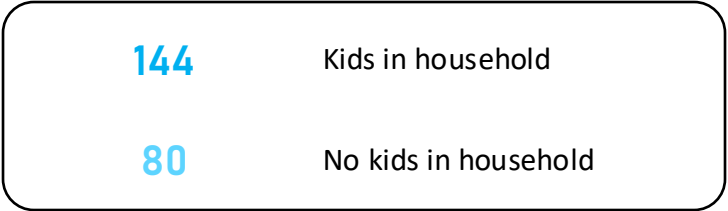
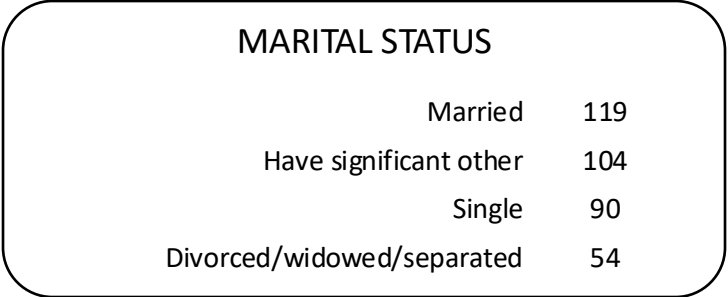
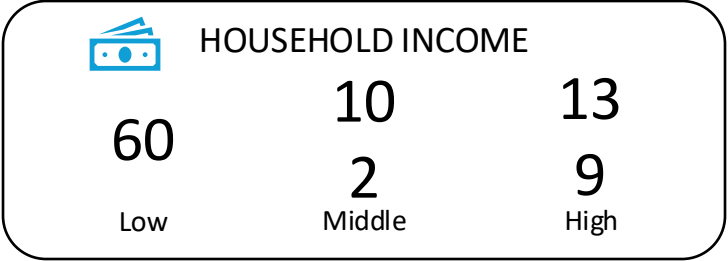
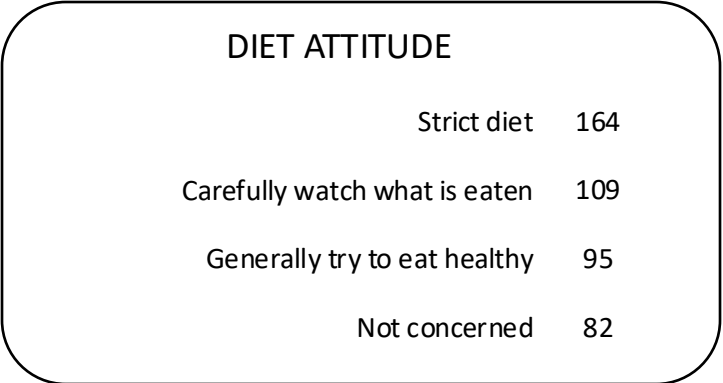
