LODGING

a SNAP! keynote

- in-depth analysis of consumer behavior and perceptions
- guest visitation frequency by lodging segment
- hotel consumer affinity for F&B, compared with overall population
- overview of the rapidly-growing home sharing segment
- deep dive into operator foodservice programs
- close examination of lodging operational goals and challenges

Check out the data packed into this report. Whether it's at a cozy bed & breakfast, luxury five-star resort, homely motel, or an Airbnb rental, most consumers have stayed at a lodging location within the past six months. Most of these guests also obtained food on-site from venues like the free-breakfast bar, room service, and even local delivery. Datassential's Lodging Keynote includes a comprehensive consumer and operator overview of numerous lodging segments, as well as insights from some of the most powerful tools in the industry, Firefly and FLAVOR. **Rest easy knowing we've got you covered.**

DATASSENTIAL
FOOD WITH A STORY

LODGING: a SNAP! keynote

Topics covered

explore the lodging visitation behavior of 1,000 consumers

- learn which segments appeal to different guests and the frequencies of their stays
- discover how consumers interact with lodging foodservice

analyze guest motivations, perceptions, & affinities

- spot key behavioral differences among guests at numerous segments, including bed & breakfasts, high-end hotels, motels, rentals, and more
- compare classic amenities like the free-breakfast bar against newer options such as micromarkets and app-driven delivery services
- see how apartment and home rentals have affected the overall industry

discover operator goals & challenges across 7 segments

- understand the top priorities and challenges faced by a diverse panel of operators
- identify where outside digital delivery fits into the overall landscape
- diagnose how COVID-19 has impacted lodging with Datassential's latest research

dive deeper with the top tools in the industry

- examine an inclusive overview of the entire US lodging landscape with Firefly data
- contrast the top loved/liked foods and beverages among hotel consumers against the general population with FLAVOR

From the report

CONSUMERS

96% of consumers visited any type of lodging location in the past six months

84% ordered a food or beverage item at a lodging venue in the past six months

33% of consumers' most recent stays utilized a hotel's loyalty program

OPERATORS

62% offer a free-breakfast bar

75% regularly update their menus in some capacity

97% say foodservice importance will increase or stay the same in the next two years

1,000 consumers demographically balanced to the general population

142 lodging operators in 7 different segments

report

x-tab tool

webinar

DOWNLOAD TODAY. Please contact Brian Darr at 312-655-0594 or brian@datassential.com.

LODGING

DATASSENTIAL
FOOD WITH A STORY

Brian Darr
312-655-0594
brian@datassential.com

TABLE OF CONTENTS

EDITOR'S NOTE

This Keynote Report's consumer and operator surveys were fielded in early March. A few days later, the world changed, as the World Health Organization declared a global pandemic and the Trump administration declared a national emergency, which intensified the sense of crisis around COVID-19, or "Coronavirus," and brought about widespread social distancing.

While the Coronavirus situation will have drastic, complex effects on foodservice overall and especially lodging, this report was fielded at such a time as to provide the best baseline of sentiment and attitudes toward the lodging segment. The insights are sound, based on normal, pre-crisis responses, and are well-suited to long-term planning and strategy by those trying to understand lodging operators and their customers.

A special section at the end of this report rounds up Datassential's custom research around COVID-19 since the start of the pandemic, in order to call out findings specific to the lodging industry.

METHODOLOGY

fielded online March 2020

1,000 consumers were surveyed overall

142 lodging operators via the Datassential panel

- 17 high-end hotel/resort operators
- 71 mid-range hotel/resort operators
- 17 suites hotel operators
- 11 budget hotel operators
- 9 motel operators
- 8 boutique hotel operators
- 9 bed & breakfast operators

full demographic info is available in the appendix

OBJECTIVES

- identify consumer lodging behavior and their preferences for dining options
- understand guest motivations and attitudes toward lodging at 10 specific segments
- analyze operator motivators, preferences, and challenges regarding their foodservice programs
- identify consumer appeal and operator implementation among numerous dining initiatives
- explore the current landscape with an overview that comprises every single lodging unit in the US

Slide Legend

In addition to custom research, this report taps into Datassential's SNAP! platform. Refer to the stripe on the left side and the icon on the bottom right corner to learn the source of the slide's data.

Survey Data

DATASSENTIAL FOOD WITH A STORY

firefly

firefly

flavor

flavor

DEFINING CHARACTERISTICS

Breakfast-Heavy

On-Site Restaurants

Banquet Halls/Event Spaces

Room Service

Range from Value to High-End

Check Average: wide range

SOURCE: 2020 Datassential PULSE Market Overview

LEADING HOTELIERS

	2018 # of Rooms	2017 # of Rooms	% Change	2018 Total Units
Marriott International	1,317,368	1,195,141	10.2%	6,906
Hilton	912,960	856,113	6.6%	5,284
Wyndham Hotels & Resorts	809,900	753,161	7.5%	9,200
Choice Hotels International	569,108	521,335	9.2%	6,815
Best Western Hotels & Resorts	295,849	260,015	13.8%	3,618
Hyatt Hotels Corp.	208,297	204,485	1.9%	852
66 Hospitality	123,162	124,739	-1.3%	1,422
Aimbridge Hospitality	102,786	87,971	16.8%	706
Magnuson Worldwide	94,386	103,306	-8.6%	1,119
RLH Corp.	85,700	64,308	33.3%	1,327

