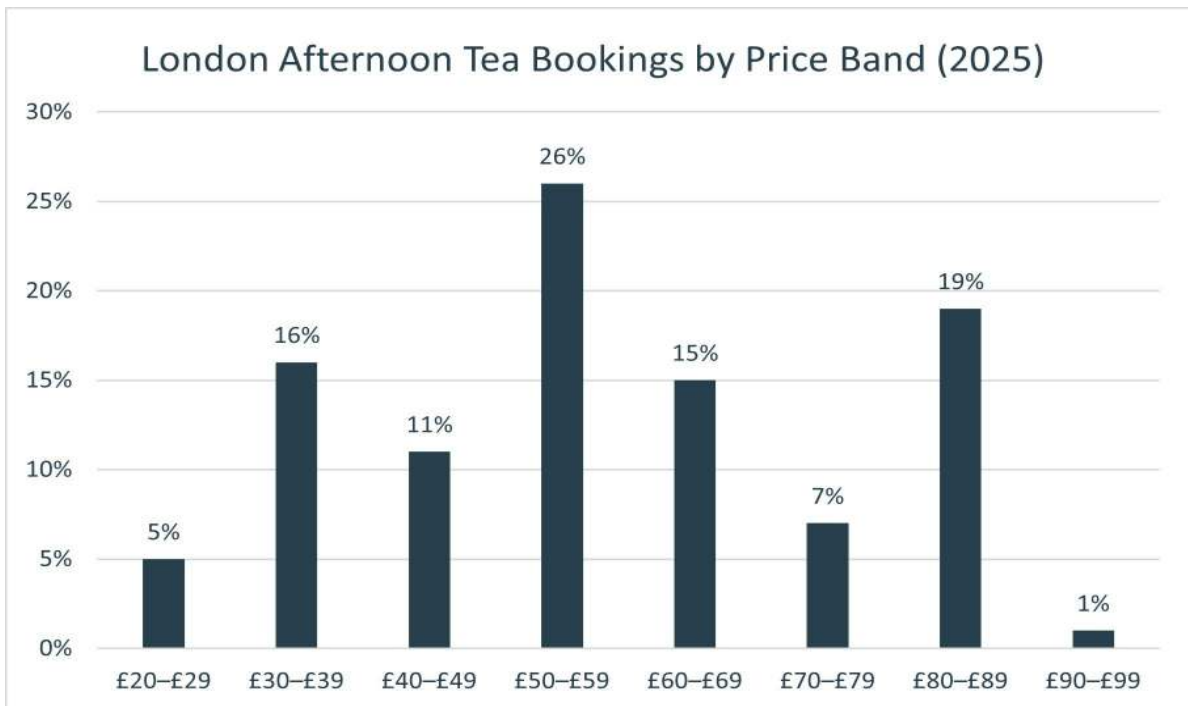
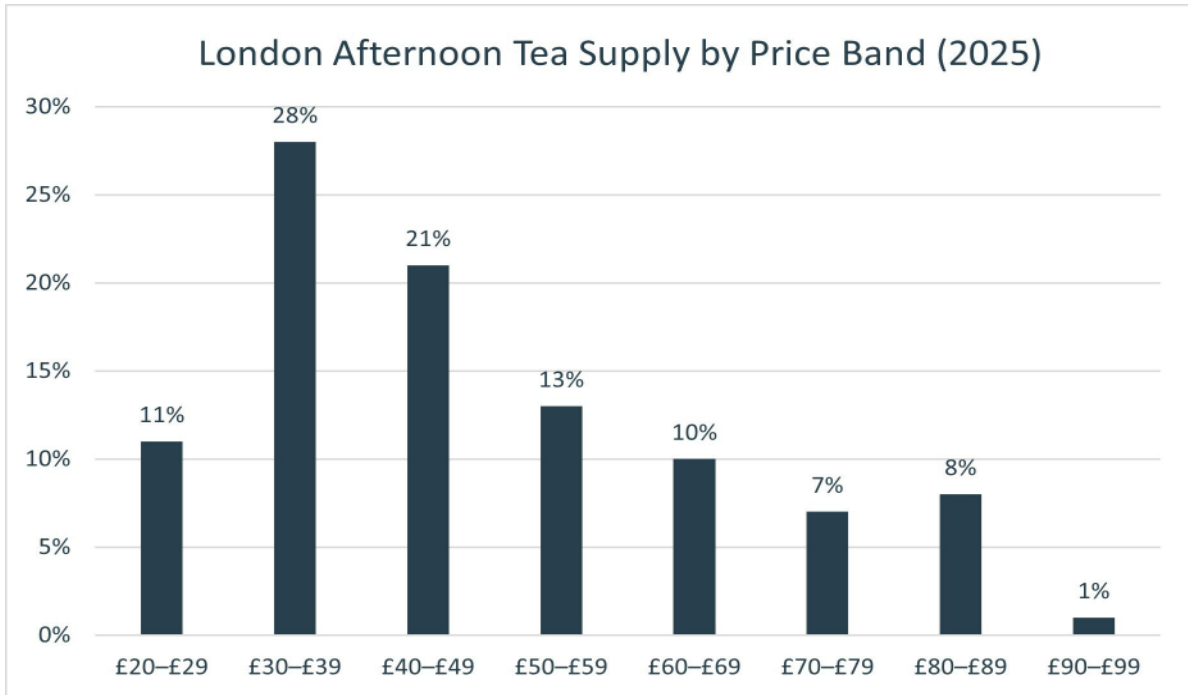
In London, the dominant price band is £50–£59 per person, accounting for 26% of all London bookings on our platform and the single highest band by a significant margin. That finding becomes even more telling when set against the supply picture. 60% of London venues on the platform are listed below £50 per person, with £30–£39 the single most common price point among venues at 28%. Yet only 32% of actual bookings fall below £50.



