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## **Hotels missing a slice of the F&B cake**

Hotels are missing out on valuable food and beverage [F&B] sales by not offering customers an incentive at the time of booking, according to research by CGA and Zonal Retail Data Systems' GO Technology report.

The latest GO Technology report, which polls 5,000 GB adults, reveals that 54% of leisure customers and 45% of business users cite price as a barrier to dine at a hotel's on-site restaurant. However, 50% and 43% respectively would consider making a reservation if they were offered an incentive at the time of booking.

A further 45% of 18 to 34 year olds would also be more likely to order room service from the restaurant if they could use their smartphone, with the figure rising to 62% for those that are likely to dine onsite for lunch. This is in line with a growing trend in the general hospitality sector, whereby 67% of consumers said they would spend more and buy more drinks if they could order from their mobile device.

The GO Technology research also reveals that people staying for leisure prefer a more independent approach, with 52% staying with an independent hotel operator compared to 25% for business customers.

Rhys Swinburn, managing director of hotel management system, High Level Software, part of the Zonal Group, said: "Our research indicates that consumers prefer a more personal approach when it comes choosing where to stay, giving hoteliers a real opportunity to capitalise on this captive market. As the squeeze on margins continue to tighten, it's vital that hoteliers maximise every revenue stream, with F&B being an obvious opportunity.

"Hoteliers need to think how they can pitch themselves against high street operations and incentivise guests to stay for lunch, dinner or even enjoy a drink before heading out. Giving guests the chance to reserve a table, coupled with an offer at the point of booking their stay is likely to have a positive impact on trade.

"This is where technology can play a key role in encouraging hotel guests to extend their dwell time in the bar and restaurant. The potential to integrate PMS with EPOS can take things to a whole new level, giving hoteliers further insight into their customers' behaviour and, therefore, how best to communicate with them in the future. Also, the growth in using our mobile devices to access offers, order and pay for food and drink is something that hoteliers need to tap in to. It's a strong opportunity to drive additional revenue streams that hoteliers can't afford to ignore."

Working in partnership with Zonal and CGA, the GO Technology report tracks consumer attitudes and experiences with technology when eating and drinking out. The research is conducted quarterly to gain an insight over a period of time to measure consumer behaviour and trends, helping operators to keep one step ahead.

CGA Director, Jamie Campbell, said: "It's clear that consumers still see price as a barrier to visiting an on-site hotel restaurant. To combat this, hotels must consider themselves part of the high street offering and use technology to engage and improve consumer perceptions. Making the path to purchase easier, or improving value perceptions through mobile ordering and relevant incentives is a key place to start."

To access a visual summary of the report visit [INSERT DETAILS]

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**About Zonal:**

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 11,000 leisure and hospitality businesses across the UK. For over 37 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

**About High Level Software:**

Cardiff based High Level was established in 2013 by co-founding Managing Director Rhys Swinburn. Since its launch, High Level has developed an impressive reputation for its cloud-based hotel management system, featuring a real time online booking engine, extensive property management capability, insightful reporting and innovative integrated rewards system.

**About CGA:**

CGA is a leading research consultancy and insight business focused purely on the hospitality sector, working with operators of all shapes and sizes as well as leading food and drink suppliers and supporting their business growth.