

A woman with long brown hair and blue eyes, wearing a bright pink top, is smiling and holding a large burger in her right hand. The burger has a sesame seed bun, lettuce, tomato, cheese, and a meat patty. The background is a dark green and blue pattern of tropical leaves and palm fronds.

# HOSPITALITY & CUSTOMER EXPERIENCE TRENDS 2024

*Dawn Gribble*



# CONTENTS

Market Snapshot	3
Sustainability	7
Buyer Behaviour Trends	13
Customer Experience Expectations	20
Loyalty Programs	26
Digital Transformation	29
Breakfast Trends	31
Restaurant and F&B Trends	36
Travel Trends	43
Business & Events	52
Take-Aways & Action Plan	55



# MARKET SNAPSHOT



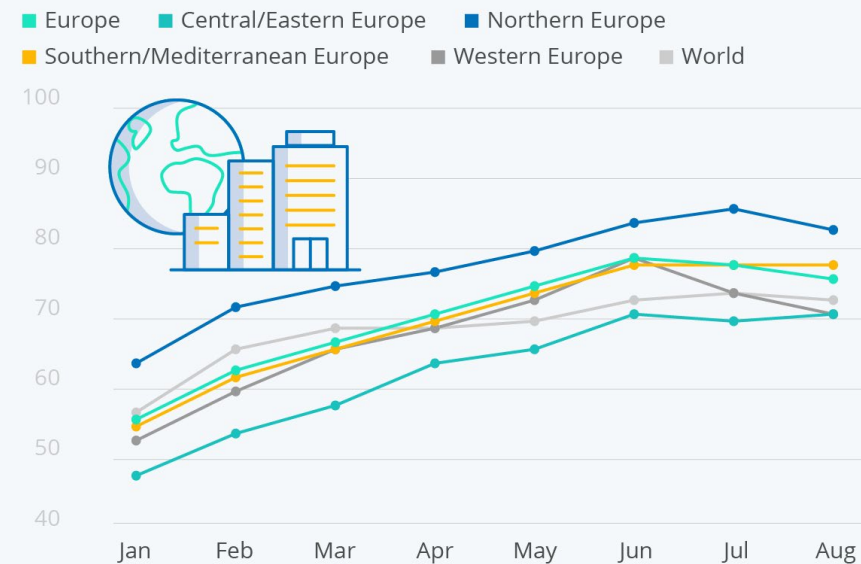
# HOTELS

- Hotel occupancy levels have increased this year by 10% compared to last year.
- Global RevPAR has seen an average increase of 17%
- The segment is expected to attract 1.33 billion customers by 2027 and grow annually at a rate of 4.28%.
- This growth trajectory leads us to a projected market volume of US\$483 billion by 2027.
- Online sales continue to play a significant role in revenue generation, with 81% of total revenue expected to come from online sales by 2027.

Sources: BTN, STR, Statista, Amadeus

## HOTEL OCCUPANCY RATES CONTINUE TO RISE THROUGHOUT 2023

Accommodation occupancy rates worldwide 2023



Source: UNWTO Tourism Recovery Tracker



statista



# RESTAURANTS

- The global market value of the restaurant industry is projected to reach USD 1.22 trillion by 2026.
- 84% of diners now look up the menu online before choosing a restaurant. This highlights why it's essential to have an up-to-date website and menu, as these significantly influence dining decisions.
- Unfortunately, around 20% of all reservations turn out to be no-shows. This can be incredibly frustrating for restaurant owners, especially during financially challenging times. However, customers are now getting used to paying a booking fee to secure a reservation, so that's certainly something to look into.
- Trends to watch out for in 2024 include order-ahead capabilities; curbside pickup remains popular, grab-and-go collection for take-away, the expansion of digital-only drive-thru lanes, and dedicated parking for collections.

Sources: ZipDo, Merckaert, G. and Jacobs, C, National Restaurant Association, Tolson, G



# TRAVEL

- Global travel revenues are forecast to grow at a rate of 4.42%, resulting in a market volume of US\$1 trillion by 2027.
- A significant driver of this revenue growth is online sales, which are projected to generate 74% of total Travel & Tourism revenue in 2024.
- Global ADRs remain positive in the short and medium term.

## SOLO TRAVEL



Have taken a solo trip in the last year



Increase in searches on Hilton.com compared to last year

### Top reasons for solo travel:



61%

To relax by themselves



40%

For self-discovery



38%

To focus on themselves



31%

To do what they want

Sources: STR, Hilton



# SUSTAINABILITY



# ACCOR

- To reduce food waste, Accor is using artificial intelligence. A dedicated online reporting tool measures food waste at their properties.
- This tool helps the hotels quantify waste and track sustainability initiatives.
- 71% of Accor's properties currently use the platform, and it will be available to all Accor hotels with catering operations by 2025.
- Accor's Global Innovation Officer said, "We're working to optimise F&B margins by 6% and save €800 in waste per hotel per month."

Sources: Accor

 Hospitality & Catering News

## Accor investing significantly in global deployment of AI to combat food waste

By Angela Green: Hotel News is sponsored by Guestline · GuestStay Kiosk Guestline. Accor is appreciably increasing their application of artificial...

3 weeks ago



 Hotel Technology News

## Global Hotel Companies Are Deploying AI Technologies to Reduce Food Waste |

Accor, a global leader in the hospitality industry, is leveraging artificial intelligence (AI) and a joint measurement drive to further reduce food waste.