SOURCE: Hotels Magazine

BUSINESS OBJECTIVES & CHALLENGES

VACANCY

TOP BUSINESS OBJECTIVES

73% customer satisfaction

66% managing food costs

63% managing labor costs

59% increasing customer traffic

Our annual operating budget	55%
Increasing repeat business	54%
Managing inventory	48%
Improving employee retention	46%
Managing waste	44%
Acquiring the most affordable products	40%
Marketing/attracting new business	40%
Improving employee training	37%
Building check averages	35%
Acquiring the freshest ingredients	34%
Determining what customers want	34%
HQ/central office requirements	32%
Acquiring the finest quality ingredients	28%
Offering something different	28%
Managing promotions and marketing	26%
Implementing operation unit expansion	26%
New dishes/menu ideas	23%
Navigating new government regulations	22%
Finding new uses for current products	20%

TOP BUSINESS CHALLENGES

76% increasing customer traffic

74% increasing repeat business

70% managing waste

70% improving employee training

Marketing/attracting new business	70%
Managing food costs	66%
Managing inventory	62%
Managing labor costs	61%
Offering something different	61%
Improving employee retention	61%
Determining what customers want	60%
Building check averages	59%
Customer satisfaction	59%
Our annual operating budget	57%
Managing promotions and marketing	56%
Acquiring the most affordable products	52%
New dishes/menu ideas	52%
Finding new uses for current products	50%
Implementing operation unit expansion	48%
Acquiring the finest quality ingredients	45%
Acquiring the freshest ingredients	40%
Navigating new government regulations	30%
HQ/central office requirements	27%

n=82

SOURCE: 2020 Datassential PULSE Market Overview

96%

visited any type of LODGING location in the past six months

(Up from 86% in 2017)

84%

ordered a food or beverage item at any lodging venue in the past six months

(Up from 81% in 2017)

n=1,000

X1: Have you visited any of the following types of lodging venues in the last SIX MONTHS?
X2: Have you eaten FOOD or BEVERAGES from the following types of lodging venues in the last six months, regardless of whether you stayed at that venue or not? This includes offerings like free breakfast, room service, grab-and-go retail kiosks, or an on-site restaurant.

