



SEVENROOMS

HARNESSING
THE POWER OF
THE F&B EXPERIENCE

There's no question Airbnb is disrupting the hotel industry. But as the property rental marketplace gains traction, hotels are thinking outside the box to compete for guests' time, attention and dollars.

To keep guests from defecting to Airbnb, savvy hoteliers are taking advantage of a secret weapon — **food & beverage (F&B)** — to deliver world-class experiences that online marketplaces can't replicate.

Use this guide to learn from those at the forefront of transforming the F&B experience, including Jumeirah Group and PUBLIC Hotels. You'll also get four actionable tips to make this a reality for your business.





“AIRBNB IS A
MORTAL THREAT
TO THE U.S. HOTEL
INDUSTRY.”

– IAN SCHRAGER

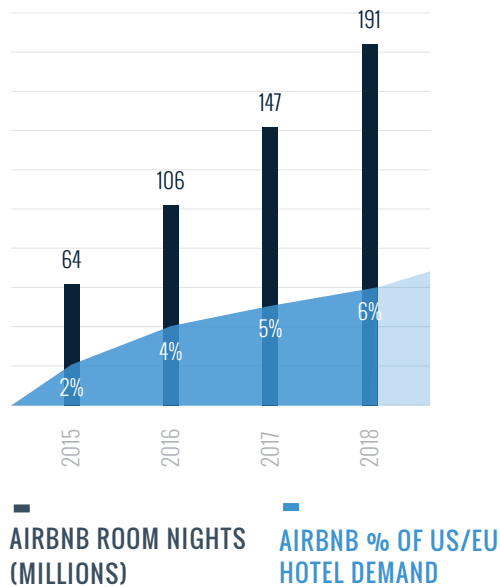


AIRBNB'S LASTING IMPACT

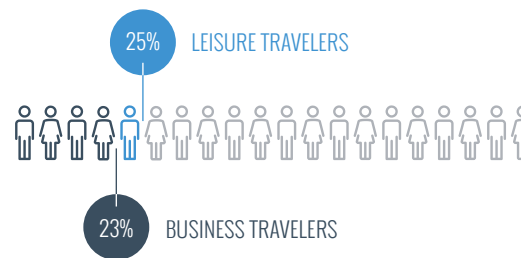
Whether or not you consider Airbnb a competitor, it has drastically changed the lodging and travel experience for guests. Airbnb is a force to be reckoned with — and its impact to the industry shows no signs of stopping.

WHAT THE NUMBERS SAY

Airbnb is expected to grow to 6% of total us/eu Hotel demand by 2018¹



It's estimated that 25% of leisure travelers and 23% of business travelers will use Airbnb at least once by the end of 2017, a 12% increase for both groups since 2015²



Nearly half of Airbnb users substituted Airbnb for traditional hotel stays in 2016



WHY THE ANSWER LIES IN DINING


Guests may flock to Airbnb for low-cost overnight stays or an authentic local experience, but they still end up spending on restaurants and dining out. In fact, the company's own research shows their guests spent \$6.5 billion at restaurants across 44 cities from September 2016 to September 2017.³

That's not a surprise, as restaurants are central to providing a local experience.

And it's an experience customers want to share — on Facebook, Instagram and Snapchat. With a strong tailwind provided by the growing popularity and influence of F&B experiences, hotels have a built-in competitive advantage over hospitality marketplaces like Airbnb.

**AIRBNB GUESTS SPENT \$6.5
BILLION AT RESTAURANTS ACROSS
44 CITIES FROM SEPTEMBER 2016
TO SEPTEMBER 2017.**





“IF YOU DO A POLL OF WHAT
MOTIVATES PEOPLE TO
TRAVEL TO A PARTICULAR
PLACE, **FOOD IS NOW THE
NUMBER ONE REASON.**”