3 weeks ago

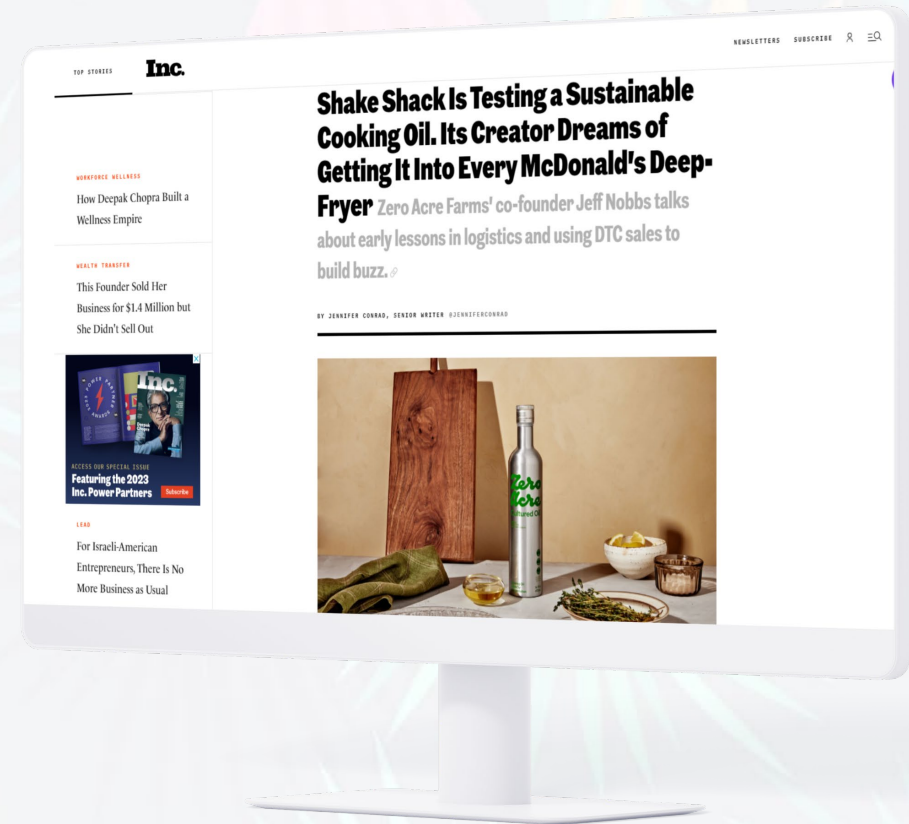




# SHAKE SHACK

- Shake Shack is revamping their ingredients to align with their sustainability goals.
- Among the chain's notable innovations is the introduction of "Zero Acre Oil."
- By replacing soybean oil with rain-fed sugarcane oil in several menu items,
- Shake Shack aims to promote sustainability and reduce their environmental footprint.

Sources: Inc





# ELECTRIC FOOD TRUCKS

- US food trucks are switching to battery systems to avoid noisy diesel generators.
- By saving on fuel and repairs, a battery system can pay for itself within a year.
- They offer a cleaner and quieter alternative, which improves customers' dining experiences and employee productivity.
- One battery supplier aims to convert 2,000 trucks in five years, reducing CO2 emissions by half a million tons.



Sources: Peters, A



# RENEWABLE ENERGY

- Powered entirely by renewable energy, the Premier Inn Swindon Town Centre is the first all-electric Premier Inn.
- The hotel operates without connecting to a main gas supply.
- It will serve as a blueprint for future new-build Premier Inns, which will all be constructed to this specification by 2026.
- Innovative features of the hotel include an energy-efficient air-to-water heat pump, low-energy LED lighting, solar panels, and a building envelope designed to optimise energy use.



Sources: Hospitality Net



# CARBON POSITIVE

- Populus will be the first US hotel with carbon-positive practices.
- As buildings contribute 45% of US greenhouse gases, Urban Villages – the company behind this hotel – didn't just want to achieve LEED Gold but went beyond that.
- The building offsets construction emissions by eliminating the parking garage and planting more than 70,000 spruce trees.
- Waste management is 100% recyclable and compostable,
- And the energy is 100% renewable.

Sources: CN Traveller, Studiogang



# BUYER BEHAVIOUR



# TRAVEL SPENDING

- 90% of travellers intend to spend more than their usual travel expenses.
- Factors contributing to this expected expenditure increase include:
- Planning bucket-list trips.
- Travelling to expensive destinations.
- Taking longer trips in the new year.

Sources: Squaremouth



# F&B SPENDING

- Millennials account for over 30% of all restaurant sales.
- Gen Z is the fastest-growing restaurant spending demographic. Gen Z's spending power is expected to increase by 25% in 2024.
- Mobile payments will represent 10% of QSR sales in the U.S. It is important to note, however, that the market size of these wallets varies considerably between regions.

Sources: National Restaurant Association, Technomic, Toast



# COST OF LIVING CRISIS

- Rising costs and inflation lead to two-thirds of adults spending less on non-essentials.
- During challenging economic times, people may spend less on treats, luxuries, nights out, and travel costs.
- Older generations are more likely to report noticing increased living costs, with 77% of Baby Boomers stating this compared to 49% of Millennials.
- In 2024, 64% of Gen Z plans to reduce other areas of spending to prioritise leisure travel.



