



SMART REPORT

► Understanding Hotel and Lodging Foodservice Operator Attitudes and Usage 2018

The hotel and lodging industry is renewing its focus on food and beverage sales, as a distinctive onsite restaurant will draw not only overnight guests but also locals looking to dine-out. For manufacturers, this presents an incredible growth opportunity. Q1 Consulting's Smart Report will provide manufacturers and suppliers with insights and strategies to drive successful penetration of the dynamic hotel/lodging segment. Highlights include **segment trend identification and insights from 250 in-depth hotel/lodging foodservice operator interviews.**

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