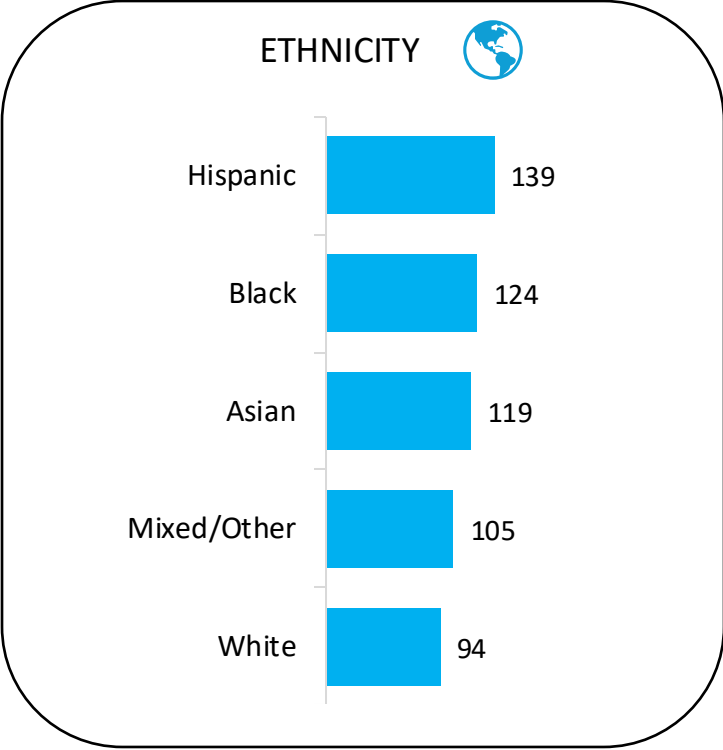
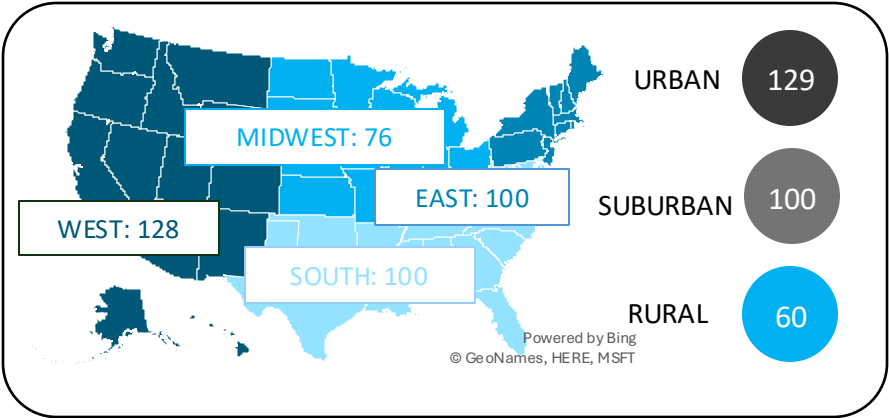
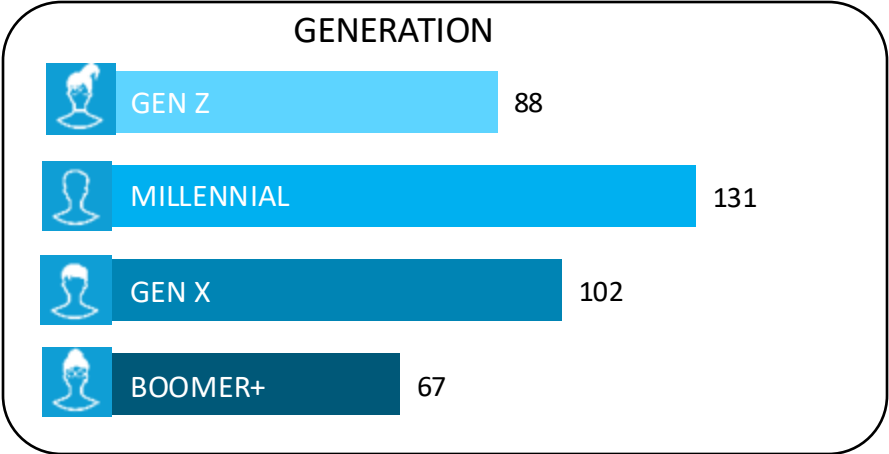
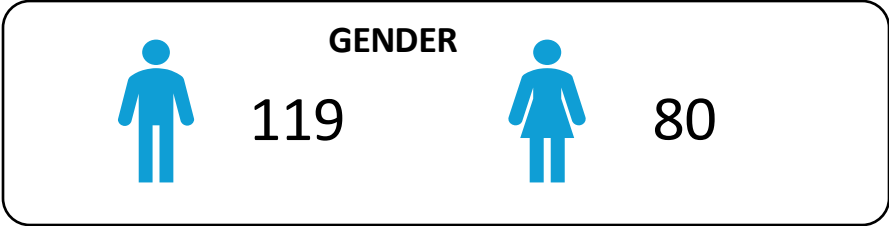