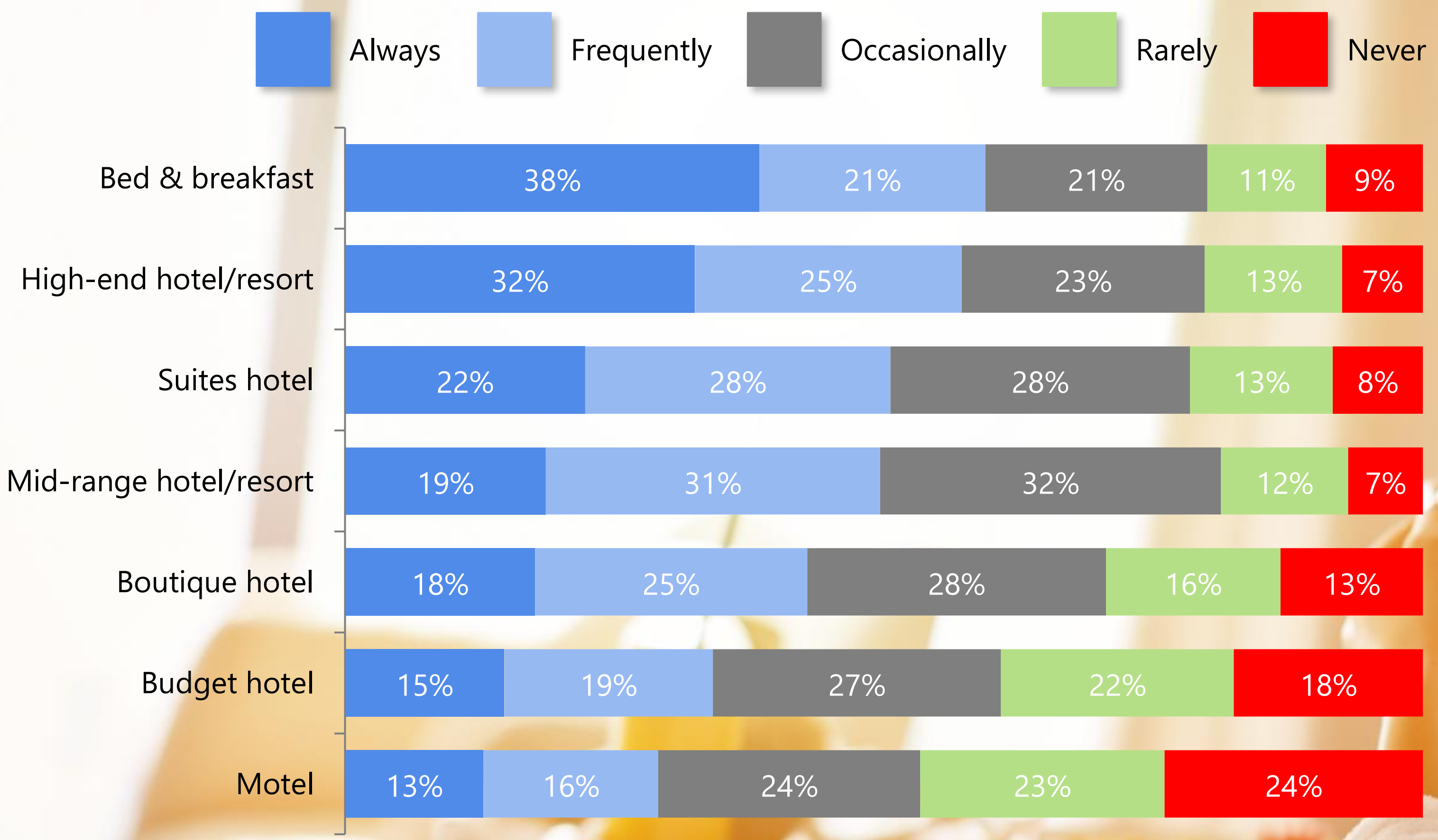
Lodging Visitation, 2020 vs 2017

	2020	2017	% Change
Mid-range hotel/resort	43%	34%	**+9%**
Budget hotel	39%	37%	**+2%**
Suites hotel	32%	33%	-1%
Home/apartment rentals	24%	15%	**+9%**
Motel	24%	22%	**+2%**
High-end hotel/resort	19%	22%	-3%
Campground	16%	18%	-2%
Bed & breakfast	15%	18%	-3%
Boutique hotel	9%	12%	-3%
Agritourism/farm stays	2%	7%	-5%

n=varies

X1: Have you visited any of the following types of lodging venues in the last SIX MONTHS? Please select all that you stayed at in the last six months.

Food and Beverage Ordering Frequency by Location



n=varies

A4: How often do you order or purchase food when staying at each of the following types of lodging venues, regardless of the option (on-site restaurant, room service, free breakfast bar, local delivery menus, etc.)?

Consumer Perceptions of Change in Lodging Food Quality Over the Past Two Years

n=varies

A3: How do you think the quality of the food at each of the following lodging venues has changed over the past two years?

What Prevents Consumers from Getting More Food & Beverages from a Lodging Venue?

It's too expensive	56%
The same items cost less if purchased off-site	41%
Limited hours	36%
I like to get food from other places when I travel	34%
Food options don't appeal to me	32%
I don't trust the food quality	21%
It's usually not available where I stay	20%
Lack of menu items that fit my dietary needs	20%
The service is too slow	15%
I'm not familiar with the options	14%
I don't like the style of service	12%
None of the above	6%

n=1,000

D1: What prevents you from getting more food and beverage from a lodging venue when you travel? Please select all that limit your purchase/consumption of food and beverage from a lodging venue.

