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Hotel Beverage Study 2026

Turning guest behavior into beverage growth



Background

Hotel operators frequently review both the assortment and format of their beverage offering to ensure they continue meeting guest needs in a diverse, and ever-changing channel.

Consumer preferences and expectations vary widely depending on aspects such as trip type, lodging type, and the touchpoints or amenity areas used.

As a result, operators increasingly rely on suppliers for valuable support and insight to help them optimise these decisions.

When done effectively, this collaboration creates mutually beneficial outcomes; driving higher spend among hotel guests and ensuring they have access to the preferred beverage options.



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- ✓ **A clear overview of the hotel landscape**, including expected visitation over the next 12 months and the types of lodging guests plan to use.
- ✓ **Insight into hotel amenity areas**, highlighting which spaces are used most often, how usage varies across key guest segments, and how to build impactful beverage strategies tailored to each area.
- ✓ **An exploration of how guests interact with non-alcoholic alternatives and functionable beverages**, how this relates to alcohol consumption, and how these preferences vary across different moments of the hotel stay.
- ✓ **Insight into category pricing ceilings** to quantify the commercial opportunity with greater accuracy to inform investment, and activation.
- ✓ **A detailed view of how guests interact with snacks** during their visits, and what this means for beverage consumption.



The 2026 Hotel Beverage Study will uncover:

Expected visitation to hotels over the next 12 months

- Plans for travel in the year ahead
- Destination types (e.g. city, beach) and states planning to visit
- Lodging type preference (e.g. premium, independent) and demographic differences
- Understanding consumer behavior across a variety of different trip missions, (including vacations, visits for events, business trips) and the opportunities associated with these

Consumer expectations of beverage offerings in hotels

- The dynamics of beverage engagement across hotel amenity areas
- Top categories for consumption and motivations behind drink choices in each of these areas
- Occasions and dayparts associated with alcohol consumption across touchpoints
- Expected spend and trade up opportunities during visits
- Key factors that influence drink purchase
- How to create an impactful strategy for your drink brands built for each amenity area

How suppliers can best support hotel chains

- Data collected for a broad range of hotel chain visitors in order to uncover consumer preferences when visiting
- Utilise these insights to strengthen future hotel operator reviews of their drink assortments and format options.

Touchpoints covered

The core report highlights opportunities across 13 different touchpoints, offering a clear view of consumer needs in the hotel space and equipping you with the foundation to build targeted, effective strategies for your brands across the channel.

Hotel restaurant
Hotel bar/lounge
Outdoor restaurant
Pool bars/restaurants
Rooftop bar/restaurant
Outdoor bar
Pool Cabana/Daybeds

Hotel casino
Function bars (banquet bar, event specific bar etc.)
Room service
Grab & Go kiosk/lobby market
Mini bar/in-room
Hotel spa

What's new for 2026?

To ensure our On-Premise Hotel Report stays aligned with the rapidly evolving hotel channel and the broader On-Premise, we've refined and expanded several topic areas.

This year's project includes the following key enhancements:

Walkaway pricing and menu assortment	Non-alcoholic and functional beverages	Snacking behaviors
• Introducing 'walk-away' price thresholds across mega-categories in hotel bar/lounges to guide clear, actionable value-perception trade-offs • Identifying how guests perceive value for money when staying in/visiting hotels • Understanding visitor preference for menu assortment and range across touchpoints	• Insight into how guests interact with non-alcoholic and functional beverages throughout their hotel stay • Uncovering the role these beverages play during hotel visits, their interaction with alcoholic choices, and the motivations behind choice • Forecasting future demand for non-alcoholic alternatives and functional beverages in hotels • Identifying the importance of health and wellness in shaping drink decisions across channels	• Uncover the role snacks play into drink consumption dynamics when visiting hotels • Identify which amenity areas guests expect to purchase snacks from • Understand expected snack types by touchpoint and the motivations behind choosing them • Highlighting drink categories commonly consumed alongside snacks • Exploring the influence of complimentary snacks on drink purchase

Hotel banners covered

The study includes **over 55 key hotel brands** in the US market based on client feedback, including:



FOUR SEASONS



Additional key information

METHODOLOGY

- + 20 minute online quantitative survey
- + 5,000 sample of US hotel visitors
 - + Focusing on a range of different hotel types including: luxury, premium, boutique, standard, casino hotels, spa & resort hotels
- + Must intend to visit a hotel in the US in the next 12 month

FIELDWORK & OUTPUTS

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

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To learn more about the Hotel Beverage Study or to speak to a member of the team, get in touch



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