

Putting the Spotlight on Food Tourism

Experiential travel is on the rise, and all eyes, appetites, and wallets are focused on food and beverage (F&B) tourism.

TOURISM


\$82b


F&B tourism is expected to grow by \$82b in the next five years.¹

BOOKINGS


47%

TripAdvisor F&B experience bookings have grown by 47% year over year.²

TRAVELERS


80%

80% of leisure travelers have been motivated to visit a destination because of a culinary attraction or event.³

Incremental revenue opportunities are plentiful since travelers increasingly look to hoteliers as their local guides throughout the travel journey.



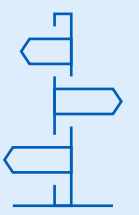
69%

of travelers want hotels to proactively give them suggestions of what to do on vacation based on their preferences and interests, but there is a problem.⁴



80%

of travelers cannot get activity ideas from their desired hotel.⁴

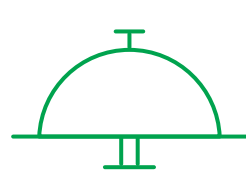


Hoteliers still struggle to provide relevant F&B recommendations to guests because they don't have comprehensive profile views.



75%

of hoteliers don't effectively leverage F&B experiences and offerings because guest data isn't integrated into CRM profiles.⁵



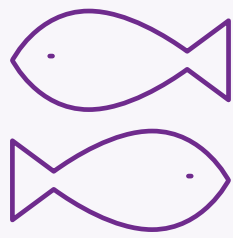
15%

Only 15% of hotels currently give food and beverage outlets access to CRM guest profiles, limiting personalization capabilities.⁵



With the right technology, you can enrich guest profiles with food and beverage insight. This integrated data allows your teams to better personalize experiences with your guests by:

Enhancing F&B personalization across the entire travel experience



Example:

If you know your guest has food allergies, provide alternative snacks in your minibar upon arrival.

Driving higher incremental revenue by crafting unique events or experiences tailored to your guests' preferences.



Example:

Do a lot of repeat guests buy wine during their stay? Why not craft exclusive wine tastings at your bar, and email incoming guests with a special offer?

Allowing F&B staff to know, engage, and recognize loyal guests.



Example:

Provide your F&B teams with vital information like a guest's property loyalty status to enhance engagement and show gratitude.

Sources:

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