



Research | Insight | Business Solutions



## Better Penetrate Lodging/Hotel Foodservice

*Strategic intelligence on one of the fastest-growing foodservice segments*

### ➤ Study Background & Objective

Hotels are placing a renewed focus on food and beverage sales, as the segment has discovered that a distinctive restaurant can draw both overnight guests and locals. For food and beverage manufacturers, this presents a strong growth opportunity. Food purchases in the lodging industry are projected to reach \$13.6 billion in 2017, with a rate of growth hovering around 5% nominally year-over-year since 2012. Despite business environment challenges starting in 2009, occupancy and average daily rates at U.S. hotels have steadily increased. Q1 Consulting's multi-client study is designed to provide manufacturers and suppliers with insights and strategies that drive successful penetration of the dynamic hotel/lodging segment.

### ➤ Methodology & Scope

- **TREND IDENTIFICATION** through review of public information and nonproprietary research.
- **CONSUMER RESEARCH** 1,000 hotel guest/consumers who have visited a property and ordered foodservice in the past 30 days, divided among major U.S. regions to ensure coverage of the hotel brands most important to sponsors. Sponsors will have the opportunity to review and approve the survey.
- **IN-DEPTH OPERATOR INTERVIEWS** with 250 hotel operators covering current challenges, preferences, and future plans, using client-approved guidelines that address relevant issues.
- **SCOPE** includes analysis of Luxury, Upscale, Upper Midscale, Lower Midscale, and Economy segments.

### ➤ Key Questions Addressed

- What is the outlook for the sponsoring manufacturer's segment in the next five years? What are the strategies and tactics necessary to successfully penetrate and grow share within this segment?
- What are the Q1 recommended growth options (e.g., roadmap for success) for each sponsor?
- What share of the market do corporate "chain" brands control? Individual/independent properties? How should each sponsor reach and market to each type of property?
- How do consumer user profiles vary by property type? Who are the heavy users and moderate users?
- What types of distribution sources do hotel foodservice operators use? How does food and beverage sourcing vary by service area/departments? How should a manufacturer target these different departments?
- And many more.

### ➤ Deliverables

- **PowerPoint report** with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data** from questions and responses.

### ➤ Next Steps

To sponsor the study and have your proprietary questions included in our research, please complete the acceptance form on the following page or contact Paul Clarke at 312.955.0252 (pclarke@q1productions.com).



## Purchase Agreement

## Better Penetrate Lodging/Hotel Foodservice

- YES, I'd like to sponsor the study and have my proprietary input included in the research for a fee of \$12,500.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

*Note: Q1 Consulting terms require 50% payment due upon acceptance.*

**Once approved, please sign, scan and email to the attention of Paul Clarke at [pclarke@q1productions.com](mailto:pclarke@q1productions.com). Thank you for your business!**