*Average London  
booking value*

Customers are not choosing from the middle of the market; they are actively reaching past it. The majority of London Afternoon Tea customers are spending in a price range where only 40% of venues operate. For venue operators, the implication is clear: the market is less price-sensitive than the supply landscape suggests, and there is meaningful headroom to price with confidence.

The full London price band picture reveals a clear pattern:



The secondary spike at £80–£89 at 19% is instructive but should be interpreted carefully. This is not a broadly accessible pricing opportunity; it reflects a specific and well-defined tier of London hospitality. The iconic five-star hotels, the heritage Mayfair addresses, the venues where the setting, the silverware, the staff and the reputation are themselves part of what the customer is paying for. Customers booking in this band are not simply paying more for the same experience. They are paying for a categorically different one.

The dip at £70–£79 at just 7% is equally telling. This is the pricing dead zone in the London market, a position that is neither accessible premium nor luxury, and which customers appear to navigate around rather than toward. Venues in this band should examine honestly whether their experience genuinely justifies that positioning.

The average London per-person spend is £51, with an average party size of 3.32 covers, generating an average booking value of approximately £170.

## The UK Regional Market

Outside the capital, the picture is fundamentally different. The average per-person price drops to £30, reflecting both lower operating costs and different customer price anchoring outside major urban centres. The average party size of 3.04 covers generates an average booking value of approximately £90 - a full 47% lower than the London equivalent on a per-booking basis.



*Average regional  
booking value*

The non-London sweet spot sits in the £26 - £39 per person range, where the majority of regional bookings transact. However, the regional data contains an important and frequently overlooked insight. Customers travelling specifically for an Afternoon Tea occasion are not anchoring their price expectations to the local market. They are anchoring them to the experience they are seeking. A genuinely exceptional Afternoon Tea at a countryside hotel or boutique venue can command pricing that exceeds local market norms, provided the quality, presentation and service justify it.

## The National Picture

Blending the two markets produces a national average booking value of approximately £105–£110, with a consistent average party size of 3.18 covers. But that blended figure is largely a statistical artefact. It describes neither market accurately and should not be used as a benchmark by any individual venue.

*“The 89% gap between London and regional average booking values is not noise. It is structural. Afternoon Tea in the UK is not one market. It is two.”*

## Customers trade up when given the opportunity

One of the clearest behavioural patterns in our booking data is the willingness of customers to spend beyond the base price when upgrades and enhancements are presented clearly and confidently. Prosecco additions, Champagne upgrades, and premium menu tiers all show strong uptake when they are offered as a natural part of the booking process rather than an afterthought.

A customer booking a birthday Afternoon Tea at £55 per person who is offered a Champagne upgrade for an additional £10 is not being upsold - they are being given the opportunity to make their occasion feel more special. Most will take it. The venues that build this into their offering and present it confidently, both online and at the point of service, consistently generate higher average spend per cover than those that do not.

