

CGA by NIQ – Hotel Beverage Opportunity Study 2024

Leveraging opportunities for drinks
manufacturers and distributors
across the US hotel channel by
exploring appetites and behavior in
specific amenity areas





Hotel Beverage Opportunity Study 2024

Following notable demand and feedback from clients, CGA by NIQ is launching another installment of its US Hotel Beverage Opportunity Study delivering in Summer 2024.

The study will enable purchasers to;

- 1) uncover the opportunities existing within the hotels channel
- 2) enable hotel chain specific RFPs to be built from data collected

Key Milestones:

1. Early commitment opportunity - April/May 2024
2. Fieldwork - May/June 2024
3. Report Available - July 2024



Hotel Beverage Opportunity Core Report



Hotels 2024 report will provide you with answers to:

✓ Anticipated hotel visitation over the next 12 months

- Current plans for travel over the next 12 months
- Destination types planning to visit (luxury, premium, standard, casino, etc) and behaviors by each consumer type
- What are the most popular types of lodging for different demographic group
- Understand the opportunities associated with “Bleisure” (extending business travel into leisure time)

✓ What consumers want from the beverage offering in hotels

- Interaction and decision making relating to drinks across different hotel amenity areas
- Most popular drink categories in each of these areas
- Specific hotel visitor needs from drinks offerings
- The importance of the portability of drinks, as well as requirements in-room
- Allows the creation of tailored strategies across different parts of the channel for mutually beneficial outcomes

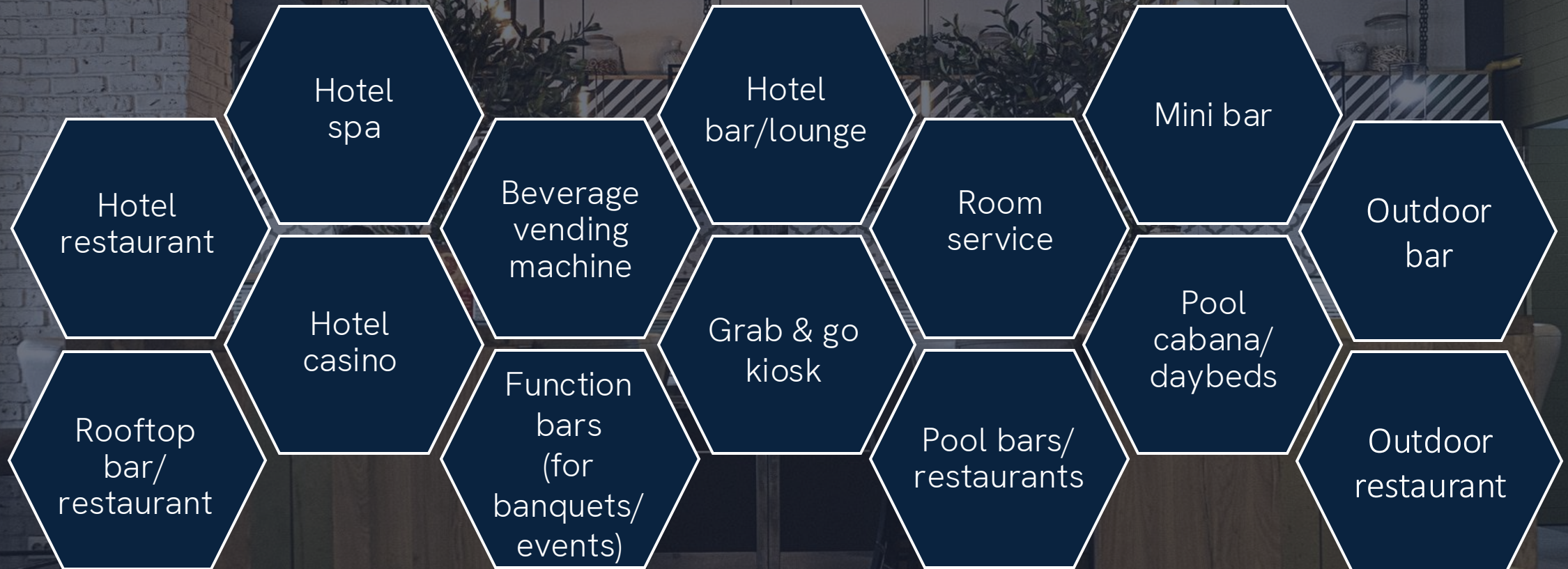
✓ How suppliers can provide support to specific hotel chains