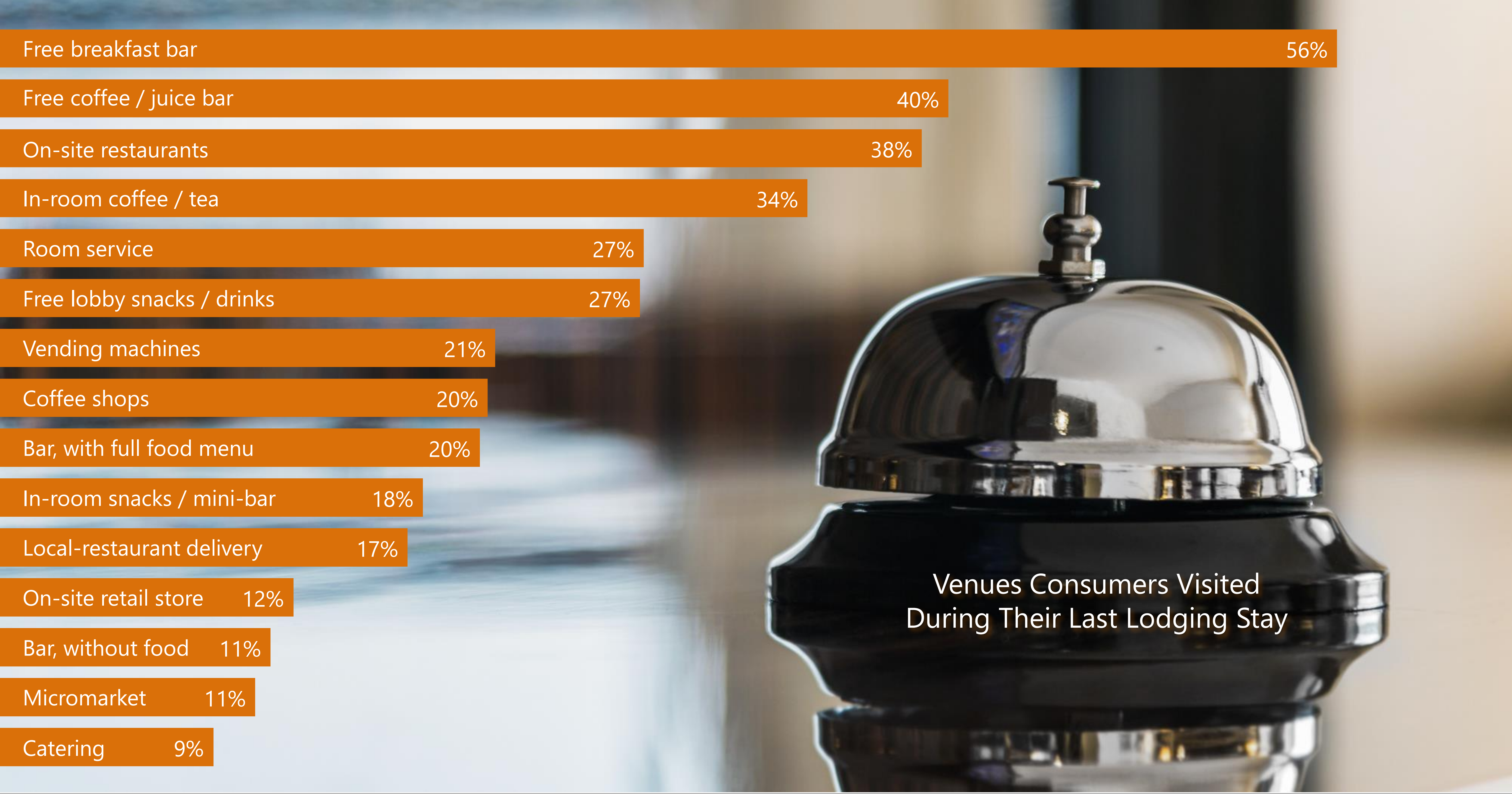
FOOD OPTIONS AVAILABLE

% of lodging operators offering the following types of food options

In-room coffee/tea service	75%
Free breakfast bar	62%
Free coffee/juice bar	58%
On-site restaurant(s)	44%
Local restaurant delivery menus	38%
Alcohol bar with a full menu	35%
Room service	35%
Lodging venue catering	35%
Free lobby snacks/drinks	35%
Micromarket	28%
Coffee shop	24%
Fully automated vending machine	23%
On-site staffed retail store with prepared food	19%
In-room snacks and mini-bars	12%
Alcohol bar with no/very limited food options	10%