It is worth noting that ‘Value for Money’ is among the categories assessed by our judges for The Afternoon Tea Awards. To be recognised with an award, a venue must be judged to offer good or excellent value, regardless of the price being charged. Our award winners span a wide range of price points, and all have been independently verified to deliver an experience that justifies what the customer paid.

“A £90 experience that exceeds expectations is not expensive. A £35 experience that disappoints is. Price is what you pay. Value is what you receive.”

Value for money is not about being affordable. It is about being worth it. And "expensive" is perhaps the most misunderstood word in the Afternoon Tea vocabulary. A £90 experience that exceeds expectations is not expensive. A £35 experience that disappoints is. Price is what you pay. Value is what you receive.

### **What this means for your pricing strategy**

Three conclusions emerge clearly from the data. First, know your market. A London venue and a regional venue are not competing for the same customer in the same way. Benchmarking your pricing against the wrong market will lead you to the wrong conclusions. Second, price honestly. The data shows customers making precise value judgements at every price point. Third, build an upgrade pathway. Regardless of market, customers are consistently willing to spend beyond the base price when enhancements are presented clearly and confidently.

## Section 5: What's on the Menu

*The Afternoon Tea menu is both a creative canvas and a commercial instrument. What venues choose to offer, how they present it, and how they respond to the evolving expectations of their customers has a direct bearing on bookings, reviews and revenue. Our data offers a clear picture of what the market currently looks like and where it is heading.*

### Themed Afternoon Teas lead the market

Themed Afternoon Teas are among the most prominent offerings on AfternoonTea.co.uk, and their popularity reflects something important about why customers book. Seasonal themes, celebration themes, character themes and brand collaborations have become a defining feature of the modern Afternoon Tea market.

A themed Afternoon Tea is not simply a menu. It is an experience with a narrative. It gives the occasion a focus, it creates a visual moment that customers want to photograph and share, and it provides a clear reason to book now rather than at some unspecified future point. For venues, a well-executed themed tea is also a marketing asset - the imagery it generates, both from professional photography and from customer social media, extends its commercial life long after the last guest has left.

Among the most visited venue pages on the platform, the picture that emerges is revealing. Themed Afternoon Teas feature prominently, confirming their appeal as one of the category's most compelling draws. But setting and visual impact run close behind. Venues with distinctive views, iconic locations and experiences designed to be photographed and shared consistently attract the highest customer interest alongside the themed offer. Five-star properties and price-led promotions also feature, but it is the combination of theme, setting and visual moment that defines the most visited venues on the platform.

The practical implication is the same whether a venue leads with a theme or a view: the Afternoon Tea experience extends well beyond the stand itself. Customers are choosing venues partly for what surrounds the table - the skyline, the room, the light, the moment worth photographing. Venues with a distinctive setting or outlook should make that as visible and prominent in their listings and photography as the menu itself.

The commercial potential of a well-executed themed tea can exceed all expectations. One London hotel designed a themed Afternoon Tea to coincide with the launch of a major film release, intending to run it for two or three months. AfternoonTea.co.uk promoted it on social media, and the hotel's switchboard was immediately overwhelmed with calls. They ran it for the next two years, fully booked every day.

The standard to aim for is total commitment. Judges for The Afternoon Tea Awards consistently reward venues that run a theme through every visible element of the experience - the crockery, the menu card, the cakes, the pastries, the stand itself. They are equally clear about what a themed Afternoon Tea is not. A piece of Stollen added to the standard Afternoon Tea menu does not make it a Christmas-themed Afternoon Tea.

A theme is not a garnish. It is a complete creative decision. Venues that commit fully create something genuinely shareable and memorable. Those that apply it selectively satisfy neither the themed nor the traditional customer.

“A theme is not a garnish. It is a complete creative decision.”

The caveat, as noted elsewhere in this report, is that the themed tea carries a heightened responsibility around accuracy. When a customer books a themed experience based on photography and description, every element of that image is part of the promise. Keeping themed photography and descriptions current is not optional housekeeping but a commercial and reputational necessity.

## **The classics endure**

While themed teas lead on volume, the traditional Afternoon Tea remains the backbone of the market. Finger sandwiches, freshly baked scones with clotted cream and jam, a selection of pastries and cakes, and a pot of quality tea. This is the format that has sustained the category for generations and shows no sign of diminishing relevance.