Sources: Squaremouth



# LUXURY SPENDING

- Travellers want their luxury holidays to meet their wildest dreams.
- Many luxury travellers now crave cultural connections and in-depth exploration.
- Personal advisors are increasingly sought after by deep-pocketed travellers to create hassle-free, uniquely crafted travel experiences.
- As luxury fashion brands seek to capture growth in the 'experience economy' by aligning their brands with UHNWI recreation and lifestyle, they are becoming increasingly prominent within the hospitality space.

Sources: Kwok, L, Kritikos, A., WATG



# INCLUSIVITY & DIVERSITY

- Over 223 beaches in Greece are now accessible to people with disabilities.
- "All travellers should be able to enjoy the ocean safely and easily, and Greece is setting a standard for beaches worldwide."
- The system is currently installed across Greece, Italy, Cyprus, and Latvia
- Future plans to launch in Croatia, Spain, the UK, UAE, the US, and Turkey in 2024.

Sources: CNN Traveller



# LGBTQ+ ACCREDITATION

- The International LGBTQ+ Travel Association has developed a new hotel accreditation system to make sure that people from the community are welcomed into safe and thoughtful environments.
- Founded in 1983, the IGLTA has built a global network of free travel resources for the LGBTQ+ community, from tour operators to destination guides. They've introduced a hospitality accreditation program with a more comprehensive approach to inclusivity.
- In June 2023, the W Costa Navarino in Greece became the first property to tick all eight criteria: diversity, equality, inclusivity, policy, community, advocacy, transparency, and sensitivity.
- As a result, the hotel now has an LGBTQ+ liaison, gender-neutral bathrooms, and unisex amenities.
- Twenty-eight more hotels are in the IGLTA's pipeline.
- Similar schemes, such as Canada's Rainbow Registered program, are being created in other countries.

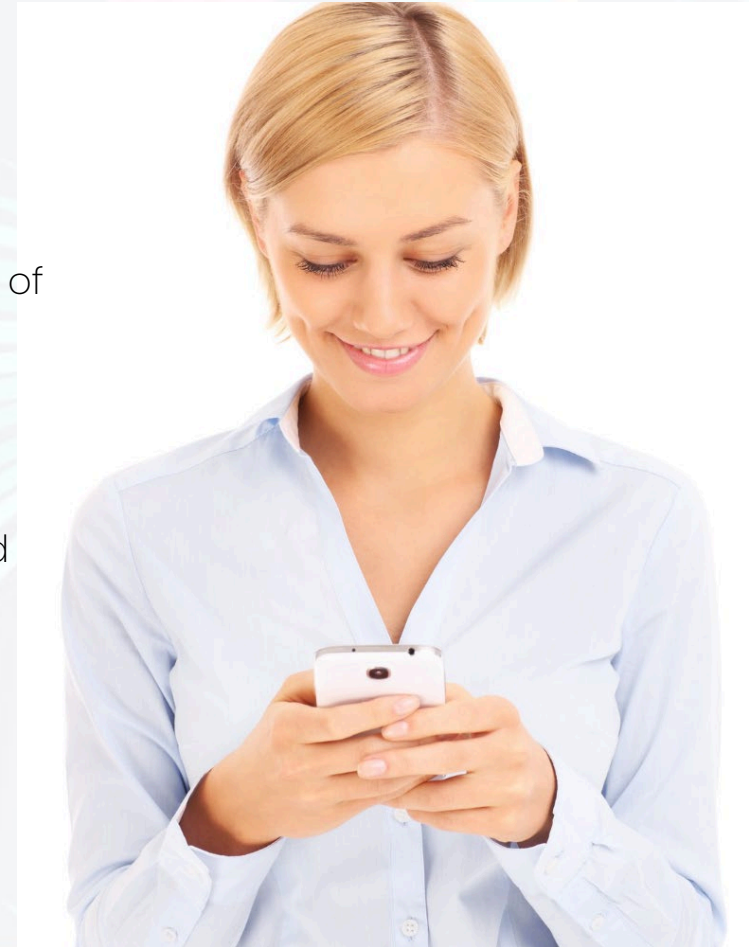


# CUSTOMER EXPERIENCE



# DIGITAL JOURNEY

- 76% use online travel agencies to research and book hotels.
- 80% say it's important to be able to book their trip entirely online.
- 76% said they appreciate apps that reduce the friction and stress of travel.
- 60% of restaurant customers use online reviews to choose a restaurant
- 50% of all travellers have abandoned a booking because of a bad experience, rising to 75% for Gen Z and 60% for Millennials.



Sources: Hilton, Phocuswright, BrightLocal, SiteMinder



# CUSTOMER SERVICE

- 76% of consumers notice and appreciate when companies prioritise customer support.
- 70% of consumers expect a company to provide personalised responses to their customer service needs
- 76% value how quickly a brand can respond to their needs
- 1 in 3 people chat with a business at least once a week.
- Across industries globally, one billion people message businesses every week. Messaging has become a critical step in the consumer journey, with an average of 65% adoption rate across markets; this needs to be included in your comms strategy for 2024.

## Customer Service Response Times



12 Hours or Less



6 Hours or Less



1 Hour or Less



1 Minute or Less



20% of Social Media Users want a response immediately!

Sources: Sprout Social, Meta, Zen Desk, Statista



# JUNK FEES

Consumers are frustrated with hidden fees; this is true for both hotels and restaurants.

