

Increase in service levels at SANParks restaurant

South African National Parks (SANParks) is proud to announce that two months after the opening of Mugg & Bean restaurant at Lower Sabie in the Kruger National Park (KNP) there has been a 127.67% increase in this facilities turnover.



This according to SANParks' managing executive of Tourism Development and Marketing, Glenn Phillips, who said this new restaurant operator in Lower Sabie has done exceptionally well in the short space of time since the official opening on 12 March 2014.

He said it was equally encouraging to see a marked increase in customer satisfaction levels in such a short period.

According to Phillips service levels in the same period last year stood at 57.7% and after Mugg & Bean resumed operations satisfaction levels increased to an impressive 75.8%. "These results are an indication of a good sustainable and practical solution all in an effort to satisfy our clients."

Phillips said that in an effort to improve restaurant service and value for money a new model was introduced in 2014 where various franchised brands were introduced to SANParks. "This is part of the organizations Commercialisation Strategy which aims to enable private operators to become involved in selected commercial operations with the objective of, amongst other, generating revenue whilst improving service levels, BBBEE, creating jobs and contributing to local economic development".

"The improved efficiency of the restaurant will result in more funds being secured for conservation, ensuring the continued sustainability of our Parks", concluded Phillips.

The other new restaurants in the KNP are all expected to be up and running by the end of September 2014.

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