What has changed is the expectation of execution. Customers booking a traditional Afternoon Tea in 2026 are not lowering their standards because the menu is classic. They are applying the same critical eye to sandwich fillings, scone temperature, cake quality and tea selection that they would to any premium experience. The traditional format is not a licence for mediocrity. It is a framework that rewards genuine craft.

## **Prosecco and Champagne upgrades drive incremental revenue**

Drink upgrades such as Champagne or Prosecco additions and cocktail pairings are among the most commercially significant elements of the modern Afternoon Tea offering. Our booking data shows strong and consistent uptake of drink upgrades when they are presented clearly as part of the booking process.

Venues that build drink upgrades into their online booking flow, rather than relying on upselling at the table, consistently capture a higher proportion of that spend. Champagne Afternoon Teas, positioned as the premium tier of the offering, also perform strongly at the luxury end of the market, particularly in London, where the average booking value already reflects a willingness to spend.

A growing number of venues are now offering non-alcoholic alternatives such as sparkling teas and alcohol-free cocktails, presented with the same theatre and occasion as their alcoholic counterparts. This reflects a wider shift in consumer expectations, and a practical recognition that some customers, including those who do not drink for religious or personal reasons, still want an elevated, celebratory drink experience. The opportunity is the same regardless of what is in the glass: a beautifully presented drink upgrade enhances the occasion and adds to the booking value.

### **Dietary options are a growing commercial necessity**

Dietary requirements generate more customer enquiries to AfternoonTea.co.uk than any other single topic. With party sizes averaging over three covers and dietary requirements more prevalent than ever, venues should assume that most bookings will include at least one guest with a specific dietary need, whether gluten-free, vegan, vegetarian, or other. The decision about which venue to book is frequently made on the basis of whether that need can be met.

The practical implication is straightforward. If you have a dedicated vegan menu or a full gluten-free Afternoon Tea, that information needs to be visible to the customer at the point of decision, not discovered after booking. If you require 24 or 48 hours' notice for dietary alternatives, tell the customer upfront. A customer who books with confidence, knowing their dietary needs will be met, arrives relaxed and ready to enjoy the occasion. A customer who discovers the limitations after booking arrives with a problem already formed.

Venues that present their dietary provision clearly and specifically will convert more browsers into bookings and generate fewer difficult conversations on the day. There is an important distinction between "we can usually accommodate most dietary requirements on request" and "we offer a dedicated gluten-free menu and a full vegan Afternoon Tea." One reassures, the other converts.

"'We can accommodate most dietary requirements on request' is not sufficient reassurance for a customer making a booking decision online."

### **The children's Afternoon Tea – a growing opportunity**

Family Afternoon Teas and children's menus represent a growing segment of the market, driven by customers who want to include younger family members in celebratory occasions. Yet it remains one of the most anxiety-inducing booking decisions a parent faces - should I include my child in the booking? Will they be charged the full adult price for eating a couple of cakes and drinking some juice? Can they share mine?

This uncertainty is one of the most common enquiries we receive at [AfternoonTea.co.uk](https://AfternoonTea.co.uk), and it is entirely avoidable. A dedicated children's Afternoon Tea menu, appropriately sized, child-friendly in its menu, thoughtfully presented, and sensibly priced, removes the anxiety completely. It also makes sound commercial sense. A child with their own menu is a paying customer rather than a sharer. The venue generates additional revenue while the child enjoys the entirely reasonable pleasure of feeling as though something has been made especially for them.

Venues offering a well-considered children's menu open themselves to a family occasion market that is largely underserved at the quality end. The name matters too, one of our hotel group clients calls theirs the 'Little Prince and Princess Afternoon Tea.' It costs no more to name it well, and a child who feels like royalty for an afternoon is a customer whose parents will return.

### **The tea itself – still the most overlooked element**

In a category named after the beverage, the quality and presentation of the tea itself remains one of the most frequently cited areas of customer disappointment. Independent judging for The Afternoon Tea Awards 2025 identified tea service as a consistent differentiator between good venues and exceptional ones, and customer feedback echoed this finding.

Let us be direct on one point: teabags are not acceptable for an Afternoon Tea. Leaf tea, properly selected, correctly brewed, and served with care, is the baseline standard. It is not a premium add-on. It is a fundamental requirement of the category. Our judges mark down for teabags, and customers notice even when they cannot articulate precisely why the tea felt underwhelming.