Also known as Junk fees or surprise fees, these additional charges are added to the advertised price of a product or service. These fees are often unexpected and can significantly increase the overall cost for consumers.

Customers often feel blindsided by junk fees, as they are not always disclosed upfront or clearly communicated.

In the US, the "Junk Fees" bill has been signed into law, this defines junk fees as extra charges most often associated with hotel, car rental, and ticket sale companies. The law, which comes into effect **on July 1, 2024**, specifically prohibits "drip pricing," or "advertising a price that is less than the actual price that a consumer will have to pay for a good or service."

Member of European Parliament Biljana Borzan says, "As far as I know, there is still no legal mechanism at the EU level to regulate this issue, but there is definitely the need. When it comes to regulating digital services, the EU is the vanguard in the world, but around the so-called junk fees, the US has taken the initiative."

To tackle this issue head-on, the hospitality industry is already taking steps. :

Hilton is working to ensure the upfront display of mandatory fees on all its platforms.

Marriott International and Airbnb have taken similar actions.

Sources: Yahoo! Finance, Saria, L.



# HYPER-PERSONALISATION

- 50% of consumers are willing to share information for a more personalised experience; this means they want to see relevant offers and opportunities.
- These customers also want a high level of service.
- 46% claim they'll buy more when given a personalised experience.
- The overall impact of deep personalisation is an 84% increase in engagement.
- The most desired form of personalisation is for offers or discounts, which are the biggest drivers of personal data sharing. These offers are important for collecting first-party data.
- McDonald's US Chief Marketing and Customer Experience Officer Tariq Hassan recently discussed the brand's transformation by focusing on first-party data. McDonald's has improved its customer relationship management, experiencing 83 consecutive weeks of comparable growth.

Sources: Forbes Advisor, Adams, P, Turtl, Lupis, J.



# REVIEW AUTHENTICITY

- Most consumers say they can now spot a fake review, and with them increasing across all platforms
- 70% of consumers now say Authenticity is a growing problem.
- Not surprisingly, the largest platform, Google, reported the greatest share of fake reviews at 10.7%.
- Next, by percentage, were Yelp (7.1%), TripAdvisor (5.2%) and Facebook (4.9%).
- Amazon, Booking.com, Expedia, Glassdoor, TripAdvisor, and Trustpilot have partnered to launch the Global Coalition for Trusted Reviews. Members say they will define best practices for hosting online reviews and share methods of fake review detection.
- Yelp recently published a list of all the establishments it has flagged for "compensated activity," which refers to exchanging" payment in the form of cash, discounts, gift certificates, or other incentives" for writing, changing, or deleting reviews.

Sources: Howarth, J., TripAdvisor, Yelp



# CUSTOMER LOYALTY



# LOYALTY & DISLOYALTY SCHEMES

- 75% of customers make purchasing decisions based on their experience with a brand.
- 50% said customer experience is more important to them now than a year ago.
- 68% of restaurant customers say they are more likely to visit a restaurant if they are part of its loyalty program.
- Ben & Jerry's has a mission-based programme that creates ice cream flavours with themes of social justice. These themed tubs support charities that support animals, the environment, social programmes, and other good causes. It makes customers feel like their purchases, no matter how big or small, help others. Despite not being a traditional loyalty program, it creates a powerful emotional connection with the brand.
- On National Coffee Day In September of this year, Peet's Coffee launched a "Disloyalty Program".. The program allowed customers to earn a free drink by creating a rewards account and uploading a screenshot from a competing loyalty app, such as Starbucks or Dunkin'.

Sources: Zendesk, Toast



# PREMIUM LOYALTY SCHEMES

- 56% of consumers plan to join premium loyalty programs in the next 12 months.
- 77% of consumers will still want to remain a member of a brand's free loyalty program if they consider cancelling their premium loyalty membership.
- P.F. Chang's Platinum Rewards. For \$6.99 a month, customers earn 20 points for every \$1 spent. They get priority on reservations, access to a VIP concierge and free delivery.
- Panera Bread's Unlimited Sip Club membership program is simple: pay \$11.99 per month, get unlimited coffees, self-serve drinks, and free delivery. Panera doesn't reveal membership numbers of the Unlimited Sip Club. but it is estimated to be more than 52 million users.

Sources: Ebbo, Bloomberg Law



# DIGITAL TRANSFORMATION



# DIGITAL TRANSFORMATION

- Uber Eats will launch a chatbot powered by Google's PaLM 2 large language model in the US, UK, Australia, and Canada. The AI assistant will help users find restaurant deals and reorder their favourite items.
- In addition to providing personalised recommendations based on the customer's preferences, it will remove the need for manual navigation across menus and stores by offering specific requests, such as finding "vegetarian Thai dishes" or "trending Mexican restaurants".
- People will search in different ways, so you'll need to optimise your menu descriptions for keywords.
- Having an AI chatbot for your website can help you put the customer first and collect data on common questions and service patterns. Upskill your teams with conversation starters, and update your brand guidelines to include chatbot rules of engagement.

Sources: Sprout Social, Uber Eats, Bellan, R.



