

HYB25

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Navigating New Dynamics in the
New Year



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Top 10 ways to maximise F&B revenue with mobile ordering

Mobile-First

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The days of manual F&B order taking are long gone – as is the notion that mobile ordering is just for room service. Guests and hoteliers are adopting a digital approach to order taking (across their property) at a rapid rate, and it shows no signs of abating.

As average daily rates (ADRs) peak, operators will look to expand their revenue capabilities beyond the guestroom and adopt a strategic approach to achieve just that. It's what guests are expecting and it's what operators are deploying to free up staff time and become more efficient. From diversification and upselling to marketing and guest personalisation, these emerging trends will play a major role in boosting mobile orders and picking up the room rate shortfall. Below are the top 10 trends that will maximise F&B revenue, along with actionable steps for hoteliers to implement:

1 REACH 100% GUESTS WITH QR CODE ORDERING

Mobile ordering enables guests to view menus, order, and pay from the comfort of their own device, anywhere, any time. With guests self-serving, hotels can capture more orders, reduce errors and minimise manual processes. A more efficient way to place orders, particularly in locations that are not always manned. **Tip:** *Deploy mobile ordering through QR codes and web links (no download required).*

2 DIVERSIFY AND EXPAND ACROSS PROPERTY

There'll be a shift toward non-room profitability as hotels look for ways to maximise the value of their entire property. By diversifying and expanding mobile ordering beyond rooms, operators can provide additional convenience, reach more guests and in turn grow their F&B guest spend without adding operational complexity. **Tip:** *Offer mobile ordering across your property in coffee shops, pool decks, lobbies, bistros and meeting spaces.*

3 SEAMLESS INTEGRATIONS

With a real-time integration to your POS, hoteliers can remove touchpoints and send orders direct to the kitchen POS. Operators can improve delivery times, drive accuracy and ease pressure on the team, especially when staffing levels are tight. **Tip:** *Ensure your integration is direct and not a database match so you can sync your menus and limit duplications.*

4 OFFER A PERSONALISED EXPERIENCE

Offer a more personalised and flexible approach by enabling guests to customise their experience (filter menus by allergy or intolerance, pay separately or as part of a group, and view new items) whilst not overburdening kitchen or front-of-house staff. **Tip:** *Provide options for personalised orders with dietary and ingredient preferences.*

5 MARKET YOUR MOBILE

Visibility and knowledge of your mobile ordering platform is integral to its adoption and success. The more visible and accessible your QR codes are, the more likely guests will use it. **Tip:** *Place QR codes in high-traffic areas like the lobby and elevators and add them to room service menus, TV screens, and poolside loungers. Highlight the benefits at guest check-in to encourage usage.*

6 TEMPT WITH VISUALS AND DYNAMIC CONTENT

A picture paints a thousand words and nowhere is this truer than in F&B. Including high-quality photos and mouthwatering descriptions of menu items will work wonders to tempt guests and drive higher sales. **Tip:** *Upload photos of every dish and include detailed descriptions, ingredients and calorie content to entice and inform guests.*

7 ENCOURAGE UPSELLS & ADD-ONS

Complementary items on digital menus, such as side dishes, drinks, or Chef pairings, can both enhance the guest's dining experience and significantly increase the average check size. **Tip:** *Suggest sides, drinks, or desserts during the order process.*

8 PROMOTE SEASONAL ITEMS AND PACKAGES

Showcase popular items, seasonal offerings and special menus to boost sales and enrich your guest's stay. Easy to upload and edit on a digital menu, these limited-time offers will tantalise your guest's tastebuds and generate more orders. **Tip:** *Highlighting "Chef's specials" or "Guest favourites" can guide guests' choices and boost check size.*

9 INCLUDE MULTI-LINGUAL SUPPORT TO WIDEN ACCESSIBILITY

Guests love being able to view content in their own language so enable overseas guests to switch to their native language and read your menus with ease. Let miscommunication and misunderstanding be a thing of the past and widen your appeal. **Tip:** *Ensure your menu is available in multiple languages.*

10 APPEAL TO GEN Z GUESTS

By modernising and digitising the F&B ordering process across the hotel, operators will boost their appeal amongst Gen Z travellers. With over 80% of millennials and Gen Z travelling in 2024, these modern guests are now demanding how we adapt. A such, the digital experience has to match the physical experience - these travellers have grown up in a digital age so expect everything in the palm of their hand, wherever they may be. **Tip:** *Provide guests with a convenient, digital ordering experience akin to DoorDash, Uber Eats etc. These actionable steps will empower hoteliers to align with today's travellers expectations and stay competitive in an evolving industry.*

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