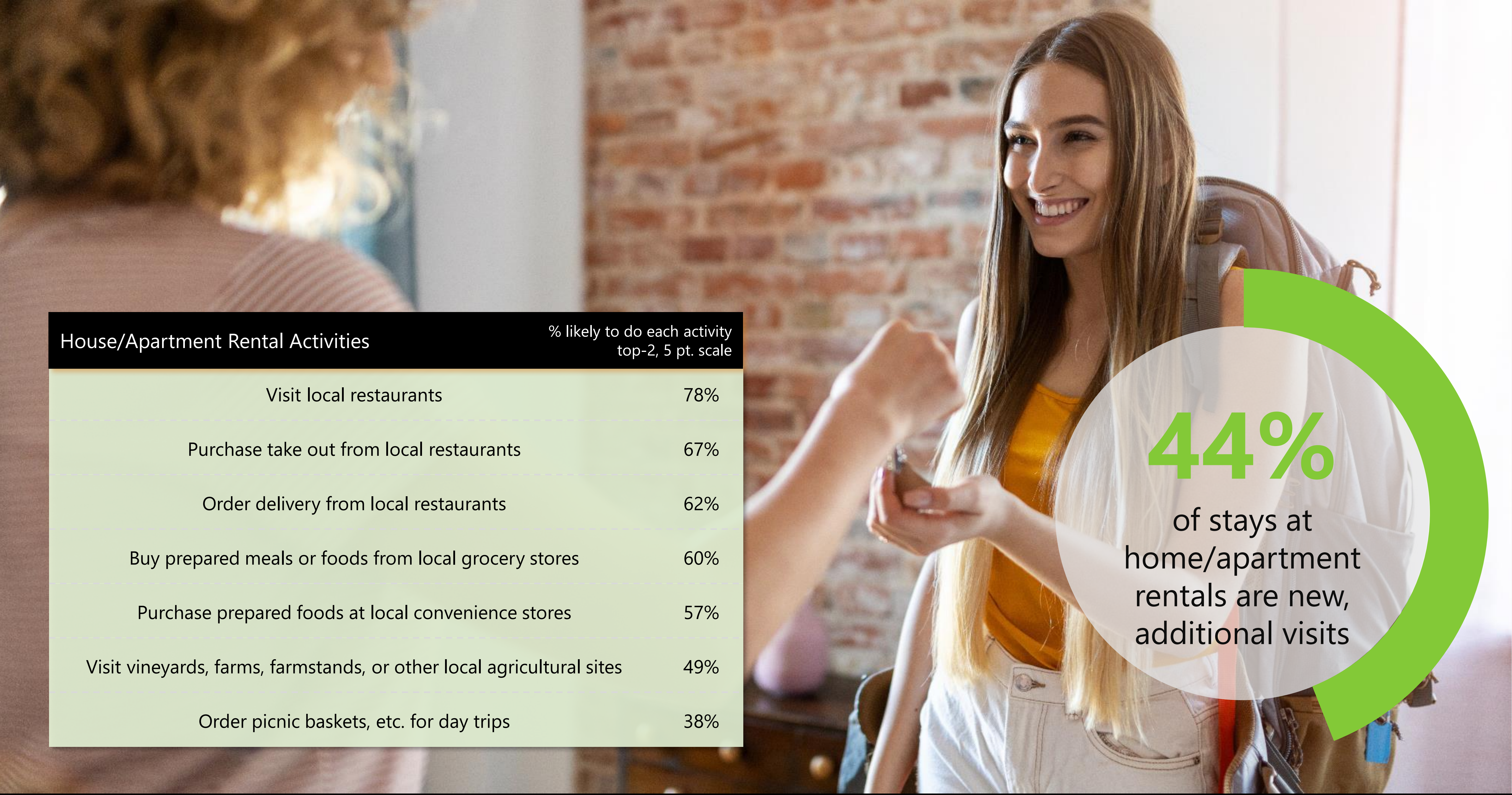
n=142

Operator A1: Which of the following types of food options are available to customers at your lodging location?



n=629

E10: From which of the following venues did you eat on-site during your last stay? Please select all that you got food from during this last stay.



House/Apartment Rental Activities	% likely to do each activity top-2, 5 pt. scale
Visit local restaurants	78%
Purchase take out from local restaurants	67%
Order delivery from local restaurants	62%
Buy prepared meals or foods from local grocery stores	60%
Purchase prepared foods at local convenience stores	57%
Visit vineyards, farms, farmstands, or other local agricultural sites	49%
Order picnic baskets, etc. for day trips	38%