HOSPITALITY

INSIGHTS & TRENDS
JULY 2026

Young families, primarily Millennial parents with children and middle to high incomes, are among the groups most likely to frequent lodging foodservice



Hotel restaurants are attracting more diners and influencing hotel selection



Half
of travelers
booked a hotel
specifically because
of its restaurant

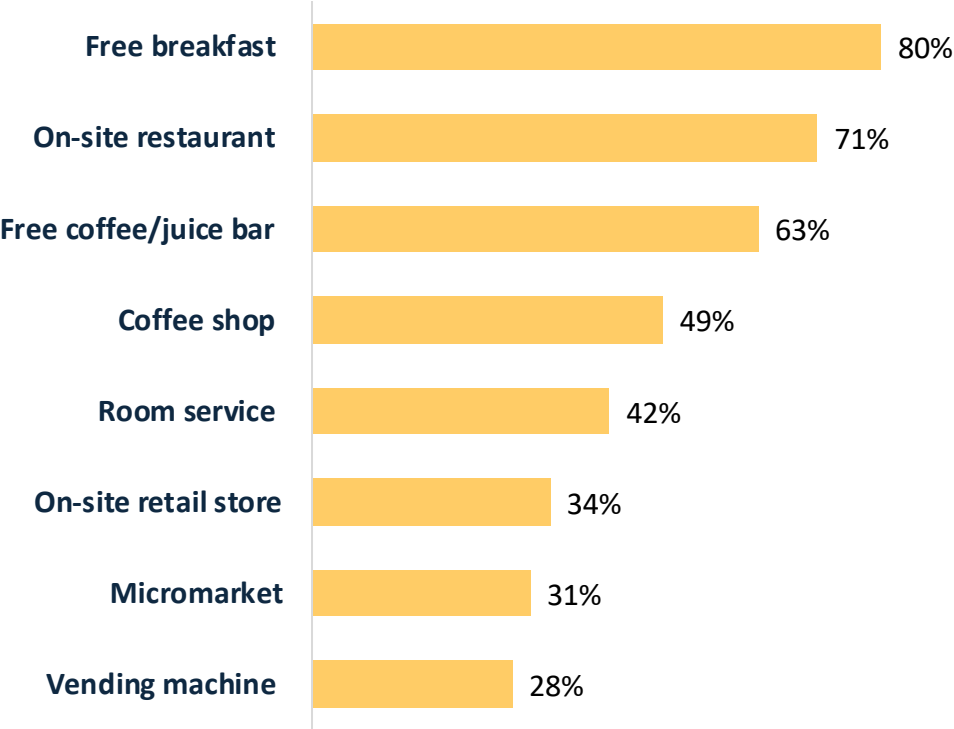
Hotel restaurant dining by travelers is up
+13% year-over-year and up +7% across all
diners