Beyond the basics, offering a thoughtful selection of leaf teas, presenting them knowledgeably, brewing them at the correct temperature, and replenishing them attentively are what separate a good tea service from a memorable one. Staff who can speak with confidence about the teas they are serving, the origin, the character, and the recommended brewing time, elevate the entire experience in a way that requires investment in knowledge rather than cost.

Venues that take their tea seriously consistently score higher in independent assessment and generate stronger customer reviews. In a category called Afternoon Tea, it is perhaps the highest-return investment a venue can make.

*“It is a quiet irony that the beverage which gives this category its name is so frequently its weakest element.”*

“It is a quiet irony that the beverage which gives this category its name is so frequently its weakest element.”

## Section 6: What Excellence Looks Like

*The Afternoon Tea Awards 2025 saw over 60 of the UK's top Afternoon Tea venues assessed across more than 120 anonymous visits by an independent team of industry professionals, including pastry chefs and food journalists. The judges looked at all aspects of the Afternoon Tea experience, from making a booking to paying the bill, with a strong focus on food, presentation and service. What they found, consistently across venues of every type and price point, tells a more nuanced story than any star rating or review platform can capture.*

The top awards recognise the UK's best in three categories: Best Contemporary Afternoon Tea, Best Traditional Afternoon Tea, and Best Themed Afternoon Tea. Additional Awards of Excellence are presented to venues that meet the highest standards in service and creativity. This section draws on the findings from across the judging process to offer the industry a clear-eyed view of what separates a good Afternoon Tea from a truly exceptional one.

### **More than an award – a professional development tool**

What makes The Afternoon Tea Awards uniquely valuable to the venues that enter is not only the recognition that winning brings: it is the independent, detailed feedback that every entrant receives from the judging panel, regardless of outcome.

Every venue that enters receives the written observations of their mystery dining judges covering all aspects of the experience. This is a candid, professional, independent assessment of a kind that is almost impossible to obtain through any other means. It is not filtered through the lens of a public review or softened by the awkwardness of a face-to-face conversation. It is the unvarnished, expert view of what the venue delivered on the day.

Crucially, only the winners are publicly announced. Venues that enter, but do not win, are never identified. The decision to enter carries no public risk. For those who win, it brings recognition. For those who don't, the judging feedback provides genuine insight into where the experience can be improved.

For many venues, this feedback is the primary reason they enter year after year. Independent, experienced judges, visiting anonymously, observing everything from the moment a reservation is made to the moment a guest leaves and then providing a detailed written account of what they found, is a professional development resource of genuine value.

The commercial value of an award commendation extends beyond the venue's own team. In our customer research, conducted with over 3,000 Afternoon Tea customers, more than half said that award commendations actively influence their choice of venue. For a customer choosing between two otherwise comparable options, an award is a deciding factor. That is not a soft reputational benefit, it is a direct commercial one.

*The Afternoon Tea Awards exists to raise standards across the entire category. The award itself honours excellence. The feedback delivers it.*

"The Afternoon Tea Awards exists to raise standards across the entire category. The award itself honours excellence. The feedback delivers it."

### **Where venues perform well**

Across the judging cohort, First Impressions and Facilities scored consistently well. Venues have invested in their physical environments, the entrance, the room, the table dressing, the general presentation of the space, and it shows. Table Setting also performed strongly. The visual theatre of an Afternoon Tea, the china, the linen, the floral arrangements, the tiered stand, is something the industry has embraced with genuine commitment.

### **Where venues consistently fall short**

The categories that most reliably separated good venues from exceptional ones were Food, Tea, and Table Service - precisely the elements that are most within a venue's direct operational control, and most visible to the customer.

Food execution was the single most variable category across the entire judging cohort. The issues that drove lower scores were consistent and largely preventable: sandwiches prepared too far in advance and dried at the edges; scones served at ambient rather than warm temperature; pastries that did not match the menu description and portion sizes inconsistent with the price point. These are not failures of concept or investment. They are failures of process and attention and they are fixable.

Tea service emerged as a persistent blind spot. Judges cited uninspiring tea selections, incorrect brewing temperatures, over-steeped pots, and a lack of staff knowledge about the teas being served. Offering a fresh pot without being asked was identified as a simple but powerful differentiator that relatively few venues delivered consistently.

