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The Top Trends

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1. New hotel Openings
2. Customers' Demographics
3. Service Culture
4. Food and Beverage shift patterns
5. Promotional vouchers / Loyalty programmes
6. Managing the Downturn
7. Food & Beverage Experts

2010 New hotel openings

- Current Supply v. Forecast supply
 - Hotels are estimated to grow in 2010 by 10% to reach 385 hotels
 - Apartments are estimated to grow in 2010 by 4 to reach 190 apartments
 - Rooms are estimated to grow in 2010 by 44% to reach 60,273
 - Flats are estimated to grow in 2010 by 9% to reach 19,329
 - A growth of 31.8% on number of rooms and flats
 - Average Occupancy for 2009 has declined by 9% compare to 2008
 - Average room rate for 2009 has declined by 25% compare to 2008
 - REVPAR for 2009 has declined by 33.5% compare to 2008
 - Impact on Food and Beverage Business

Customers' Demographics

- Residential Areas / Shopping malls
- Business / Leisure
- Consumer shift patterns
- Last minute booking
- Average age

Service Culture

- Limited resources:
 - Clear vacation
 - Freeze recruitment
 - Working more for less
 - Demanding high quality of food and service
- Attracting and retaining talent:
 - Upturn v Downturn
 - Re-structure
- Training:
 - Development of skills
 - Engaging and Motivating

Food and Beverage shift patterns

- Shifting to the customers' trend
- Adapt to the change to the type of spend
- Increase in the beverage spend
- Reduced orders / Items selected
- Suppliers' support

Promotional vouchers / Loyalty programmes

- Promotional Vouchers
 - Magazines
 - Books
 - Newspapers
 - Credit cards
- Loyalty Programmes
 - Membership
 - Travellers
 - Banks
 - Magazines
 - Hotels
 - Companies
- Marketing
 - How to reach your audience?
 - How your audience can reach you?

Managing the downturn

- Driving Revenue
 - Volume v Rate
 - Room packages
- Manage Cost
 - Bad costs
 - Good costs
- Manage Behaviour
 - DO NOT PANIC

Food and Beverage Experts

Everyone of us is an expert in Food & Beverage

F&B experts are not in other fields?