92%
have dined at a
hotel restaurant
when they weren't
even staying there



Lodging guests seek convenience with distinctive, value-worthy options

USE OF hotel/lodging OFFERINGS
OVER THE LAST YEAR



Drivers

71%
Convenience

33%
To try something new

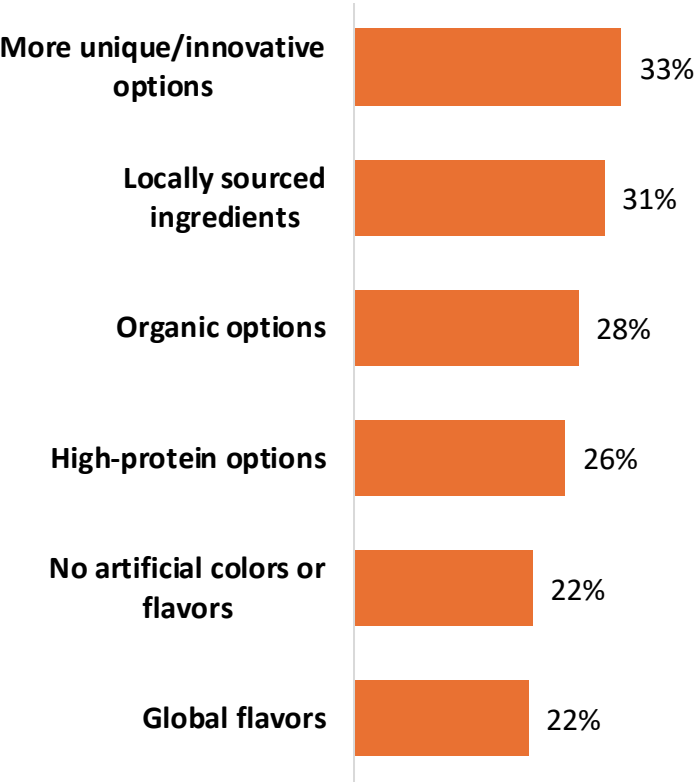
Detractors

43%
Too expensive

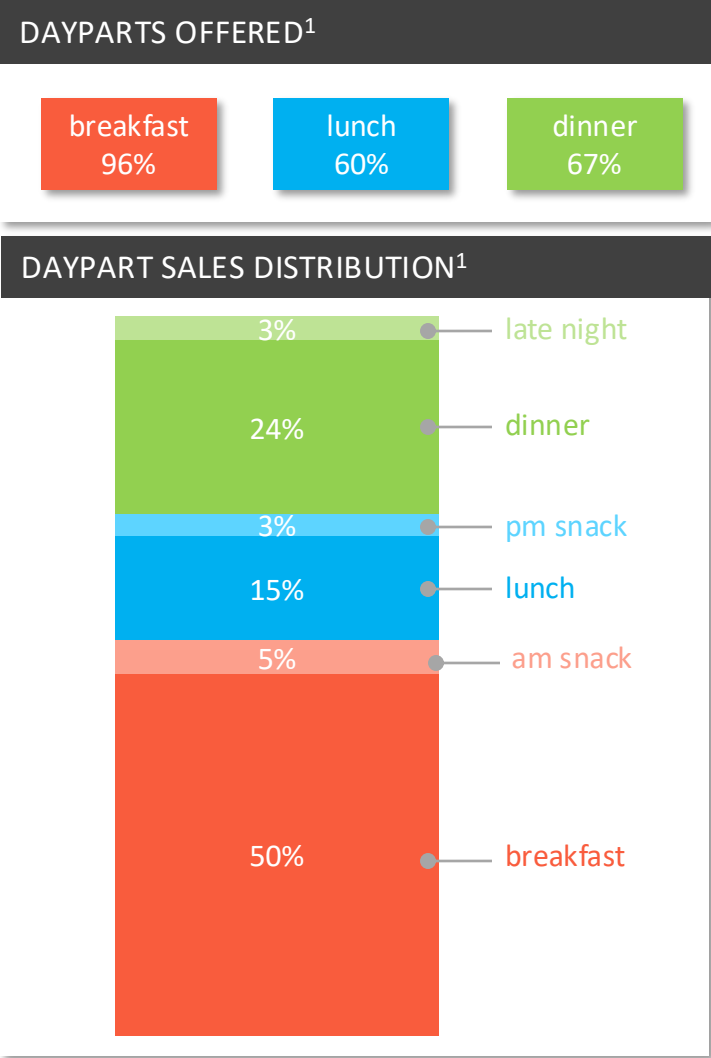
38%
Prefer to have food
from other places

