

Hotel Beverage Opportunity Study 2025

Leveraging opportunities for drinks manufacturers and distributors across the US hotel channel by exploring appetites and behavior in specific amenity areas



Insights into Hotel Beverage Trends

The CGA Hotel Beverage Opportunity Study offers valuable insights into consumer beverage preferences at hotels over the next year, highlighting key opportunities for suppliers to cater to visitor needs across more than 80 hotel chains.

The report delves into various hotel types, including luxury, premium, boutique, standard, casino, spa, and resort hotels. It provides a comprehensive analysis based on a survey sample of 5,000 US hotel visitors who plan to visit a hotel in the next 12 months.

The report offers a detailed understanding of evolving consumer trends, allowing drinks brands, suppliers, and hospitality venues to develop effective strategies and tap into growth opportunities in the hotel beverage market.



How the study can help you

- **Optimize beverage offerings:** Identify consumer preferences, including popular drink categories and motivations, to **tailor beverage assortments for different hotel types and segments**.
- **Develop marketing strategies:** Use detailed insights into consumer behavior and preferences across various hotel amenities to **create effective marketing plans**.
- **Support hotel chains:** Leverage collected data to understand target consumers and hotel chain needs, **optimizing future reviews of beverage assortments** and format options.
- **Plan for future trends:** Anticipate and **prepare for upcoming trends** in hotel visitation and beverage consumption.

Key insights the study explores:



Hotel Visitation Plans:

- Travel plans for the next 12 months
- Preferred destination types (luxury, premium, standard, casino, etc.)
- Popular lodging types for different demographics
- Opportunities linked to various trip types (vacations, business trips, special events, hotel amenities)



Beverage Preferences:

- Interaction and decision-making related to drinks across hotel amenities
- Popular drink categories and occasions
- Motivations behind drink choices
- Importance of convenience, portability, and in-room guest needs
- Creation of bespoke strategies for different hotel touchpoints



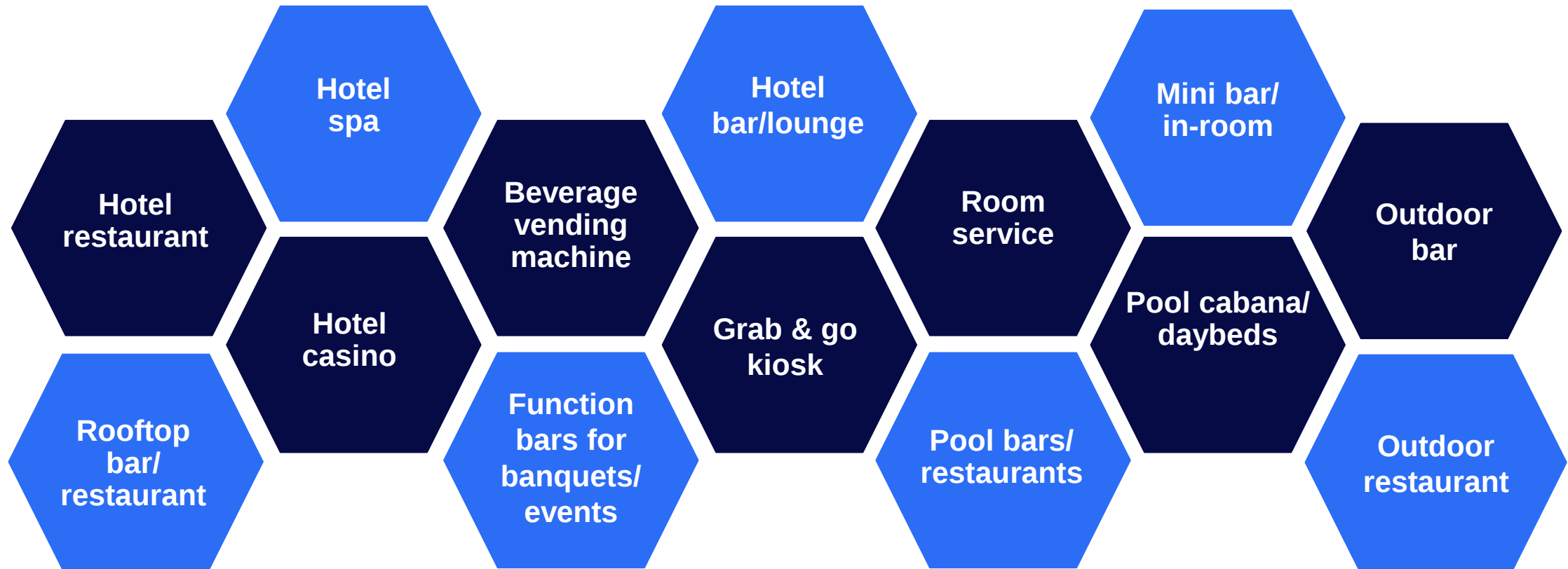
Supplier Support:

- Explore data from visitors to over 80 hotel chains
- Understand target consumer needs
- Optimize future reviews of beverage assortments and formats

Which touchpoints are covered within the study?

The core report will help you understand the opportunities available across **14 specific amenity areas**.

This will build understanding of consumer needs across the hotels space and act as a foundation for building **effective strategies for your brands**, tailored to different areas of the channel:





The influence of technology

Exploration of the use of technology both when booking hotel stays and during visits to understand how this can be leveraged for the advantage of your brands.



The role of food

An increased focus on the role that food and hotel restaurants play in visits to understand their links to drink choices.



Large event visitation

In-depth section exploring consumer behavior at hotels when they are using the channel during visits for large occasions such as music concerts and sporting events.



Enhancements to hotel stays

Understanding the types of enhancement that are most engaging to hotel visitors and how drinks brands can be a tangible part of this.



Motivations for drink choices

Additional content to understand the motivations behind the drink decisions made by hotel visitors when using different touchpoint areas.

Unlock valuable
hotel insights with
the Hotel Beverage
Opportunity Study.

Get in touch
to learn more



Drew Hummel
Director – BevAI Vertical

Andrew.Hummel@nielseniq.com



Ben Tilton
Assoc. Client Solutions Manager

Ben.Tilton@nielseniq.com