



HOTEL
MANAGEMENT

JULY 2026

Voice of the **F&B DIRECTOR**



HOW MANY DAYS OFF DO YOU HAVE IN A TYPICAL MONTH?

1 to 3	15%
4 to 6	31%
7 to 9	54%
10 or more	0%

DO YOU PLAN TO USE ALL OF YOUR VACATION TIME IN 2026?



YES **23%**



NO **77%**

HOW MANY HOURS DO YOU WORK IN A TYPICAL WEEK?

35 to 39	0%
40 to 44	17%
45 to 49	17%
50 to 59	33%
60 to 69	25%
70 or more	8%

HOW SATISFIED ARE YOU WITH YOUR WORK/LIFE BALANCE?

31% Very satisfied

31% Somewhat satisfied

15% Neutral

23% Somewhat unsatisfied

0% Very unsatisfied

HOW LONG HAVE YOU BEEN EMPLOYED IN THE HOSPITALITY INDUSTRY?

Less than 5 years	0%
6 to 10 years	8%
11 to 15 years	8%
16 to 20 years	31%
21 to 25 years	8%
26 to 34 years	15%
35 years or longer	30%

WHAT BEST DESCRIBES YOUR ANNUAL SALARY?

\$74,999 or less	0%
\$75,000 to \$89,999	38%
\$90,000 to \$124,999	31%
\$125,000 to \$149,999	8%
\$150,000 and above	23%

DESCRIBE THE MARKETS YOUR HOTELS COMPETE IN:

Airport	8%
Resort	33%
Suburban	9%
Urban/city center	50%

WHAT SEGMENT OF THE LODGING INDUSTRY DOES YOUR HOTEL FALL INTO (ACCORDING TO STR'S CHAIN-SCALE SEGMENTS)?

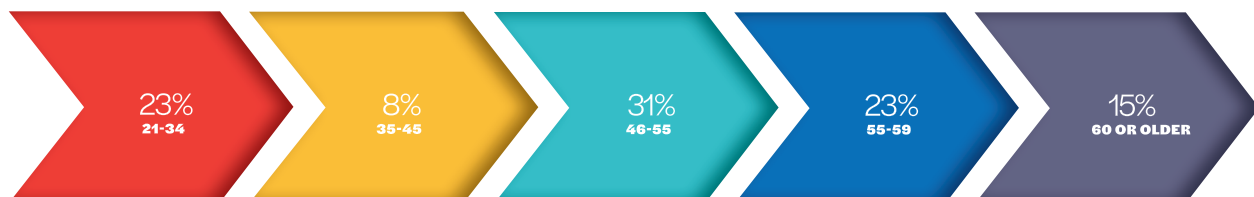
25% Luxury

9% Upper-Upscale

33% Upscale

33% Upper-Midscale

WHAT'S YOUR AGE?



PLEASE CHOOSE THE BEST RESPONSE:

My hotel is part of a branded franchised/membership chain

42%

My hotel is an independent property, not part of a branded chain

58%

My hotel is part of a chain's soft-brand collection

0%

HOW MANY RESTAURANTS AND BARS ARE IN THE PORTFOLIO YOU MANAGE?

1-5	58%
5 to 10	8%
10 to 15	17%
15 to 20	8%
20 or more	9%

HOW LONG HAS IT BEEN SINCE THE F&B CONCEPTS AT YOUR PROPERTY WERE LAST RENOVATED?

Less than 1 year	17%
1 to 3 years ago	25%
4 to 5 years ago	17%
6 to 10 years ago	25%
More than 10 years ago	16%

WHAT F&B OFFERINGS DO YOU HAVE IN YOUR HOTEL? (PLEASE CHOOSE ALL THAT APPLY.)

Bar	100%
Breakfast	83%
Catering services	83%
Coffee shop	41%
Grab and go	75%
Full-service restaurant	91%
Room service	66%

HOW LONG HAS IT BEEN SINCE YOU'VE ADDED TO OR CHANGED THE F&B CONCEPTS AT YOUR PROPERTY?