# BREAKFAST



# BREAKFAST TRENDS

- Across the globe, there has been an uptick in hand-held breakfast foods. No matter the item, it must be easy to eat and mess-free.
- 'Grab and Go' breakfasts are gaining popularity, especially between Monday and Friday. "People want speed, and they're eating while they're on the run. Whether getting an Uber or taking the metro, people no longer seem to be using their time to sit down and eat."
- Shifts are also happening during breakfast hours; there is significant growth between 9 a.m. and noon. By comparison, early morning visits – from 6-9 a.m. – have either decreased or stayed flat.
- The most popular hotel breakfast items for 2024 include muffins, pastries, overnight oats, protein-rich foods and grab-and-go waffles.

Sources: Nessler, D. Placerai, Kelso A.



# SNACKING

- Consumers are gradually replacing main meals with snacks
- As guests expect more from hotels, snacking offers a new revenue stream opportunity.
- For restaurants, too, snacks can be sold at the counter as a grab-and-go option.
- Snack sales have stayed strong in 2023 even as prices have increased and consumers continue to purchase snacks, but the places and ways are changing with both affordability and cravings considered.
- Here are some snack industry trends that you need to consider in 2024:
- Healthy Snacks as a Priority and Guilt-Free Indulgence
- Snacks Brands in the Digital Ecosystem - think ingredients, brand values and responsible sourcing.
- Sustainable Packaging and Eco-Friendly Practices
- Health-conscious consumers are increasingly seeking snacks to satisfy and satiate their cravings.

There is a growing demand for snack options that align with health-conscious lifestyles, such as low added sugar and sodium content.

Sources: FHA-Food & Beverage



# COFFEE

- Starbucks, Dunkin', and Tim Hortons all experienced traffic growth from 12-3pm
- The 18-24 age group held the largest share of the coffee market at 33%.  
This demographic often looks for new and unique coffees and makes decisions based on taste and quality.
- The 25-39 age group prefers authenticity and distinctive brewing methods. They also seek unique experiences.
- Consumers want coffee that tastes great and provides functional benefits. This trend drives the popularity of coffee infused with adaptogens, nootropics, and other functional ingredients to boost energy, focus, and overall well-being.
- The Most Popular Coffee Products are: Nitro Cold Brew, Iced Coffee, Cold Foam, Flavoured Custom Orders, and Plant-Based Drinks with Non-Dairy Milk



Sources: Kelso A., K., Bygeoffry, Geoffry, Sun, by Anita and Sun, A DeAngelis, D.



# BRUNCH

- Brunch is becoming more interactive and experiential, with live cooking stations, DIY food bars, and chef-led demonstrations. In 2024, expect to see stations where guests can customise their dishes, create their own cocktails, or learn culinary techniques.
- Themed brunches are gaining popularity, adding a touch of excitement and novelty to the brunch experience. Popular themes include holidays, cultural celebrations, or pop culture featuring themed décor, costumes, and menu items.
- Brunch is incorporating wellness trends, offering healthier options and mindful experiences. We're seeing brunch menus with nutrient-rich dishes, adaptogenic lattes, and yoga or meditation sessions offered before or after brunch.





# FOOD & BEVERAGE



# DELIVERY TRENDS

- Evolving customer preferences, rising adoption of convenience-driven lifestyles and digital advancements are key factors driving the market's growth.
- Globally, the Restaurant Delivery market is expected to reach US\$138bn in revenue by 2024.
- The market is expected to grow at a CAGR of 6.35% from 2023 to 2027, resulting in a market volume of US \$177.bn.
- By 2027, 1.5 billion users are expected to use Restaurant Delivery services.
- Takeaway.com, Just Eat, and Delivery Hero have dominated global markets in the past decade, as have global fast-food chains like Domino's. As companies poach customers from each other, margins have thinned, so the market is in a consolidation phase with major M&A deals happening everywhere. This segment has already experienced high adoption rates, so it will likely slow down in the coming years and converge with other channels.

Sources: Bouns, M. K., Uber, Toast



# FAST CASUAL

- The fast-casual market is expected to grow by 11.5%, driven by the demand for innovative and customisable food menus.
- Consumers say they prefer foods that aren't overly processed or contain unknown ingredients.
- To be relevant with plant-based products today, restaurants must deliver exceptional taste, nutrition, and sustainability.
- Millennials, in particular, seek options to personalise their meals based on daily calorie intake and a growing awareness of nutrient-dense diets.
- The top global Fast Food Brands are McDonald's and Starbucks. KFC, Chipotle and Domino's Pizza

Sources: QSR Magazine, Technavio



# TRENDING FLAVOURS

- Gen Z's love of authentic global cuisine and street food drives the demand for new flavours and innovative takes on popular dishes like chicken, burgers, sandwiches, pizza, smoothies, and salads.
- 42% want to see elevated street food on restaurant menus.
- Milk tea, black sesame, and ube are becoming mainstream. As with matcha, these flavours are incorporated into a range of formats, like milk-tea-filled doughnuts and ube hot chocolate.
- Unique and flavourful spicy foods using complex heat, such as spicy sweets and cocktails, are becoming increasingly popular. Expect to see chilli everything!
- Among the innovative cocoa products we expect to see in 2024 are cacao water, dried cacao, and chocolate-covered cacao beans.
- Reinterpretations and variations of peach are making a comeback. Even though peach is a classic flavour, trendspotters predict it will return to the spotlight as it offsets other trending flavours in baked goods and condiments. I think Peach would work well with complex heat!

Sources: Vita, M, Association, S. F.





