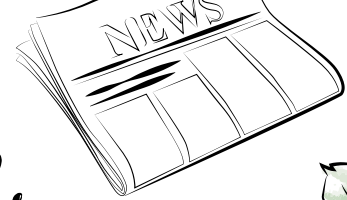
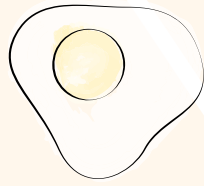


WAKE UP your hotel's BREAKFAST



60% OF HOTEL CUSTOMERS EAT BREAKFAST IN THE HOTEL

It's surprising that only 60% of consumers choose to eat breakfast the next morning in their hotel, being swayed by perceived better value for money, more choice and attractive options on the high street. To get more consumers spending on breakfast, for hotels it's about creating an appealing offer that provides the consumer with the freedom to choose – both what they eat but more importantly the time they eat it.

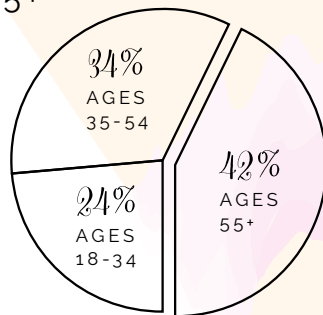
90% OF CONSUMERS STAYING FOR LEISURE WILL EAT BREAKFAST

Consumers that are staying in your hotel for a leisure occasion rather than business will be more likely to have breakfast, and they are also likely to spend more in your hotel. Think about how you can adapt your offer to maximise the potential this customer base presents.



42% OF HOTEL BREAKFAST EATERS ARE AGE 55+

There is an opportunity to attract the younger consumer to eat breakfast in your hotel with more on trend and lighter options



TOP 3 MOST IMPORTANT FACTORS WHEN EATING BREAKFAST IN A HOTEL

Cleanliness is the most important factor in choosing where to eat breakfast. Consumers are seeking hygienic displays and clean presentation. They also seek perceived quality and freshness.



1. CLEANLINESS

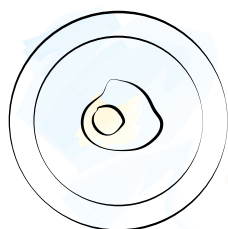


2. QUALITY



3. FRESHNESS

BREAKFAST FOODS



83% are looking for food that is well presented



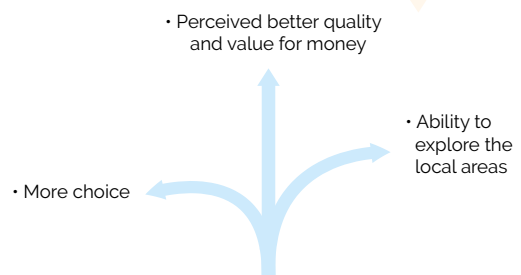
82% look for quality hot drink options



41% of consumers would pay more for breakfast if higher-quality ingredients were used

CHOOSING WHERE TO EAT

1 in 10 consumers prefer the breakfast they can get outside the hotel as they like to seek out value for money and more choice.



GRAB & GO IS IMPORTANT FOR CONSUMERS IN A RUSH

Are you currently offering a breakfast on the go offer? If not you could be missing out on one of the most important requirements for your customers. Consumers are crying out for more grab and go options that allow them to eat breakfast on the run outside of the traditional meal times. Business customers who are rushing to attend a meeting will opt for room only without breakfast but they could be tempted to add breakfast on top if it was in a take away format that worked for them!



35% are looking for on the go options



32% would like a breakfast bar if leaving the hotel early



19% of business users said breakfast wasn't available early enough for them



79% think it's important to have a flexible breakfast time

For more information about breakfast visit www.bidfood.co.uk/hotels

For more information on our food trends visit www.bidfood.co.uk/inspiration/2019-food-trends/

Source Bidfood Breakfast Consumer Views Report 2019