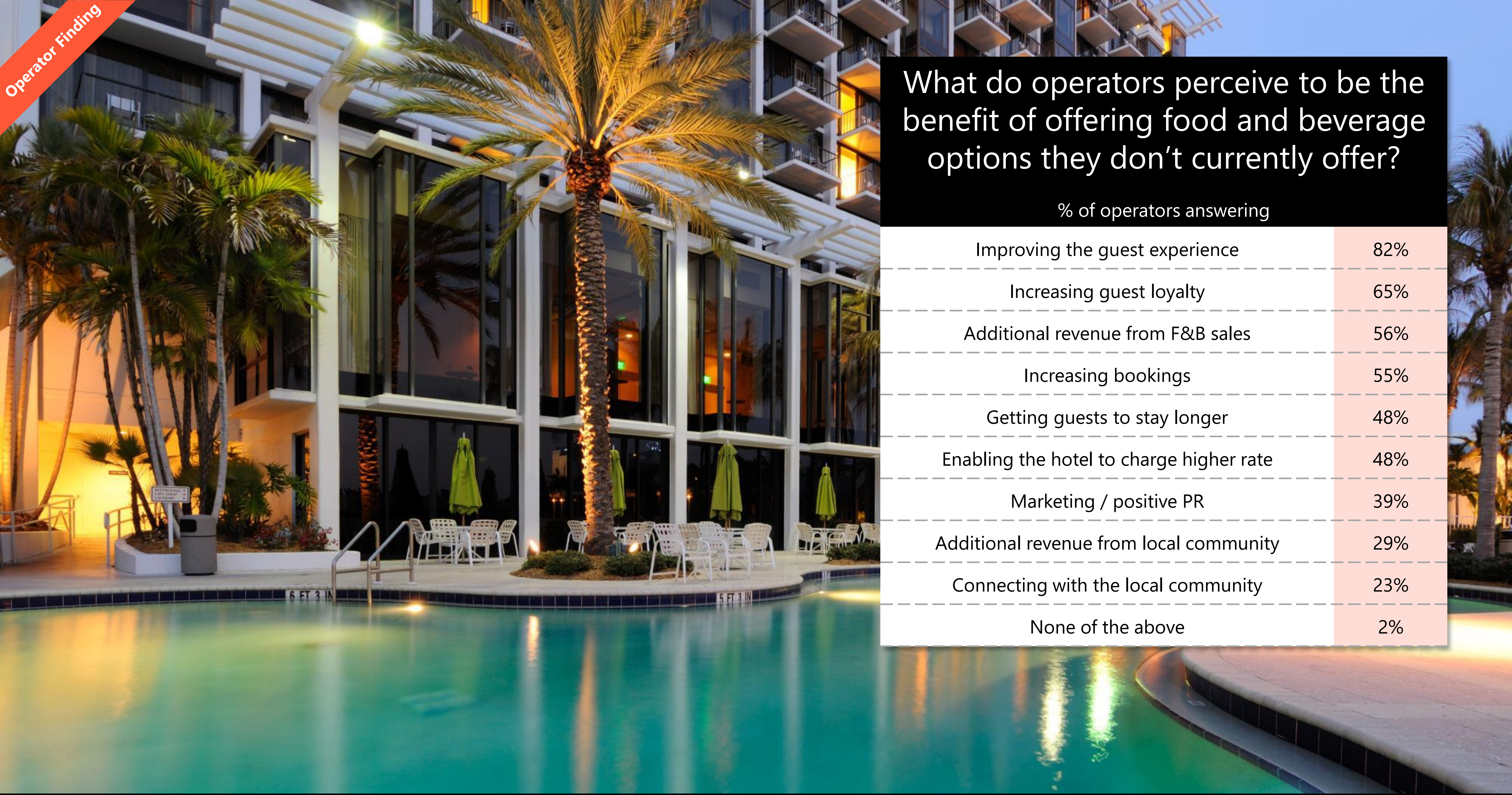
44%

of stays at home/apartment rentals are new, additional visits

n=241

F1: Which of the following would you say is most true of those stays?
F2: Please indicate how likely you are to do each of the following when staying at a house or apartment arranged through AirBnb, VRBO, HomeAway, etc.

Operator Finding



What do operators perceive to be the benefit of offering food and beverage options they don't currently offer?

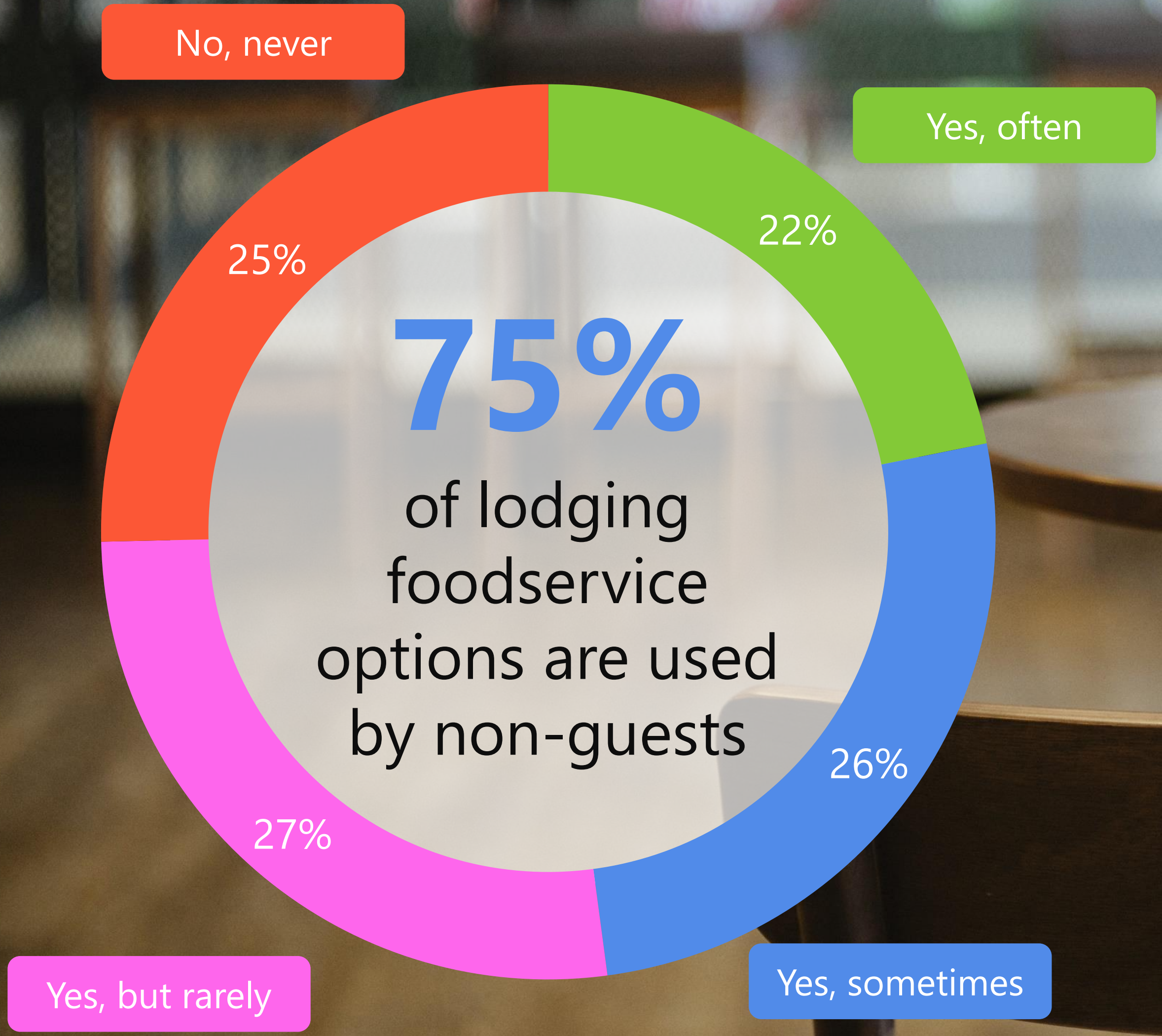
% of operators answering

Improving the guest experience	82%
Increasing guest loyalty	65%
Additional revenue from F&B sales	56%
Increasing bookings	55%
Getting guests to stay longer	48%
Enabling the hotel to charge higher rate	48%
Marketing / positive PR	39%
Additional revenue from local community	29%
Connecting with the local community	23%
None of the above	2%

n=142

Operator B1: How interested are you in adding the following types of food and beverage offerings that are not currently available at your location?