Less than 1 year	42%
1 to 3 years ago	25%
4 to 5 years ago	8%
6 to 10 years ago	25%
More than 10 years ago	0%

COMPARED TO 2025, HAS YOUR ANNUAL F&B PURCHASING BUDGET IN 2026:

Increased	42%
Decreased	17%
Stayed about the same	41%

WHAT IS YOUR ANNUAL F&B PURCHASING BUDGET?

56%	\$499,000 or less
11%	\$500,000 to \$999,999
33%	More than \$1 million

PLEASE INDICATE THE CATEGORIES WHERE YOU HAVE MADE OR PLAN TO MAKE SIGNIFICANT PURCHASES IN 2026 (YOU MAY SELECT MORE THAN ONE OPTION. "SIGNIFICANT PURCHASES" MEANS YOU PLAN TO SPEND MORE ON THESE CATEGORIES THAN YOU WOULD IN ANY OTHER GIVEN YEAR.)

Entertainment	33%
FF&E	16%
Food products	50%
Glassware/tableware	75%
Kitchen equipment	50%
Refrigeration/ice	8%
Restaurant supplies	41%
New Spirits/Liquor	33%
Non-Alc Options	33%
Technology	50%

DO YOU PLAN ON INCREASING YOUR F&B OFFERINGS IN 2026?



YES 83%



NO 17%

WHO MAKES UP THE MAJORITY OF YOUR F&B CUSTOMERS?



IN THE PAST YEAR, HAVE YOU ADDED ANY OF THE FOLLOWING SUSTAINABILITY INITIATIVES TO YOUR F&B PROGRAMS? (CHOOSE ALL THAT APPLY.)

Composting program	27%
Donation of surplus food to local organizations	36%
Energy-efficient equipment upgrades	36%
Locally sourced ingredients	45%
Organic or certified sustainable ingredients	36%
Reduce food waste	63%
Reusable or recyclable to-go items	45%

WHAT ARE THE TOP FOOD/ BEVERAGE ITEMS YOU'RE LIKELY TO ADD TO MENUS IN 2026?

Seafood dishes
Vegetarian dishes
Allergen-friendly items
Dirty sodas
Caviar and other high-end offerings
Comfort food selections
Grab and go items
Happy hour speciality nights
More local offerings
More nonalcoholic beverages

WHAT DO YOU ANTICIPATE WILL BE YOUR BIGGEST CHALLENGE IN F&B OVER THE NEXT 12 MONTHS? PLEASE RATE ALL LOW MODERATE OR HIGH.

	Low	Moderate	High
Labor issues	0%	60%	40%
Immigration issues	40%	40%	20%
Inflation/rising costs	10%	30%	60%
Reduced customer traffic	50%	20%	30%
Tariffs	50%	20%	30%
Wage regulations	40%	40%	20%

WHAT ARE THE TOP FOOD/ BEVERAGE ITEMS YOU'RE LIKELY TO CUT FROM MENUS IN 2026?

Changing the dessert menu and adding new items
Meatloaf, low sellers
Overly complicated offerings
Slow moving draft beer
We have a seasonal menu

WHAT IS THE BIGGEST FOOD TREND YOU ARE SEEING IN 2026?

Barbecues
Chicken taking over menus as beef continues to be volatile
Experiential dining
Hot honey
Increase demand for caviar in untraditional ways
Sous vide
Sustainable eating
Tropical drinks
Vegan or vegan-friendly

WHAT IS THE BIGGEST BEVERAGE TREND YOU ARE SEEING IN 2026?

Craft cocktails
Experience-driven beverage items
Healthy offerings, fresh juices, smoothies
Mocktails/zero-proof offerings
Elaborately garnished drinks
Energy drinks
Mojitos
RTDs

DO YOUR BAR CONCEPTS OFFER NONALCOHOLIC COCKTAIL OPTIONS?



YES 92%



NO 8%

LOOKING TO 2026, WHAT DO YOU EXPECT THE F&B ENVIRONMENT IN THE LODGING INDUSTRY TO BE?