# EARLY DINING

- With hybrid and remote work becoming more popular, late business dinners have become less common due to fewer in-office hours.
- In 2023, there was a significant increase in diners choosing earlier reservation times, with 10% of all diners seated between 2-5 p.m.
- Yelp data shows that the percentage of diners being seated from 4-6 p.m. increased to 26% in 2023.
- This change affects Fine dining establishments more than casual dining.
- The trend of earlier dining provides diners with more flexibility, particularly with flexible schedules.

Sources: Vira, M. Association, S. F., Yelp



# BEVERAGES

- Fat-washed cocktails aren't new, but they are trending. The innovative technique of fat-washing spirits creates an incredible flavour and texture. Bartenders pair lighter spirits like gin and vodka with unique fats like pepperoni and coconut.
- The global low/no alcohol market is projected to grow by 34%. Marriott hotels are already testing simulated spirits in their beverage offerings to cater to this demand.
- Trending mocktail flavours include Pineapple Ginger Punch, Zero-proof Margaritas, Mock Mojitos and Fruit Sangria.
- The wine spritzer, often associated with older generations, is gaining traction among younger consumers, particularly on platforms like TikTok. Canned wines and spritzers offer an accessible entry point into the wine category and are more environmentally friendly.
- Originally from Taiwan, bubble tea is a tea-based drink with tapioca or fruit jelly bubbles. The market is expected to reach \$4.3 billion by 2027. Low-sugar, organic varieties are popular among health-conscious individuals, while kids and teens prefer flavour combinations and customisation possibilities.







# PLANT-BASED & VEGAN

- Interest is piquing in plant-based fish alternatives coming to the market in 2024, Seafood lovers will be able to enjoy 3D-printed shrimp, scallops, and salmon.
- Cell-based meat will gain popularity, providing a familiar taste experience while addressing environmental and animal welfare concerns.
- Cultured chicken even features on a Michelin-star menu in the States.
- Precision fermentation is a food trend to pay attention to. It allows for creation of dairy-free cheese and other sustainable meat alternatives, offering a wide range of plant-based options for conscious consumers.
- Some of the main vegan trends include minimalistic vegan products with shortened ingredient lists and the emergence of protein-forward products featuring ingredients like mushrooms, walnuts, and legumes as alternatives to complex meat options.



The background is a vibrant tropical pattern featuring various palm fronds in shades of teal, blue, and green, interspersed with stylized flowers in deep red, orange, and pink. A large, dark navy blue rectangular area is centered on the page, serving as a backdrop for the title.

# TRAVEL



# TRAVEL

- There has been an increase in high-frequency travellers who have taken 5 or more holidays in the last 12 months.
- 7.2% increase in travellers taking at least 1 holiday lasting 5 days or longer.
- One-trip wonders are losing steam – these are travellers who have only taken 1 holiday in the last 12 months, that's dropped by nearly 10%.
- Don't assume a visitor who stayed with you recently isn't planning a return trip. Many people are looking for rest and relaxation, and the promise of enjoying that again is enticing.

Sources: DeAngelis, D., Association, S. F., Pritchett, L.



# LEISURE TRAVEL

- Beach vacations, cultural exploration trips, skiing and snowboarding getaways, and wildlife and nature tours.
- Slow Travel and Conscious Destinations are gaining in popularity.
- 67% of travellers could be persuaded to book a stay if credits for the resort's amenities, like dining, were included.
- In 2024, expect more eco-lodges, farm-to-table dining experiences, and community-based tourism initiatives.
- Leisure travellers reported that a pool or other water amenities were the most important to them, followed closely by free parking.

Sources: Statista





# ALL-INCLUSIVE TRAVEL

- All-inclusive travel revenue is expected to show an annual growth rate of 3.78%, resulting in a projected market volume of US\$326bn by 2027.
- Expect to see more luxury all-inclusive resorts with private villas, butler service, and Michelin-starred chefs. All-inclusive resorts are offering premium amenities, gourmet dining, and personalised service.
- In the first half of 2023, group bookings at Hilton all-inclusive resorts increased by double digits.
- All-inclusive packages are becoming more customisable, catering to individual preferences and interests, with personalised packages allowing travellers to choose their preferred activities, dining experiences, and excursions.
- Multi-destination all-inclusive packages are expanding beyond single resorts. Packages will combine stays at different resorts, offering a more diverse and enriching travel experience.

Sources: Skift, Statista



# GROUP TRAVEL

- Group tours and packages will cater to multi-generational travellers' diverse interests and abilities, with activities and experiences for all ages.
- Hotels are being designed with larger villas making up a greater proportion of the total inventory.
- Group travel is becoming more purpose-driven, with travellers seeking shared experiences contributing to a good cause.
- There will be greater demand for group itinerary management tools, and apps that facilitate communication and coordination among group members.

Sources: WATG, Statista



# CULTURE & EXPERIENCE

- Set-jetting, is expected to become more prevalent in 2024.
- Local guides are increasingly sought after for their insider knowledge and ability to share authentic stories. Travellers are venturing beyond traditional tourist hotspots to discover lesser-known cultural treasures. There will be an increased interest in remote villages, Indigenous communities, and hidden cultural gems.



# GASTRONOMY & CULINARY

- Food is becoming a central element of cultural exploration, with travellers seeking authentic culinary experiences.
- 70% of Luxury Travel advisors at Virtuoso have seen an increase in culinary travel and 20% of clients book trips with food and wine as the focus.
- Culinary-focused travel will be less and less about white tablecloths and awards on a restaurant wall and more about connecting with people and the culture and traditions of the destination.
- There will be more food-themed tours, cooking lessons with local chefs, and immersive dining experiences that showcase regional cuisine.
- Travellers seek hyperlocal culinary experiences that showcase the freshest seasonal ingredients and ones that connect them directly with local farmers and producers.