Table Service scores showed the widest variation of any category. The venues that scored highest were not necessarily those with the most formally trained staff. They were those where every member of the team understood the occasion they were serving and engaged with genuine warmth and attentiveness.

### **The judges: a wealth of experience and perspective**

The Afternoon Tea Awards judging panel brings together professionals from across the food, hospitality and lifestyle world - pastry chefs, food & beverage managers, food journalists, travel writers and food stylists - each of whom evaluates the Afternoon Tea experience through their own professional lens.

A pastry chef will notice the over-proofed scone, the tea brewed at the wrong temperature, the ganache that hasn't been tempered correctly. A food & beverage manager brings operational expertise, assessing service flow, staff knowledge and the mechanics of a well-run Afternoon Tea room. A travel writer or food stylist responds to the holistic experience, the atmosphere, the visual storytelling, and the sense of occasion that make an Afternoon Tea genuinely memorable.

This breadth of expertise across the panel means that, between them, our judges bring both technical rigour and experiential sensitivity to their assessments. The result is a more complete and rounded picture of what excellence in Afternoon Tea actually looks like than any single perspective could provide alone.

### **The gap between good and excellent is smaller than venues think**

Perhaps the most important finding from the 2025 judging is this: the difference between a good Afternoon Tea score and an excellent one was rarely about investment, concept or ambition. It was almost always about consistency, process and the details that venues sometimes stop noticing because they have become routine.

The judges apply that standard without compromise. Final deliberations between top-scoring venues can come down to something as small as a stain on a waiter's jacket. That is the level of scrutiny the awards demand and the level of attention that genuine excellence requires.

## What the judges want venues to know

Drawing on the qualitative commentary from across the judging panel, five themes emerged with striking consistency:

- Warm scones are not optional. The temperature of a scone at the moment it reaches the table is one of the most immediate and powerful signals of kitchen care and timing.
- Staff knowledge matters more than staff formality. Customers want to feel that the people serving them care about what they are delivering, not just that they are competent at delivering it.
- The menu should deliver what it promises. If it says homemade, it should be homemade. If it says locally sourced, the team should be able to say where from.
- Replenishment should be proactive not reactive. The best service anticipates need. A table being watched with genuine attentiveness, where a fresh pot arrives as the last cup is poured, feels cared for in a way that no amount of formal training can fully replicate.
- The occasion deserves acknowledgement. Whether a birthday, an anniversary, or simply a treat, the venues that acknowledged the reason for the visit, however simply, created a warmth that elevated the entire experience.

*"Excellence in Afternoon Tea is not the preserve of five-star hotels. It is available to every venue in this market, because it is built not from investment, but from intention."*

## Section 7: Looking Ahead – What This Means for Venues in 2026

*The Afternoon Tea market enters 2026 in a position that rewards quality, occasion-led thinking, and digital visibility above all else. The data gathered across this report points clearly to both the opportunities ahead and the risks of standing still.*

### Know your market, and price accordingly

One of the clearest findings in this report is that the UK Afternoon Tea market is not one market. It is two, and the commercial implications of confusing them are significant.

London venues operate in a premium environment where the sweet spot is £50–£59 per person for quality accessible experiences, with a well-defined luxury tier at £80–£89 for venues whose setting, heritage and service genuinely place them in that category. The average London booking value of approximately £170 reflects not just higher per-person pricing but larger party sizes.

Outside the capital, the sweet spot sits in the £26–£39 range, with an average booking value of approximately £90. But that figure has meaningful headroom. Regional venues with genuine quality and distinctive settings should price with the confidence their experience warrants and build the upgrade pathways that allow customers to spend at the level their occasion deserves.

### **The occasion is everything, so treat it that way**

Birthdays dominate as the primary reason people book Afternoon Tea, followed by celebratory catch-ups and treat occasions. The vast majority of customers arrive with an emotional investment in the experience and are marking something that matters to them.

A handwritten card, a candle, a quiet acknowledgement from a member of staff that today is special, small moments of recognition are among the highest-return investments a venue can make. They cost almost nothing. The loyalty and word of mouth they generate is invaluable.

One observation that recurs consistently in judge feedback concerns venues that serve Afternoon Tea alongside an all-day dining menu. However good the food and service, the Afternoon Tea experience is almost always compromised when a guest at the next table is eating a burger and fries. The sense of occasion, the theatre, the ceremony, the feeling of something special, is difficult to sustain in a mixed dining environment.