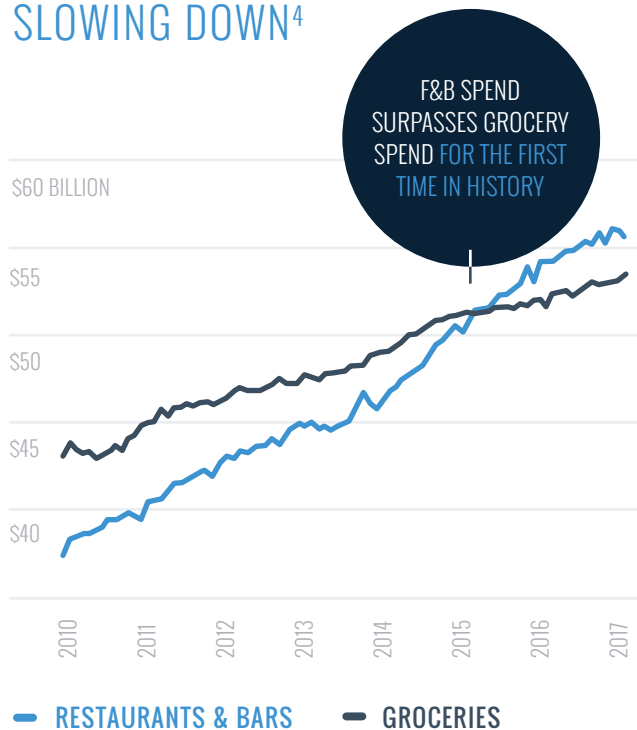
– ANTHONY BOURDAIN



THE F&B DIFFERENTIATOR

The tides are changing in the hospitality industry — dining is truly an experience, and guests are more than willing to pay for it. In 2015, consumers spent more on eating out than buying groceries for the first time ever. And this trend is only continuing to grow.

RESTAURANT SPEND IS SHOWING NO SIGNS OF SLOWING DOWN⁴

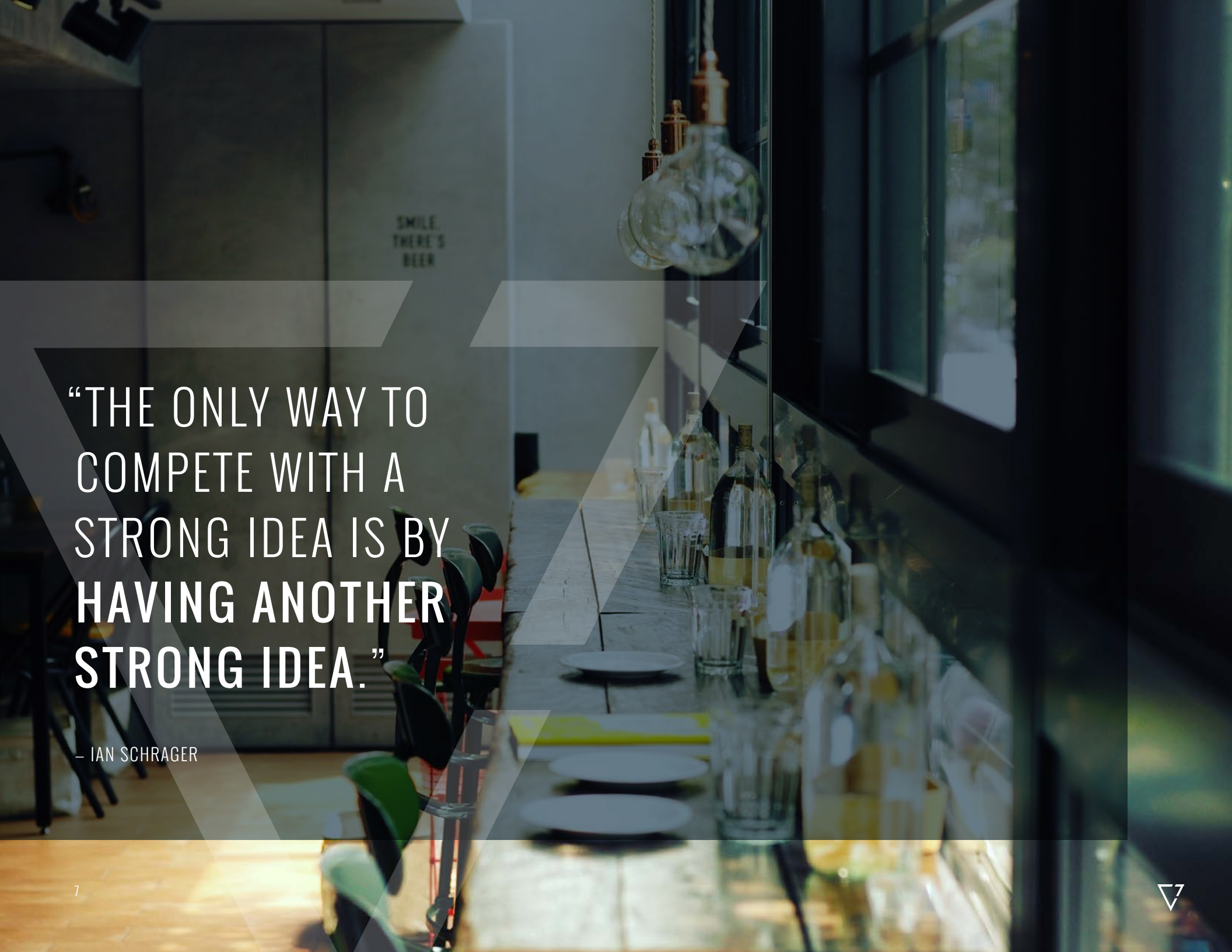


WHERE HOTELS CAN SHINE

Airbnb brings a lot to the table, but certain offerings are still out of reach — opening the door for hotels to swoop back in and deliver. F&B plays a huge role in this arena, offering hotels an opportunity to:

- 01 Offer unique dining experiences to engage with both locals and travelers
- 02 Personalize accommodation and amenity offers and services based on guest F&B preferences
- 03 Leverage communal spaces to provide engaging social experiences for guests and locals alike
- 04 Provide a reason for guests to engage with the brand on the road and at home
- 05 Learn more about guests through in-person, face-to-face service and interactions





“THE ONLY WAY TO
COMPETE WITH A
STRONG IDEA IS BY
HAVING ANOTHER
STRONG IDEA.”

— IAN SCHRAGER





HOW TO ELEVATE
THE F&B EXPERIENCE

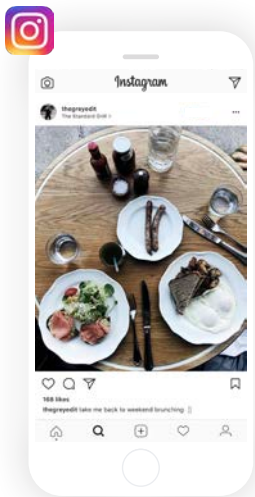


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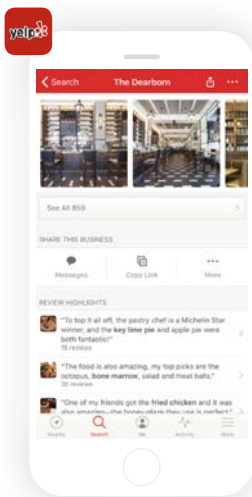
LEVERAGE F&B'S SOCIAL INFLUENCE

Social media is fueling interest in F&B offerings. Every day, millions of people turn to social platforms to share their dining experiences. Embrace F&B as a strategic part of your operations that's both memorable to your guests and profitable to your business.

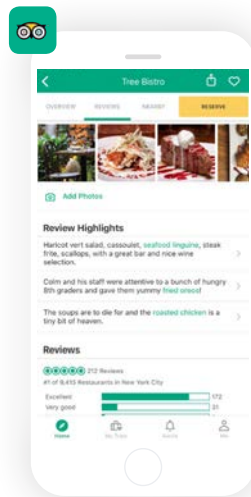
DID YOU KNOW? FOOD IS TAKING CENTER STAGE ONLINE



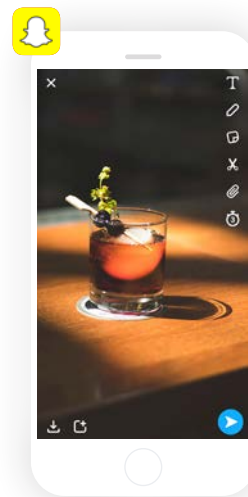
244M+
INSTAGRAM
POSTS TAGGED
WITH #FOOD⁵



55% OF YELP USERS
ORDER TAKEOUT OR
DELIVERY FROM A
RESTAURANT THEY
FOUND ON YELP⁶



455M AVERAGE
MONTHLY UNIQUE
TRIPADVISOR
VISITORS⁷



80% OF
USERS SNAP IN
RESTAURANTS⁸

F&B OUTLETS ALLOW YOU TO TAP INTO SOMETHING GUESTS ALREADY CARE DEEPLY ABOUT – **SO PROVIDE AN EXPERIENCE THEY CAN'T HELP BUT SHARE.**

01

Leverage food and beverage experiences to shine a spotlight on your brand, and use social media to organically gain recognition

02

Use social media channels to capture information about your guests and craft tailored F&B experiences

03

Unlock valuable F&B data to help your offerings stand out on social platforms

04

Make it easy to book hotel and restaurant reservations directly with you from your social media profiles



02

CONNECT THE HOSPITALITY DOTS

Customers remember personalized experiences, and they remember who provides them. Technology plays a huge role in delivering engaging F&B experiences.

Whether a guest is lounging by the pool or having a drink at the bar, leverage technology to:

01

Capture their preferences and requests across all F&B outlets

Imagine the gratitude of a guest with food allergies who finds appropriate snacks in their room. These moments, create a powerful reason to stay with your brand no matter where they travel.