Sources: Virtuoso, Skift, Statista



- The adventure tour and safari segment accounts for over a third of the global luxury travel market, closely followed by customised and private holidays.
- 52% of Gen Z will prioritise exploration and adventure in 2024.
- Underwater safaris are becoming increasingly popular, offering a unique guided interpretation of ocean life, showcasing the value of the marine environment and supporting its conservation.
- From the seas to space - the Polaris Dawn voyage aims to set a new record for the highest Earth orbit flown, representing a more ambitious era for citizen-led space travel; the mission is due to launch at the end of 2024.

# ADVENTURE TRAVEL



# WELLNESS TRAVEL

- Rest and recharging are the top reasons why travellers travel.
- They also seek wellness trips that promote health and mindfulness.
- Gen Z is intentional about winding down and making choices that impact their sleep for better rest and rejuvenation.
- Wellness journeys are moving beyond the spa and into the wild, with activities like wild swimming, desert camping, and meditation hiking gaining popularity.
- Businesses are considering group packages with team-building and wellness experiences that provide balance and relaxation.

Sources: Hilton, Statista, Google Trends



# BUSINESS TRAVEL



# IN-PERSON EVENTS

- Event professionals expect internal meetings to see the most robust growth of all meeting types, with 48% predicting more attendees next year.
- 67% predict meeting spending to increase in 2024,
- 77% of the attendee numbers have returned to 2019 levels or will do so in 2024.
- In-person dinners are doing very well as businesses look to travel around the globe for event locations.
- An interesting development from Hilton, which has built their companies on business and corporate group bookings, is their expansion into all-inclusive resorts. Hilton is seeing more willingness by organisers of professional events to hold gatherings at resorts.

Sources: Doyle, A., Skift



# BLENDED TRIPS

- Bleisure and business travellers stay longer
- More than a third of Gen Z and Millennial business travellers plan to extend their business trips.
- 24% of global business travellers plan to take a friend or family member on a business trip next year.

Sources: Hilton, CN Traveller



# TAKE-AWAYS



# TAKE-AWAYS

- Make sure your digital customer experience is up to expectations.
- Each step of your Buyer's Journey should be mapped and optimised to provide the best possible experience.
- Charge non-refundable booking fees to reduce no-shows for dinner.
- Focus on offering value-driven experiences to customers.
- Explore ways in which you can make your venue more accessible and inclusive.
- Embrace Customer Service automation through AI
- Update your Brand Guidelines to reflect usage and messaging.
- Be transparent about your costs and personalise offerings.
- Provide Customer Support through Messaging Channels such as Facebook Messenger, WeChat and WhatsApp.



# TAKE-AWAYS

- Audit your customer base and 1st party data to create granular campaigns for different audience segments.
- Review channels are now part of the Awareness stage of the customer journey. Make sure that your reviews are authentic and properly reflect your brand. Show customers you care by replying to all reviews, good or bad.
- Consider a premium loyalty scheme to create new revenue and double down on loyalty.
- Learn about the impact of AI and how you can use it effectively in your business.
- Audit your dayparts to identify new consumption patterns
- Focus on grab-and-go breakfast options for weekdays and brunch at weekends.
- Upgrade your brunch with themed events to drive excitement and repeat bookings.



# TAKE-AWAYS

- Customers want bold global flavours, nostalgic classics, and complex heat.
- Create purpose-driven packages for multi-generational families and groups.
- Work with local experts to curate unique experiences for guests.
- Explore farm-to-table collaborations.
- Support guests who want to invest in their sleep with unique drinks, playlists and pillow sprays.
- When it comes to business travel, focus on extended +1 trips – consider offering all-inclusive packages to those who want to benefit from team-building and recharging in a stress-free environment.



