

A photograph of a man and a woman sitting at a restaurant table. The man is in the foreground, seen from the back, wearing a dark suit jacket. The woman is on the right, smiling, wearing a black sleeveless top. They are eating a meal with plates of food and a glass of wine. The image has a dark, semi-transparent overlay. A teal triangle is in the bottom-left corner.

Marketing your F&B

Pete Saunders | May 2024

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The Current Hotel F&B Landscape...

57% of people want there to be a
restaurant/bar in the hotel they stay in

47% of people have ordered F&B
from their rooms

F&B offerings can account for as
much as 25% of overall revenues



How to maximise your restaurant or bar

See your restaurant and bar as a separate business

57%

of people want there to be a restaurant or bar in the hotel they stay in



Maximising the opportunity

- Change the décor in the F&B areas of the business, so it looks separate to the hotel
- Offer a seamless online booking experience
- Consider making separate social channels for your restaurant/bar



60%

Of consumers make bookings through a hotel's own website

47%

Of consumers state that they prefer using technology to make a booking.(in hospitality)

60%

Of consumers want tech to remind them of their booking

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Making the differentiation between bar/restaurant and hotel has multiple benefits...

1

Enabling guests to make, amend or cancel bookings online can reduce no-shows and ensure customers won't be disappointed.

2

Alleviates pressure on staff, allowing them to focus on delivering a great customer experience.

3

Allows hoteliers to provide personal touches, discounts and up-selling moments when the customer is in 'buy' mode.



How to maximise room service

47%

of people have ordered F&B
from their rooms

64%

of 18 to 34-year-olds are likely to order
food in because the hotel offering
doesn't meet their
standards/expectations

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Bring food and drink to your guests via your **website**, a **QR code** in the room, or **app**



Don't forget to promote your offering

The Role of Social Media



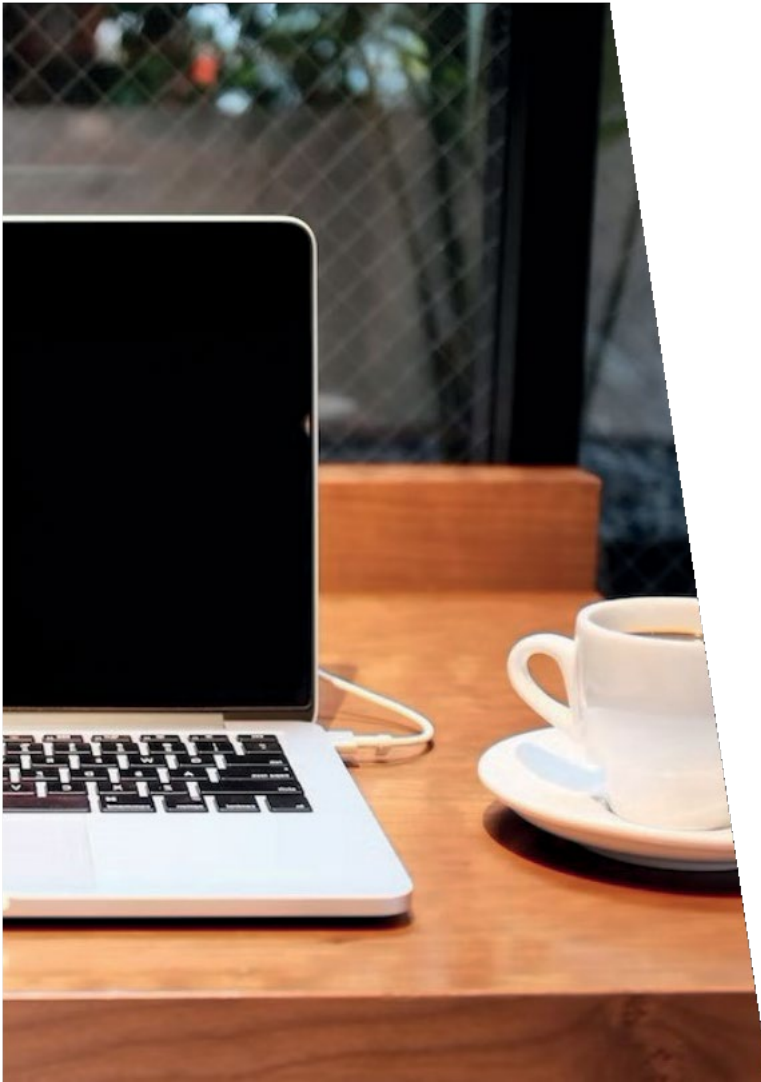
**18-24 year olds
will check a
hotel's socials
before booking**



**consumers use
social media to
book tables**



**consumers look to friends'
recommendations on
social media when
choosing which
restaurant/bar to book**



Loyalty and personalised discounts

83%

Say a discount on a future visit would encourage them to visit again

78%

Expect or would like to receive personalised discounts and deals

58%

Agree that loyalty schemes present good value for money

47%

Have joined more loyalty schemes since the start of the cost-of-living crisis

1 Don't forget about direct email marketing

2 Encourage on-site teams to promote F&B facilities at the point of check-in

3 Leverage social media service



Conclusion

- See your restaurant as a separate business to your hotel – and treat it like one to compete with high street outlets
- Leverage technology to create an efficient room service offering
- Make sure to be vocal on social media!

Thank you for your time.



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