# Introduction

The Restaurant Survey was conducted by the Centre for Tourism and Policy Research to satisfy the need for a scientific study to assess and rank the quality of fine dining restaurants in Jamaica. Studies of this nature are regularly conducted in industrialized nations (for example in the United States). This study was conducted in two phases in two major areas in Jamaica. This was done initially with the Kingston Metropolitan Area, followed by the resort areas of Montego Bay.

The Restaurant Survey focuses on restaurants that would be described as “fine dining restaurants.” A fine dining restaurant is “a restaurant that offers diners an elegant ambience with quality products (including food and drink) and services.”

# Methodology

In total, 620 diners were questioned from a sample of 31 participating restaurants[[1]](#footnote-1) in the Kingston Metropolitan Area and the resort area of Montego Bay through the use of questionnaires. Most of these restaurants agreed to participate in the survey either by permitting the CTPR Data Collectors to administer questionnaires within the precinct of their properties or volunteered their employees to distribute and collect them from potential respondents (diners). The a significant portion restaurants that were a part of the sample, came from a list of restaurants registered with the Jamaican Tourist Board (JTB) and submissions from several industry experts.

This survey was conducted in a Cross – Sectional manner was taken at different time frames between August 2011 and August 2012. The convenience sampling strategy was used to obtain interview responses from diners. This sample was taken at different periods during the day, such as, during the lunch and dinner periods, on weekdays and weekends to overcome the issue of representativeness of the sample.

The gender and age of the diners and findings of the study will be presented based on value for money, quality of food, customer service, décor / ambience and best fine dining restaurant. Diners were asked to rate their experiences on a scale of 1 – 5 on the questionnaires used for the study (1 being the lowest and 5 being the highest possible value). CTPR found the percentage of the gender and age distribution of the respondents and calculated weighted average in order to the rank the restaurants. The results for the top five restaurants in each area are as follows:

# Results: Kingston Metropolitan Area

## Gender



Most of the diners questioned were Males (51%).

## Ages of the respondents



Majority of the diners fell within the 18 – 35 age group (50%) and 36 – 54 age group (36%).

## Ranking of the Restaurants:

### Value for Money



Starapples had the highest average score for Value for Money at 3.5. This is followed by The Terrace (3.42).

### Quality of Food



Canton (4.63) and Dragon Court (4.61) received the highest ratings for the quality of food category.

### Customer Service



Diners at the Dragon Court (3.68) and Jade Gardens (3.67) restaurants received the highest ratings for Customer Service.

### Décor / Ambience



Jade Gardens received the highest score for the restaurant’s décor / ambience (4.56). This was followed Gaucho’s Grill score of 4.43.

### Best Fine Dining Restaurant

Dragon Court Restaurant was rated as the ‘Best Fine Dining Restaurant’ in the Kingston Metropolitan Area with an Average score of 4. Followed by Canton (3.92) then Jade Gardens (3.89).



# Results: Montego Bay

## Gender



Most of the respondents were also males (57%).

## Ages of the respondents



Most of the diners questioned in Montego Bay fell within the 36 – 54 age group. The second highest majority came from the 18 – 35 age group.

## Ranking of the Restaurants:

### Value for Money



The House Boat Grill was ranked the highest for providing value for money for their customers at 4.28. They were followed by the Dragon Court restaurant at 4.15.

### Quality of Food



Mystic Indian ranked the highest for the quality of their food at 4.46. These results were followed by Pier One (4.32) and Akbar (4.29).

### Customer Service

Mystic Indian was also ranked the highest for the quality of their customer service at 3.91. This was followed by Pier One at 3.7.



### Décor / Ambience

The House Boat Grill ranked the highest for its Ambience at 4.61. This was followed by The Pelican (4.45) and Mystic Indian (4.43).



### Best Fine Dining Restaurant

Mystic Indian was ranked as the best fine dining restaurant in Montego Bay at 4. It was closely followed by House Boat Grill (3.99) and Pier One (3.99).



1. 20 persons were interviewed from each of the 31 participating restaurants in the Kingston Metropolitan Area and the resort areas of Montego Bay. [↑](#footnote-ref-1)