- The possibility to explore data collected among visitors to over 80 hotel chains to fully understand the target consumer and their needs
- Utilize this to capitalize on when hotel operators review the assortment and format of their beverage options



WHICH TOUCHPOINTS ARE COVERED WITHIN THE HOTELS OPPORTUNITY STUDY 2024?

The core report will help you understand the opportunities available across 14 specific amenity areas. This will build understanding of consumer needs across the hotels space and act as a foundation for building effective strategies for your brands, tailored to different areas of the channel:



What's new for 2024

ENHANCEMENTS TO THE 2024 SURVEY

It is vital that the topic areas covered by our Hotels Opportunity Study continue to reflect the evolving landscape of the channel, and the On Premise more widely. We have, therefore, added in several enhancements to this year's study:

Expanded list of hotel chains included

- From 55 in 2023 to over 80 in 2024

Understanding needs of specific visitor type

- Differences explored by luxury, premium and standard hotel visitors to understand who your brands appeal to most and where you need to target

"Hot topic" areas

- Behavior and needs during "Bleisure" (combined business and leisure) trips
- Exploration of opportunities in the non-alc space to capitalize on "Dry-trippers"
- Understand the usage and preferences of hotel loyalty program members
- What opportunities are there for beverage consumption in-room through: room service, mini bar, grab & go and vending machine touchpoints



Hotel Specific Deep Dives



HOTEL

Ability to create key account strategies with tailored recommendations to essential strategic partners

The syndicated *2024 Hotel Beverage Opportunity Study* report will provide all the *vital insights to succeed* in the channel.

However, we know sales and account teams need bespoke insights to create strategies for essential partners. To facilitate this, we capture visitation to *over 80 leading hotel brands* in this study. This allows exploration of *banner-specific insights* facilitating collaboration with specific chains to shape their beverage strategy:

- ✓ Customer profiles for specific hotel brands exploring:
 - Drink brands and categories they have or would try
 - Preferences around serves, drink styles and flavors
- ✓ Where correlations are strongest between a brand's drinker and a hotel's customer type
- ✓ Preferences and needs from the drinks range at specific chains among visitors



HOTELS COVERED

The study includes over 80 key hotel brands in the US market based on client feedback, including:



FOUR SEASONS



INVESTMENT

PRE-COMMITMENT PARTNERSHIP PACKAGE

\$19,000 for the Core Hotel Report
covering all vital insights to build
your hotel strategy

STANDARD PACKAGE

\$21,000 for the Core Hotel Report
&
\$7,000 per hotel specific deep dive

* Hotel specific deep dives are for 1 specific hotel chain, not covering multi chains in one group e.g. Ritz Carlton, not the whole Marriott International group





Other Key Information

METHODOLOGY:

- + Online quantitative survey
- + 5,000 hotel visitors
- + Focusing on a range of different hotel types including:
 - Luxury
 - Premium
 - Boutique
 - Standard
 - Casino hotels
 - Spa & resort hotels

FIELDWORK & OUTPUTS:

- + The survey will field during May/June
- + Core report available from July
- + Option for custom deep dives and RFPs to support your conversations with specific hotel chains
- + Option to unlock full data set in Distilr 360



Contact Us

To learn more about the Hotel Beverage Opportunity Study or to speak to a member of the team, please feel free to get in touch:



Matthew Crompton
VP Americas - BevAI
Matthew.Crompton@nielseniq.com



Drew Hummel
Director - BevAI Vertical
Andrew.Hummel@nielseniq.com



Patrick Bannon:
Director of Client Success - Americas
Patrick.Bannon@nielseniq.com