The solution need not be complicated or costly. Seating all Afternoon Tea guests together in a dedicated or consistent area of the restaurant creates a natural sense of occasion without requiring a separate room. It signals to the customer that their experience has been considered and curated. It signals to the rest of the team that this table deserves a particular kind of attention. And it protects the atmosphere that the customer paid for and came to enjoy.

### **Digital visibility is not optional, it is existential**

The overwhelming majority of Afternoon Tea bookings begin with a search. If your venue does not appear prominently in those results, you are invisible to the largest pool of potential customers before the conversation has even begun.

Your venue's online presence needs to clearly communicate the experience, the setting, the menu, the occasions you cater for, and the price, in a way that matches how customers search. And as detailed in Section 3, high quality photography is not a marketing luxury, it is a commercial necessity and a binding commitment to the customer who books based on what they see.

### **Build your menu around the occasion and the upgrade**

The data is consistent: customers are willing to spend beyond the base price when enhancements are presented clearly and confidently. A tiered menu structure, a classic option, a signature option, and a celebration tier, gives customers permission to spend at the level their occasion warrants. The growing appetite for dietary options should also be treated as a commercial opportunity rather than an operational burden.

### **The spa and wellness opportunity**

Customer demand data points clearly to a growing and largely unmet appetite for Afternoon Tea as part of a wider wellness occasion - an accessible, self-contained day experience combining spa facilities, pool access, perhaps a treatment, and an indulgent Afternoon Tea. Affordable, and highly giftable, this combination is one of the clearest unmet demand signals in our customer research. For venues with spa facilities, this is a genuinely underexploited commercial opportunity, particularly for gifting.

### **Accessibility: planning ahead for every guest**

Accessibility is worth considering carefully when planning your Afternoon Tea service. The practical realities of many Afternoon Tea settings - low sofas, tiered stands requiring reach, heritage rooms with steps, narrow layouts - can create genuine difficulties for customers with mobility impairments or other accessibility needs. A guest who arrives to find the seating unsuitable, the table inaccessible, or the stand difficult to navigate has had their occasion compromised before service has commenced.

Venues should know their accessibility considerations, state them clearly at the point of booking, and think through in advance what reasonable adjustments they can make, whether that is alternative seating, a modified stand arrangement, or simply a member of staff briefed to handle the situation with care and discretion. A little preparation goes a long way.

### **Read the booking notes**

A customer who takes the time to add notes to their booking has told the venue exactly what they need to make their occasion a success. They have mentioned the birthday. They have flagged the dietary requirement. They have noted the mobility consideration. They have asked about the pescatarian option. That information exists. The failure (and it is one of the most common sources of customer disappointment in the category) is that it is not read, not acted upon, and not communicated to the team before the guest arrives.

Booking notes are not an administrative detail; they are a briefing document. A venue that reads them, acts on them, and ensures the relevant team members know what is expected before service begins will consistently outperform one that does not, not because it is more talented, but because it is more prepared. The guest who mentioned their mother's birthday in the booking notes and arrives to find it acknowledged will remember that venue. The guest who mentioned it and arrives to find it ignored will also remember, for entirely different reasons.

### **The pursuit of excellence**

Judging for The Afternoon Tea Awards 2025 revealed a finding that should give every venue both reassurance and challenge in equal measure: the gap between good and excellent is rarely about investment. It is about intention.

Simplicity is the point: warm scones served at the right temperature, sandwiches freshly made, tea brewed correctly and replenished proactively, staff who understand that the customer is celebrating something. None of these requires significant investment; they require a culture that cares.

### **The bottom line**

The Afternoon Tea market is resilient, occasion-driven and populated by customers who are willing to spend. The venues that will grow in 2026 are those that know their market, price with confidence, invest in their digital presence, build an upgrade pathway, and never stop caring about the attention to detail required for an exemplary Afternoon Tea.

## Section 8: Thank You – and Looking Forward

*The Afternoon Tea Report 2026 would not exist without the venues, partners and customers whose activity, feedback and participation generated the data and insight within it. This final section is an opportunity to acknowledge that, and to look ahead.*

### To the venues

The 800-plus venues listed on [AfternoonTea.co.uk](https://AfternoonTea.co.uk) represent the full breadth and depth of Afternoon Tea in the United Kingdom, from the boutique hotel to the five-star property whose Afternoon Tea has become a destination experience in its own right. Every one of them contributes to a category that is genuinely loved by the customers it serves.