02

Track those details throughout a guest's stay

But this level of personalization doesn't end once they leave your hotel. With the right data-powered approach, you can better serve customers across an entire brand portfolio of hotels and restaurants.

03

Share data across your portfolio, enabling you to tailor interactions wherever and whenever a guest interacts with your brand



03

EXPAND YOUR F&B FOCUS

Airbnb often competes on price because it's all about the overnight stay. But where someone lays their head at night is just one piece of the travel experience. Forward-thinking hoteliers understand this and are adjusting their operations to prioritize F&B.

While this looks different for every business, now's the time to explore how to strategically grow your F&B outlets. This may include:



Bringing a **flagship restaurant or notable chef** into your hotel



Leverage technology that allows you to **capture and leverage guest data** in service and beyond



Stripping out unnecessary services in favor of making F&B central to the guest experience



Personalizing services for your guests — from holding a special table or assigning a favorite server, to surprising guests with their favorite cocktail when they check in for dinner



CREATIVELY MARKET F&B OUTLETS

Already determined how to grow your F&B program? Now it's time to consider what it takes to promote those services effectively. This can be done in a variety of ways, such as:



Offering **seasonal or exclusive packages** and guests-only services



Host **special F&B events or experiences**, like wine tastings or themed tastings menus



Entice **bookings during shoulder times** at your outlets with creative perks



Create **segmented marketing campaigns** to target guests with specific offers based on their preferences and past purchases



DON'T BE AFRAID TO RELY ON THIRD-PARTY PROVIDERS TO REACH YOUR F&B GOALS. **INNOVATIVE TECH COMPANIES IN THE HOSPITALITY SPACE OFFER AN ARRAY OF SOLUTIONS TO HELP, INCLUDING:**

01

Creating a direct connection with guests

02

Enabling flexible and creative marketing of your restaurant reservation inventory

03

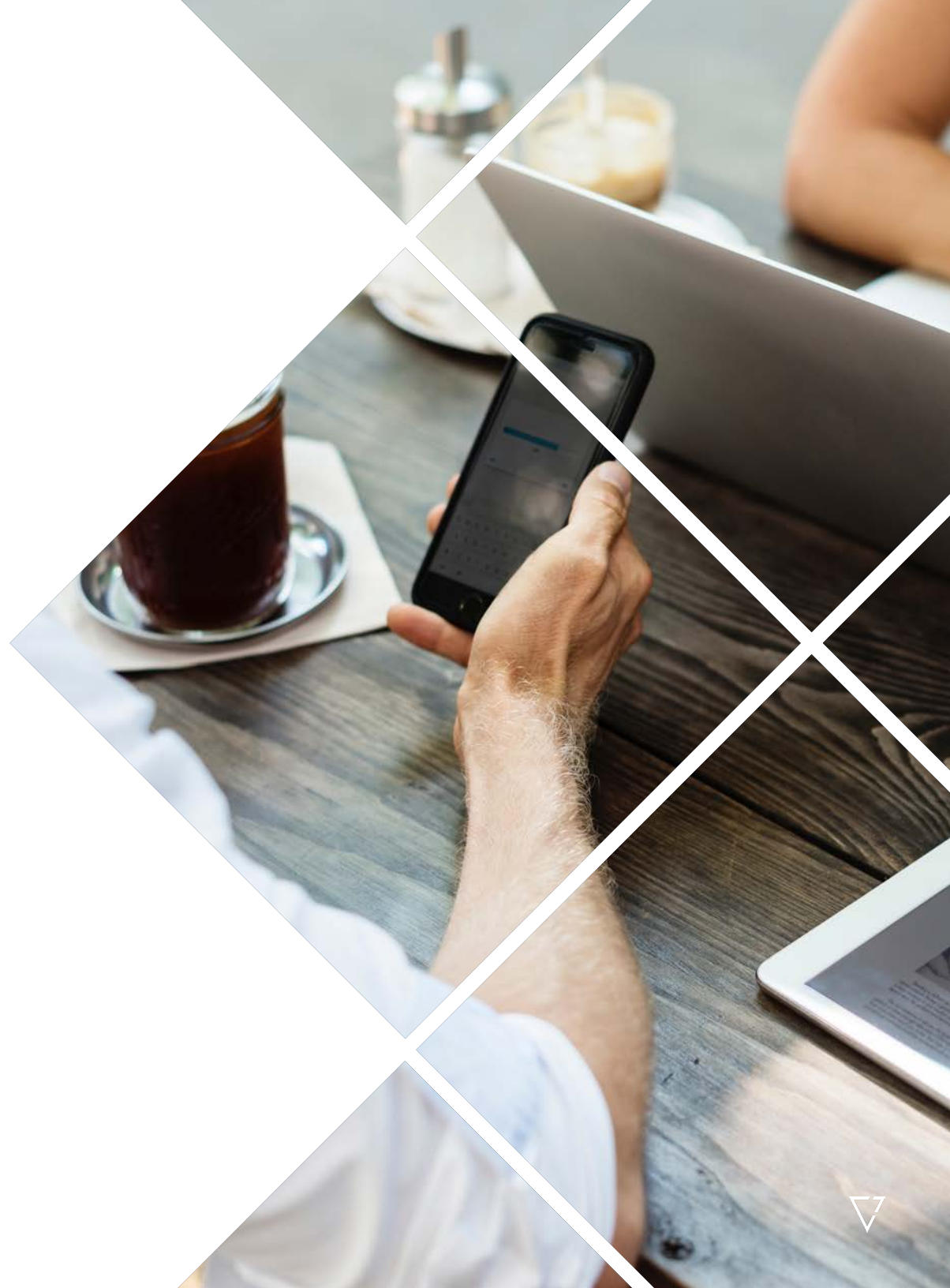
Integrating hotel PMS data and F&B spend and preferences

