Hit the road with Datassential’s
Lodging & Recreation Keynote

For many consumers, the continental breakfast or funnel cake are synonymous with their experience at hotels or theme parks. Discover what else consumers want and expect in Datassential's Lodging & Recreation Keynote Report. Over 3,000 consumers share their attitudes on food and beverage programs at 21 lodging and recreation venues in this expansive report. Also, you'll learn about:

**A Wide Range of Venues**

Within lodging, the report explores high-end, boutique, mid-range, suites, and budget hotels and motels, online home/apartment rentals (e.g., Airbnb), bed & breakfasts, and even camp grounds and agritourism. Within recreation, learn about stadiums, movie theaters, zoos, amusement/theme parks, museums, golf/country clubs, cruise ships, community centers, bowling alleys, national parks, and ski resorts.

**Last Visit Deep Dive**

We asked consumers to detail their last experience at a lodging or recreation venue. What did consumers think of the food and beverage options available during their last visit to a lodging or recreation venue? What did they buy or not buy? What impressed them? What do they wish had been different? Discover the answers to these questions and more for the most popular venues.

**Perceptions of Food & Beverage Programs**

Identify frequency of visitation by venue and related food and beverage purchasing, learn which options consumers find most appealing, and discover what can help drive additional spending per occasion.

**The Key Consumer for the Most Popular Venues**

Dive deep into exactly who is visiting the most popular lodging and recreation venues. Discover the demography of the most frequent customers, where they shop, what other venues they visit, and how they think each venue and its foodservice program perform on key metrics.

Topical Keynote Reports are priced at $6,500 per topic.
Package pricing is available with the purchase of multiple topics.