The data in this report reflects their menus, their pricing, their customers and their performance across 2025. We are grateful for the relationships that made this analysis possible and we hope the insights within it serve them well in 2026.

## To the awards entrants and winners

The Afternoon Tea Awards 2025 saw over 60 of the UK's top venues submit to independent, anonymous assessment: an act of professional confidence and commitment to improvement that deserves recognition in its own right. The venues that enter do so not simply for the possibility of public recognition but for the independent, expert feedback that every entrant receives, regardless of outcome.

Full details of all 2025 award winners are available at [afternoontea.co.uk/awards](https://afternoontea.co.uk/awards)

## To our judges

The Afternoon Tea Awards rely on the expertise and professional integrity of an outstanding independent judging team. Their anonymous assessments, candid observations and genuine commitment to raising standards across the category are at the heart of this report. We are grateful to every one of them.

## To our booking and gifting partners

The commercial infrastructure that connects customers to venues, the booking platforms, the gift voucher partners, and the technology integrations, is the invisible architecture of a functioning market. We are grateful to the partners whose systems and relationships help turn customer intent into confirmed reservations and gifted experiences, and we look forward to developing those partnerships further in the year ahead.

## To our customers

The thousands of customers who shared their experiences, opinions and preferences through our research gave this report its most human dimension. Their voices, on what they value, what they spend, what delights them and what disappoints them, are present in every section. We are grateful for their honesty and their continued loyalty to a category that, as they remind us year after year, matters to them deeply.

## To our team

AfternoonTea.co.uk has been built over 25 years by the people who have worked within it. To every member of the team, past and present, who has contributed to building the platform, the relationships and the reputation that made this report possible, thank you.

## Looking Forward

We believe the UK Afternoon Tea market deserves the rigorous, data-led, independent analysis that this report represents. After 25 years, no other platform is better placed than AfternoonTea.co.uk to provide it.

Doubtless, the 7th Duchess of Bedford would agree.

**Keith Newton**

*Founder & Managing Director, AfternoonTea.co.uk*

## A Note on Methodology

*The Afternoon Tea Report 2026 is the first annual market intelligence report published by AfternoonTea.co.uk. The data and insights within it are drawn exclusively from primary sources accumulated through 25 years of platform operation.*

### Booking and transaction data

Booking and transaction analysis is drawn from AfternoonTea.co.uk's own platform data, covering bookings facilitated through the site across multiple years. Price band analysis, geographic splits, party size data, booking values and seasonal patterns are all derived from this proprietary dataset. No third-party booking data or external market estimates have been used. Booking data includes reservations processed through AfternoonTea.co.uk's own Time For Food platform alongside data from partner reservation systems.

Lead-time analysis, dining time distribution and booking day behaviour are drawn from booking data analysed across multiple booking platforms. Data has been tested for seasonal bias, and the patterns identified are consistent year-round.

## **Customer research**

Consumer insight, including demographic analysis, occasion drivers, price expectations, dietary preferences and customer feedback, is drawn from direct research conducted with over 3,000 people from AfternoonTea.co.uk's own customer base. Responses were gathered through structured questionnaires completed by verified customers of the platform.

## **Awards judging data**

Qualitative and evaluative insight into venue standards is drawn from the independent judging process conducted for The Afternoon Tea Awards 2025. Over 60 venues were assessed across more than 120 anonymous visits by an independent panel of industry professionals. Judges operate under strict independence guidelines and have no commercial relationship with the venues they assess. Qualitative findings are presented as category-level observations and do not identify individual venues.

## **Website and audience data**

Audience and traffic data is drawn from AfternoonTea.co.uk's own first-party analytics, measured through Google Analytics 4. Visitor figures represent verified platform traffic for the 2025 calendar year.

## Platform data

Venue counts, gift voucher inventory and related platform statistics reflect live data from AfternoonTea.co.uk and shop.afternoontea.co.uk at the time of publication.

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*All data in this report is proprietary to AfternoonTea.co.uk. Findings are presented as market-level observations and should not be attributed to any individual venue, booking partner or customer. AfternoonTea.co.uk welcomes enquiries from industry partners, media and researchers wishing to discuss the findings in this report.*

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