



SMART REPORT

➤ Understanding Hotel and Lodging Foodservice Guest Attitudes, Usage and Brand Perceptions 2018

The hotel and lodging industry is placing a renewed focus on food and beverage sales, as a distinctive onsite restaurant will draw in not only overnight guests but also locals looking to dine-out. For manufacturers, this presents an incredible growth opportunity. Q1 Consulting's study is designed to provide manufacturers and suppliers with insights and strategies that drive successful penetration of the dynamic hotel/lodging segment.

This report includes a survey of 1,000 consumers who have recently stayed at a hotel and ordered food and beverage. Some findings in this report include:

- The factors that hotel guests use to select food and beverages at a hotel vary slightly by service venue—yet convenience, high quality and the desire to stay on the property (to a lesser extent) are purchase influencers in nearly all food areas.
- Dietary concerns, lifestyle changes and high prices are among the primary reasons hotel guests reported buying food and beverage at hotels less frequently. Those who have purchased more (or plan to), indicated the convenience, increased traveling and increased menu choices are primary influencers.
- When asked about the importance of food and beverage brands offered in hotels, coffee brands that are well known are most important to hotel guests (49%). Other brands that are important to consumers are bottled water (40%), soft drinks and juice (both 33%).

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