



# DIGITAL MARKETING CONFERENCE

*A Commercial Strategy Event*



23rd August 2023 | PHUKET THAILAND

# Why Hotels & Resorts Need Bars & Restaurants, Not Outlets? **AT**

## DIGITAL MARKETING CONFERENCE



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23<sup>rd</sup> August 2023

**PHUKET THAILAND**





## TRAVEL: WHAT'S HAPPENING

Culinary tourism is expected to be a \$1.8bn market globally by 2027, up from \$1.1bn in 2019  
*(Research and Markets, 2020).*

**It's a  
food-centric  
take**

Post Covid to rebuild successfully, we look to our maker/artisan culture ... the real opportunity right now is to turn marketing back around to focus on the local area.

*Royce Chwin, Destination Marketer, Tourism Vancouver (World Food Travel Association)*

## WHY HOTELS NEED BARS & RESTAURANTS – NOT JUST OUTLETS

### The Limitations of an Outlet



Serves a singular,  
limited purpose



Missed opportunities  
for revenue and  
branding



Move away from restaurant  
with focus on Breakfast Buffet  
+Lunch & Dinner

### Bars & Restaurants



Social hubs, reflecting  
Story & often Local  
Cultures



Elevating experiential  
experiences & creates  
guest footfall



Post Covid - Restaurants  
& Bars are a lifestyle



“

**Eat + entertainment =  
Eatertainment**

”



# REVENUE POTENTIAL IN HOTELS

- Increase in-house as well as non-hotel guest capture ratios
- Higher guest spend based on experience and upsell opportunities
- Ancillary revenues have become the focal point for driving revenue growth in hotels
- No Longer RevPAR, Its TrevPar & GOPPAR Game for owning companies
- F&B is a Major contributor in the Hotels with 30-35% Revenue of the hotel
- Doesn't have comp set benchmarking
- No daily compset benchmarking unlike STR benchmarking in rooms,
- Great Restaurants driving room Revenue



# WHAT ARE WE DOING DIFFERENT

- **Creating Individual identities for restaurants & bars as standalone**
- **Dedicated marketing & Social media team for restaurants & bars**
- **Outlet focused marketing strategy per restaurant**
- **Hiring right talent ( Chef + Restaurant General Managers & their teams)**
- **FB specific training is key to consistent delivery**
- **Staying ahead of industry trends**
- **Importance of conceptualising, design, build and operate models**





# R&B Cycle: Concepts to Operations

A restaurant on the whole has 4 stages. Birth, toddler, adolescence and maturity.

The key to a concept's longevity is proper conceptual, operational and interior design, in short form know as CD, ID, OD.



## THE BIRTH STAGE

Where we envision a concept, develop and finally open the concept as a restaurant.



## THE TODDLER STAGE

When it begins to walk, typically in year 2 and 3 of operations.



## THE ADOLESCENCE STAGE

Gaining popularity but also faces significant emotional highs and lows



## THE MATURITY STAGE

Well-established customer base & consistent revenue streams





# RESTAURANT & BAR SPACES 2023





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Jigi Poke



Unseenbird



Va Bene Cicchetti



Prime Seafood Palace



# RESTAURANTS & BARS: HOTELS NEEDS TO CHANGE



## EXPERIENTIAL EATING

- Table side Theatre
- Art of Butchery
- Eatertainment
- Pop ups
- Transformative Venues

## AMBIANCE

- Blending with Nature
- Stripped Back Minimalism



## FOOD PREFERENCES

- Vegetarian
- Vegan
- Pescatarian

## COOKING TECHNIQUES

- Cooking Over Live Fuel
- Live Fish Tanks

## DECOR

- Overtly Opulent
- Tantalizing Timepieces



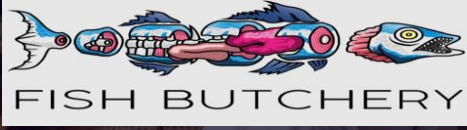
## CULINARY CHOICES

- Local Cuisines
- Hyper regional cooking
- Nano Specialism
- Single dish restaurants
- Fermented Flavors
- Handcrafted/Artisan
- Sustainable
- Sweet Comfort
- Local Cafes
- Handcrafted/Artisan



## BEVERAGE INNOVATION

- Bespoke Cocktail Bars
- Mini Cocktail Bars
- Craft Beer Cafes
- Coffee experience
- Sommelier Led





## PREDICTIONS

**You Only Live Once:** Now that pandemic-induced lockdown restrictions have eased, Pinterest predicts that boomers and Gen Xers (alongside younger family members and friends) will be eager to celebrate major milestones. This is validated by the rise in searches for '100th birthday party ideas' (+50%) and 'silver 25th-anniversary cake' (+245%) from 2020-22





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