Operator Finding



n=142

D6: Do non-guests use your foodservice offerings? In other words, how often does the general public (not those staying on-site or using your accommodations) use your foodservice offerings? **D7:** Are you interested in increasing the use of your foodservice offerings to the general public?

appendix: 1 demographics

1,000 consumers

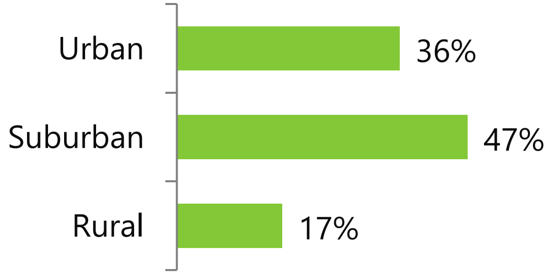
Gender

50% 49%

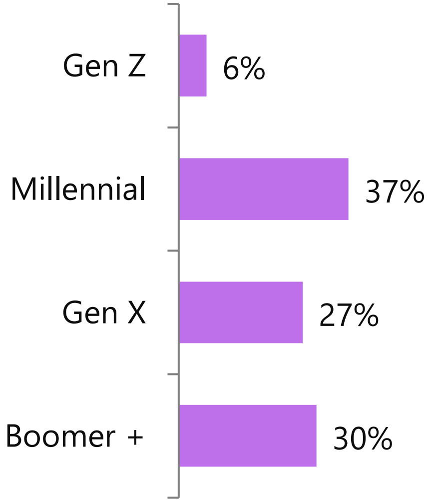
Ethnicity

White	61%
Black	15%
Hispanic	15%
Asian	4%
Other	5%

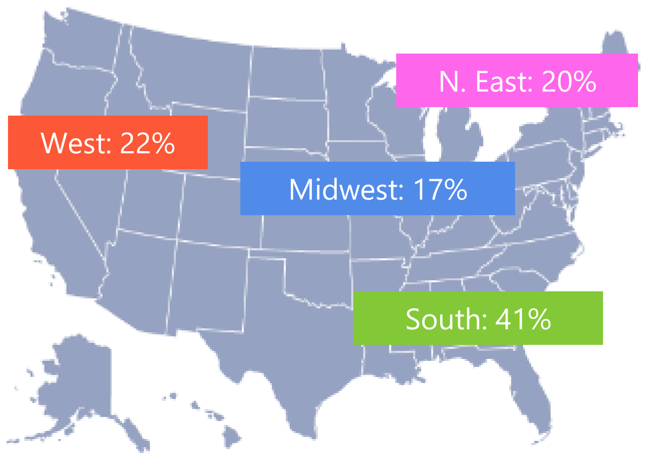
Area Type



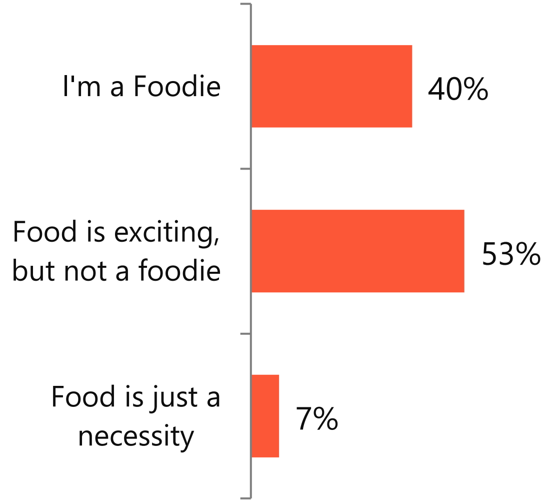
Age



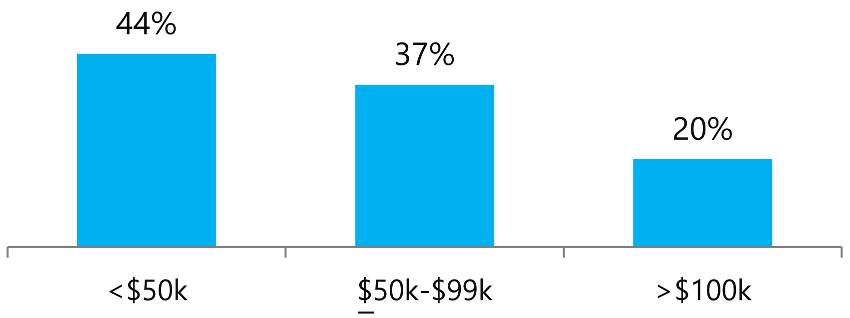
Region



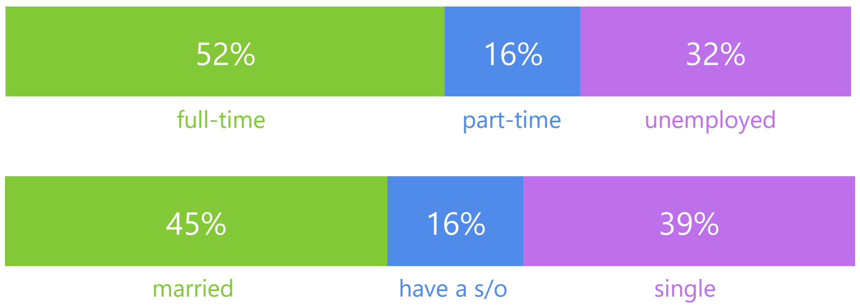
Food Attitudes



Household Income

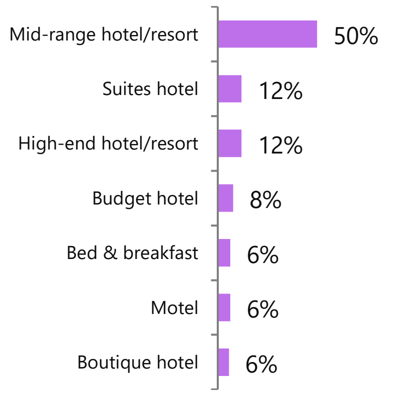


Employment & Marital Status



142 lodging operators

Lodging Segment



Average # of Guest Rooms

150

Average Rooms

25%
are GPO members