# REFERENCES

- Accor (2023) Food waste: AI supporting Accor hotels, Hospitality Net. Hospitality Net.
- Adams, J. (2023) Forget Lime. Bartenders Are Now Adding Pepperoni and Duck Flavor to Cocktails., Robb Report. Robb Report.
- Adams, P. (2023) McDonald's US CMO on brand's first-party data transformation, Marketing Dive.
- Adams, P. (2023) Ritz-Carlton artfully depicts guests' self-enrichment journeys in brand refresh, Marketing Dive.
- Airbnb (2023) Living like a centenarian: Airbnb's most wishlisted Blue Zone listings, Airbnb Newsroom.
- Ali, R. (2023) How Demographics, Loneliness, Work and Climate Will Define the Future of Travel, Skift.
- Alicia Kelso (2023) How 6 p.m. became the new 8 p.m. (and breakfast became early lunch), Nation's Restaurant News.
- Amazon, Booking.com, Expedia Group, Glassdoor, TripAdvisor, and Trustpilot Launch First Global Coalition for Trusted Reviews (no date) MediaRoom.
- Association, S. F. (2023) Top 2024 Food and Beverage Trends Revealed by Specialty Food Association Trendspotter Panel
- Bellan, R. (2023) Uber Eats to launch Google-powered chatbot in late 2023, TechCrunch. Blog, Y. – O. and Malik, N. (2023) Yelp publishes an index of Compensated and Suspicious Activity Consumer Alerts recipients and releases survey findings on what makes reviews trustworthy, Yelp.
- Bouns, M. K. (2023) 2 Restaurant Stocks to Buy for Growth, 1 to Watch, Entrepreneur. Entrepreneur.
- Cabinet, T. (2022) 2024 TRENDS, Medium. Medium.
- CNS Media. (2023) Baked goods: Experts flag rise in consumer demand for organic fats and oils and natural ingredients, .foodingredientsfirst.com/. CNS Media.
- Cobe, P. (2023) Weather and wallets will impact restaurant menu planning next year, Restaurant Business. Restaurant Business.
- Conversation, T. (2023) Virtual influencers: meet the AI-generated figures posing as your new online friends.
- DeAngelis, D. (2023) The Top 10 Food Trends Predicted for 2024, According to Whole Foods, EatingWell. EatingWell.
- Doyle, A. (2023) Internal Meetings Driving Industry Growth for 2024, Skift Meetings.
- Eads, L. (2023) NOLO drinks market to grow 34% by 2024, The Drinks Business.
- Editors, C. (2023) Bright ideas in travel 2023, CN Traveller.
- Essential Restaurant Market Size Statistics in 2023 • ZipDo (2023) ZipDo.
- FHA-Food & Beverage 2023, Top 6 Trends in the Snack Industry 2023.
- Food Service Market Size, Share & COVID-19 Impact Analysis, By Type (Full Service Restaurants, Quick Service Restaurants, Institutes, and Others), and Regional Forecast, 2023-2030
- Gilsenan, K. (2023) How The Cost Of Living Crisis Is Affecting Consumer Spending, GWI.
- Gray, M. (2023) What's the Buzz Among Today's Hoteliers?: By Mike Gray, Hospitality Net. Hospitality Net.
- Hilton (2023) The Year of the Great Recharge: Hilton Trends Report Reveals 'Rest and Relaxation' to be Top Driver of Travel Decisions Across Generations in 2024, Hospitality Net. Hospitality Net.
- Hilton says it is working to disclose mandatory fees (2023) Yahoo! Finance. Yahoo!
- Howarth, J. (2023) 81 Online Review Statistics (New 2023 Data), Exploding Topics. Exploding Topics.
- Insights, E. (2023) Beverage trends 2024: 10 drinks you've got to try this year.
- Klein, D. (2023) The 2023 QSR® Drive-Thru Report, QSR Magazine.
- Kritikos, A. (2023) The future of luxury travel: What are the biggest trends right now, TravelDailyNews International
- Kwok, L. (2023) What opportunities do you see for the foodservice industry in 2024?: By Linchi Kwok, Hospitality Net. Hospitality Net
- Lupis, J. (2023) What Kinds of Personalized Experiences Do Consumers Want?, Marketing Charts
- Marketing Budgets 2023: A Comprehensive Guide for CMOs Gartner



# REFERENCES

- Marketing, by Kuusoft, Marketing, K., Bygeoffry, Geoffrey, Sun, byAnita and Sun, A. (2023) Inspiring 2024 Cafe Trends You Should Know, Kuusoft Blogs
- Merckaert, G. and Jacobs, C. (2023) 85+ Restaurant Industry Statistics That Every F&B Operator & Manager Needs to Know in 2023, Apicbase.
- Nagy, C. (2023) Modern Luxury: The Case For an Elevated Boutique Hotel, Skift
- Nessler, D. (2023) Hotels Feed Into the Continued Evolution of Breakfast - LODGING, LODGING Magazine.
- Optimism for global hospitality heading into final quarter of 2023 (BTN 2023).
- Peters, A. (2023) These food trucks are ditching noisy, smelly, polluting generators-and going electric, Fast Company.
- Premier Inn Swindon Town Centre hotel (2023) First all-electric Premier Inn hotel powered entirely by renewables opens in Swindon, Hospitality Net. Hospitality Net.
- Pritchett, L. (2023) 3-Michelin Star San Francisco Restaurant to Serve Up Cultured Chicken, LIVEKINDLY
- QSR Magazine (2023) 6 Shifting Consumer Trends Affecting Quick-Service Restaurants, QSR Magazine.
- Saria, L. (2023) The State Attorney General's Office Isn't Sure If Its Junk Fee Law Will Ban Restaurant Service Fees, Eater SF. Eater SF.
- SiteMinder's Changing Traveller Report 2023
- Squaremouth (2023) Traveler spending set to increase in 2024, survey finds, 4 Hoteliers.
- STR (2023) Hospitality Industry Sentiment Remains Hopeful for ADR and Group Demand, Recession Fears Grow, Hotel Industry News by Hotel News Resource. Hotel News Resource.
- The Sprout Social Index Edition XIX: Breakthrough (2023) Sprout Social.
- Toast 2023.
- Tolson, G. (2023) Restaurant no-shows: Are they costing the restaurant industry?, NDML.
- Vita, M. (2023) The 2023 Uber Eats Cravings Report, Uber Newsroom.
- Watg (2023) Five Trends Shaping the Hospitality Landscape in 2024, Hospitality Net. Hospitality Net.
- Zendesk 2023) CX Trends 2023.



# HOW CAN I HELP YOU?



Market  
Research



Marketing  
Audits



Marketing  
Strategy

Visit [dgconsulting.uk](http://dgconsulting.uk)