



CGAIRSM

Hospitality Business Tracker

With its data and insights relied upon by the UK's biggest food and drink operators, and its findings widely reported in the national media, the CGA RSM Hospitality Business Tracker has become the industry standard barometer for brands to instantly and reliably benchmark themselves against competition.





HBT draws on data from 100 participants, equating over £11 billion worth of sales each year.



All the data collected is assessed under strict data quality checking processes to ensure any inconsistencies and anomalies are discovered resolved.



All the data is collated and reported at segment level to maintain the confidentiality of the data.

Weekly Report

Participants receive a single excel sheet, with growth broken out by segments on a basis of both:

- + Total sites
- + Like for Like sites

It reports results on five main market segments:

- + Pubs
- + Pub Restaurants
- + Restaurants
- + Bars
- + On The Go
- + Experiential Venues
- + Pub Accommodation

NEW
in 2024

Submission takes no longer than **10 minutes**



CGA RSM	
Hospitality Business Tracker	
WEEKLY	w/c xx/xx/2024
All Outlets	RESPONSES: xx
Total year on year sales growth	xx%
Like for like sales growth	xx%
Total Dine-in only year on year sales growth	xx%
Like for like Dine-in only sales growth	xx%
Week-on-week sales growth	xx%
Total number of sites trading for eat in/drink in in the week	xxx
Wet-led Pubs	RESPONSES: xx
Total year on year sales growth	xx%
Like for like sales growth	xx%
Week-on-week sales growth	xx%
Total number of sites trading for eat in/drink in in the week	xxx
Pub restaurants	RESPONSES: xx
Total year on year sales growth	xx%
Like for like sales growth	xx%
Week-on-week sales growth	xx%
Total number of sites trading for eat in/drink in in the week	xxx
Restaurants	RESPONSES: xx
Total year on year sales growth	xx%
Like for like sales growth	xx%
Total Dine-in only year on year sales growth	xx%
Like for like Dine-in only sales growth	xx%
Week-on-week sales growth	xx%
Total number of sites trading for eat in/drink in in the week	xxx
Bars	RESPONSES: xx
Total year on year sales growth	xx%
Like for like sales growth	xx%
Total food, drink and miscellaneous/sundry year on year sales growth	xx%
Like for like food, drink and miscellaneous/sundry sales growth	xx%
Week-on-week sales growth	xx%
Total number of sites trading for eat in/drink in in the week	xxx

Monthly Report

participants receive more in depth analysis, with each segment broken out across separate sheets. The report contains data such as:

- + Monthly year on year sales movement
- + MAT sales growth
 - + At a national level
 - + Inside the M25
 - + Outside the M25
- + Site number changes
- + Volume sales growth in number of covers
- + Food and drink sales share and growth

Submission takes no longer than 30 minutes

CGA RSM	
Hospitality Business Tracker	
MONTHLY EXAMPLE 2024	
All Outlets RESPONSES: xxx	
Monthly sales: National	
Total year on year sales growth	xx%
Like for like sales growth	xx%
Total Dine-in only year on year sales growth	xx%
Like for like Dine-in only sales growth	xx%
Monthly sales: Inside M25	
Total year on year sales growth	xx%
Like for like sales growth	xx%
Monthly sales: Outside M25	
Total year on year sales growth	xx%
Like for like sales growth	xx%
Site numbers	
Total sites trading in the month	xxx
New sites opening for the month	xx
Site closures for the month	xx
MAT: National	
% Total sales growth compared to previous 12 months	xx%
% Like for like sales growth compared to previous 12 months	xx%
MAT: Inside M25	
% Total sales growth compared to previous 12 months	xx%
% Like for like sales growth compared to previous 12 months	xx%
MAT: Outside M25	
% Total sales growth compared to previous 12 months	xx%
% Like for like sales growth compared to previous 12 months	xx%



What are the benefits of the Hospitality Business Tracker?



Understand whether your performance is indicative to the market or isolated



Comparable market sales information to aid with reporting to key stakeholders and investors



Assess whether long term business strategies (e.g. price increases, discounting, promotions) are improving your position within the market.

Find out how the CGA RSM Hospitality Business Tracker can benefit your business

For more information
contact a member of our
team:



ANDY DEAN

Client Director

Andy.Dean@nielseniq.com



KARL CHESSELL

Director – Hospitality operators and food, EMEA

Karl.Chessel@nielseniq.com



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