04

Optimizing F&B experiences to **strengthen the relationship between your brand and your guests**

05

Leveraging F&B data to **deliver a consistent level of service and personalization for customers**, no matter which location or brand within your portfolio they are visiting





WHO'S AT THE FOREFRONT?

With the power of F&B data, connected and personalized guest experiences can be delivered across entire portfolios of hotels and restaurants. And these brands transformed their F&B offerings to do just that.

A day in the life of their guests looks very different from the traditional hospitality experience — and for good reason.

Welcome to the new normal of F&B.



“AT JUMEIRAH GROUP, KNOWING OUR CUSTOMERS AND PROVIDING THEM WITH MEMORABLE EXPERIENCES IS AT THE CORE OF OUR BUSINESS. EVERY DECISION WE MAKE SUPPORTS DELIVERING TO THAT OBJECTIVE AND [TECHNOLOGY] GIVES US THE ABILITY TO PROVIDE OUR CUSTOMERS PERSONALIZED SERVICE.”

– ALEJANDRO HELBLING
VP OF GROUP SERVICES, JUMEIRAH GROUP

JUMEIRAH GROUP

JUMEIRAH DOES THE GUEST EXPERIENCE RIGHT.

F&B technology is vital to the global hospitality group’s business. They’ve staked their brand reputation on a tech-enabled F&B strategy to deliver exceptional hotel experiences, which includes:



Linking guest profiles across F&B outlets — at the property and across the portfolio — including pools/cabanas and restaurants, so loyal guests can be given preferential tables or upgraded services



Personalizing in-room amenities based on prior purchases — for example, welcoming guests with an in-room bottle of wine that’s the same bottle they previously ordered in the restaurant



Recognizing hotel guests when they arrive at the restaurant during their stay, or when they call for reservations



Tagging guest profiles with important information including participation in the hotels loyalty program





PUBLIC HOTEL

PUBLIC IS A PIONEER IN HOTEL F&B.

Ian Schrager's team conceptualized the entire hotel with F&B first, rooms second. In doing so, they've established a new paradigm where F&B drives room revenue — not the other way around.

While the PUBLIC brand has enjoyed immense buzz, no one is talking about the rooms. What sets the hotel apart is its unique F&B offerings — from the rooftop's 360-degree views of Manhattan's Lower East Side to the hotel's intimate lower-level bar — providing something for everyone.

Locals and guests alike can find social F&B experiences that suit their needs.



An exclusive rooftop with expensive cocktails to attract the high energy nightlife crowd



A foodie restaurant mecca with Jean-Georges at the helm



Swanky cocktail lounge with plush furniture that invites guests to get comfortable



A communal, open lobby space featuring strong Wi-Fi and reasonably priced coffee to cater to working professionals



A casual lunch spot that melds luncheonette and grab-and-go for those looking for good food, fast





SEVENROOMS

CREATE YOUR ADVANTAGE

Ready to put your F&B offerings to work and stay ahead of the competition?

SevenRooms empowers operators to create and cultivate the meaningful, direct relationships with guests that make exceptional experiences possible. The company's reservation, seating and guest management solutions boost revenue and enable personalized service and marketing.

Learn more at sevenrooms.com, or contact us at sales@sevenrooms.com.