36%
Limited hours

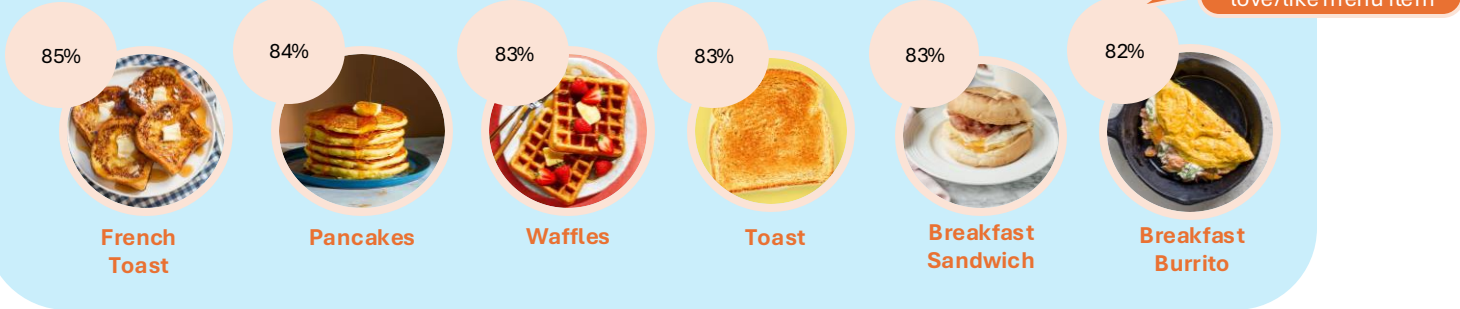
Top Menu items willing to
pay more for



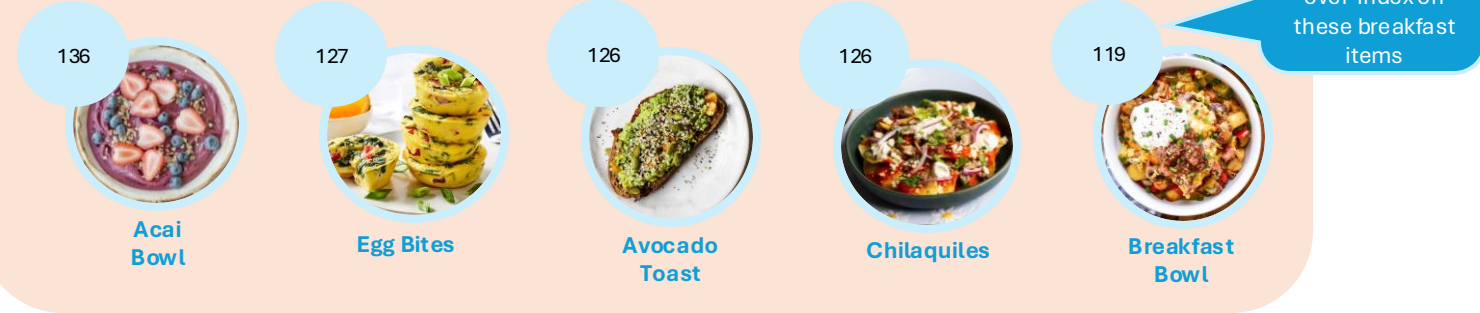
Breakfast is the cornerstone of hotel dining, with demand for both classics and modern offerings



It's important to offer tried-and-true menu items for breakfast buffets and family-style breakfast²



Emerging breakfast items present a strong opportunity, as hotel foodservice consumers are more receptive to them than the general population²



Sources: Datassential Lodging Operator Overview 2026¹, Datassential Hotel Consumer Preferences 2026²