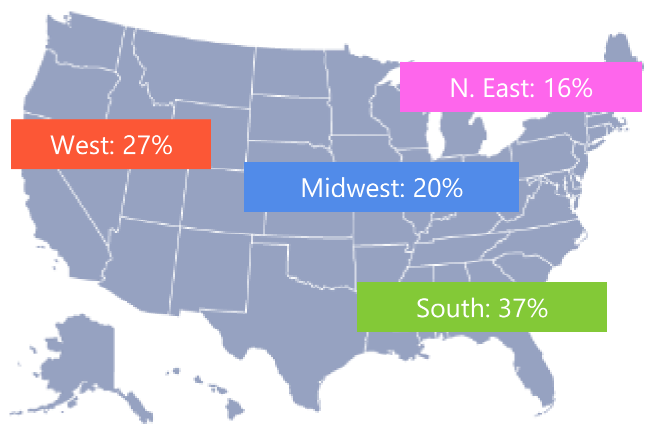
GPOs

Avendra	37%
Foodbuy	17%
Premier	14%
Dining Alliance	3%
Entegra	3%
Other	26%

Primary Dist.

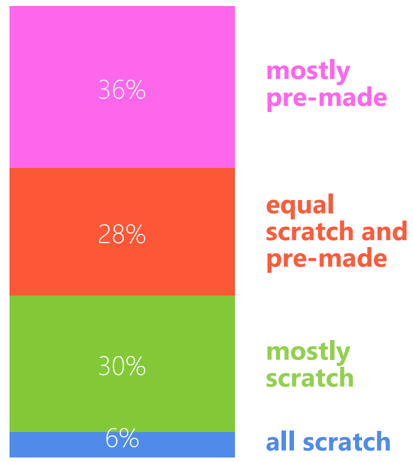
Sysco	43%
US Foods	31%
Club stores	10%
PFG	4%
Cash and carry	4%
FSA	2%
GFS	1%
Reinhart	1%
Shamrock Foods	1%
Other	4%

Region



Chain vs. Independently Operated

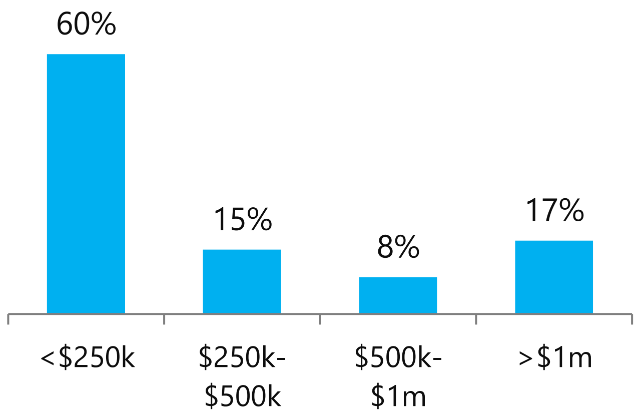
Kitchen Prep



Job Title

General Manager	43%
Manager	20%
Executive Chef/Chef	11%
F&B Purchasing Director	11%
Owner/Operator	9%
Kitchen Manager	2%
Sous Chef	1%
Other	2%

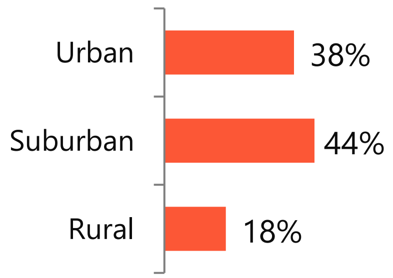
Annual F&B Purchasing



Units per Chain

2 to 10 units	9%
11 to 25 units	5%
26 to 50 units	4%
51 to 100 units	25%
101 to 500 units	22%
501 or more units	35%

Area Type



appendix: 2
exhibit guide

EXHIBIT GUIDE

EXHIBIT GUIDE

DATASSENTIAL
FOOD WITH A STORY

a **Datassential** solution

Contact Brian Darr:
312-655-0594
brian@datassential.com