



SEVENROOMS

CHECKING IN FOR F&B

REPORT FOR THE HOTEL INDUSTRY
2019

FOREWORD



Joel Montaniel
CEO of SevenRooms

When you think about hospitality, hotels are typically the first thing that come to mind. But what many don't consider is that it's not only a well-appointed room and a knowledgeable concierge that guests remember – it's often the experience they had at the on-site restaurant or bar.

Hotel brands have a unique opportunity to build loyalty with customers through their food & beverage offerings. By listening to what guests think makes an experience exceptional, and using technology to help deliver that experience, hoteliers can develop long-lasting relationships with their guests, creating a brand-loyal traveler for life.

Though hotel F&B must compete with other local restaurants and bars, they have so much to gain by embracing their home city roots. Today's guests are craving authentic, local experiences, and hotels are well-positioned to thoughtfully integrate elements into their F&B options that will keep guests returning – both on the road and in their home cities.

HOTEL F&B PRIORITIES

The verdict is in.

Hotels need to deliver on more than just a comfortable bed, as guests are drawn to properties with a greater variety of offerings.

On-site restaurants and bars can be a huge determining factor in what makes a hotel appealing to visitors.



F&B RANKINGS

When it comes time to book a hotel for upcoming travel, Americans have an abundance of options to choose from.

While overall price or special discounts might carry some weight, what makes a hotel stand out from the crowd is providing personalized **food and beverage options**.

65%

of Americans would choose one hotel over another if the hotel offers a **complimentary breakfast**

51%

would be more inclined to book with a hotel that includes a **complimentary drink or meal upon arrival**



More than 1 in 3 (34%) want a **variety of food options** for all dietary preferences and restrictions



More than 1 in 5 (23%) want their hotel to **send personalized offers** to book again based on previous dining and stay history



Nearly 1 in 5 (19%) want their hotel to **ask for dietary preferences/restrictions** prior to the stay



More than 1 in 7 (14%) want the **minibar to be personalized** to their snack/drink preferences based on previous stays or allergies

HOW LOYALTY FITS INTO THE F&B EQUATION

Hotels with properties in multiple cities have a big opportunity to build loyalty with guests.

32% Nearly a third of Americans are more likely to book a hotel either for the first time, or a return visit, if it offered loyalty rewards for hotel restaurants and bars.

WHAT DO AMERICAN TRAVELERS LOOK FOR TO TRULY ELEVATE THEIR EXPERIENCE WHEN STAYING LOYAL WITH ONE HOTEL?

Rewards

36%



One in three are more likely to book with one hotel across multiple cities if their loyalty program made it easier to earn redeemable rewards at their restaurants and bars.

Variety

34%



While 34% like the convenience that comes with staying at the same hotel in different cities, they expect there to be a variety of food and drink at each location.

Communication

29%



Nearly 1 in 3 American travelers expect their preferences to be easily and seamlessly communicated between hotel properties.

Great Service

26%



More than 1 in 4 admit that if one hotel location had poor service in their restaurant or bar, they'd reconsider booking with that brand in the future.

THE LOCAL INFLUENCE

Travelers crave curated local experiences

and hotels have a golden opportunity to capitalize on a city's roots and unique culture.

Over a quarter (26%) of Americans think **hotels should engage with more locals** through their bars and restaurants, and are looking for experiences like:



Unique and diverse food and beverage options:

Nearly 1 in 4 (24%) Americans agree that if a hotel in their area has unique and diverse food and beverage options, they're more likely to consider booking with the same brand when traveling



Local talent: 23% of Americans love when hotels showcase local talent (e.g., singers, comedians, performers, etc.) at their venues



There is also an **expectation of excellence** that comes with locals, as 17% **expect** hotel restaurants and bars to have a higher level of service than other restaurants and bars in their area



For more information, reach out to
press@sevenrooms.com
or visit us at
www.sevenrooms.com