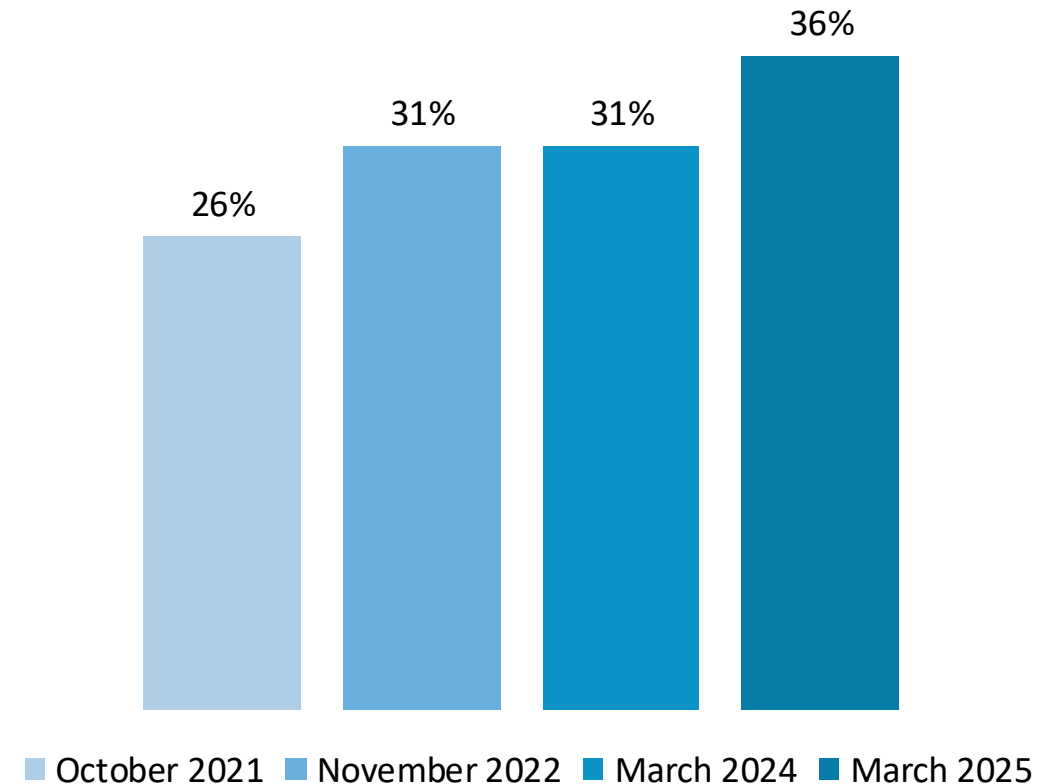
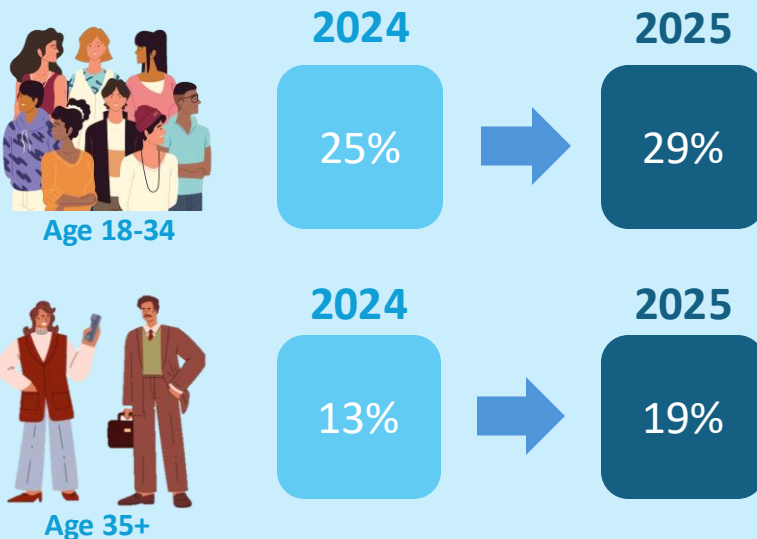
Micromarkets are seeing broad-based growth, with rising revenue, expanding usage, and increasing purchase intent

Micromarkets achieved
\$6.5 billion in revenue in 2024
+20% since 2023

Interest in purchasing from micromarkets in
the near future has trended upward overtime

% interest over the next six months

Micromarket usage is growing across
both younger and older consumers



Evolving snack preferences are creating opportunities in wellness, branded offerings, and beverages

Healthy

27%

are snacking healthier than they were a year ago



High-protein and energizing are the most sought-after snack attributes

Functional snacks are gaining tractions as wellness influences purchasing decisions

Name Brands

51%

of consumers say trusted food & drink name brands influence their snack choices



Trusted name-brands drive snack purchases and create opportunities to boost loyalty and revenue

Beverages

64%

of snack consumers choose a beverage as a snack at least once a week

The highest of any snack category



Punch is the fastest growing beverage

Consumer demand is fueling beverage growth across snacking occasions



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