



# 5 TRENDS

FOR THE  
HOSPITALITY  
INDUSTRY  
IN 2022

**NESPRESSO**<sup>®</sup>  
PROFESSIONAL





## 79% OF HOSPITALITY BUSINESS LEADERS FEEL OPTIMISTIC ABOUT MARKET PROSPECTS FOR THE NEXT 12 MONTHS, WHILE CONSUMERS ARE INCREASINGLY CONFIDENT ABOUT GOING OUT<sup>1</sup>.

The hospitality industry is finally seeing light at the end of the tunnel. As restrictions ease, vaccination numbers climb, and general confidence grows, more consumers are venturing out to hotels, cafes and restaurants. In fact, **42% of people are seeking ‘a sociable get-together’ in the reopened market<sup>2</sup>**. But does this mean everything will go back to how it was pre-March, 2020? No, not quite. The hospitality industry may be showing its resilience and welcoming customers back with open arms, but it’s a new world for everyone...

From changing buyer behaviours to new payment channels, there’s a lot to take on board for hospitality businesses if they are to reap the benefits of returning (and new) customers. Thankfully then, we’re here to help. **In this guide we’ll look at the top 5 trends for the coming year and how businesses just like yours can best prepare for success.** From technology and wellbeing, to sustainability and personalisation, we’ll provide helpful hints and tips to aid you in providing your customers with memorable experiences that keep them coming back.



TREND

1

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**MILLENNIALS ARE THE LARGEST GENERATION TO DATE, MAKING UP 31.5% OF THE GLOBAL POPULATION (7.7 BILLION PEOPLE) - AND 82% OF MILLENNIALS TRAVELLED IN THE PAST YEAR COMPARED TO 75% OF OTHER GENERATIONS<sup>3</sup>.**

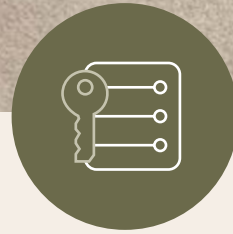


## **TREND 1:** THE RISE OF MILLENNIALS

Millennials, born between 1981 and 1996, are also known as Generation Y, and as they begin to take hold of the workforce, it's becoming clear they have considerable spending power. But what truly sets this generation apart when compared to other age groups is that **72% of them want to spend their money on travel experiences rather than physical possessions<sup>4</sup>** - making them a prime target for the hospitality industry.

So, if millennials hold the key to a large share of your revenue in the coming year, how can you best attract and maintain their custom? Well, make sure your business is online for a start. **90% of this audience use apps for airlines, maps, weather and a host of other information sources<sup>3</sup>.** They research trips, read reviews and even book trips and travel via their smartphones. What's also worth noting is their high usage of social media. **66% of millennials not only post on social media at least once a day, but 97% share their travel experiences on social channels<sup>4</sup>** - meaning you can generate free marketing if your establishment is post-worthy.

Given millennials' penchant for content consumption, it's unsurprising to hear that they are very conscious and aligned with the safety parameters of Covid-19. **56% strictly follow World Health Organisation (WHO) guidelines on cleaning and hygiene, while 55% travel with safety supplies such as masks, disinfectants, and sanitizers, compared to just 35% of Baby Boomers<sup>3</sup>.** So, if safety is a big concern for millennials, then it should be for your business too. Don't miss an opportunity to generate revenue from this audience because you don't adhere to social distancing guidelines or mask mandates.



## KEY TAKEAWAYS:

1

Make sure your establishment has an online presence and ideally an online booking option

2

Try to create photo-worthy décor and ambience within and around your premises

3

Ensure your business has social media profiles and ask guests and customers to 'tag' you

4

Stay abreast of all Covid safety guidelines and ensure you comply

5

Advertise your safety criteria and Covid compliance on your website and social channels

**90% OF BUSINESS LEADERS  
THINK TECHNOLOGY WILL  
BE AN IMPORTANT PART OF  
POST-LOCKDOWN OPERATIONS<sup>2</sup>.**



The hospitality industry was already transforming digitally before Covid struck (with growing popularity of apps etc.), but the global pandemic has prompted an increased growth across the sector. Digital solutions that were implemented as ‘emergency procedures’ during the pandemic have been shown to improve customer experience. So much so, that **63% of consumers think technology contributes to a good service experience in venues<sup>2</sup>**. The digitisation of the hospitality industry is here to stay.

The foundation of almost all technologies implemented during the pandemic was ‘touchless’ capability. With consumers looking to avoid face-to-face interaction and even physical contact, tech was used to fill these gaps. Whereas some predicted this would revert to traditional transactions, this is not actually the case. **Consumers have actually come to expect more self-service**

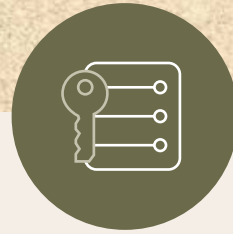
**avenues than ever before<sup>9</sup>**. So, in order to maximise your revenue in the coming year, look to solutions such as apps, digital online tools, QR codes and voice assistants such as Amazon Echo.

To take your technology and customer experiences a step further in future, consider truly next-generation solutions such as virtual reality (VR) tours and 360-degree virtual experiences. These innovations will enable your guests and prospective customers to experience your premises without having to physically walk around the venue – again minimising human contact and social interactions. Although these solutions will inevitably incur an up-front cost, they only have to be done once.

Be aware though, that not all audiences have a burning desire to self-serve or purchase remotely. Many people do still prefer to pay with cash, check-in at the front desk, and even order at the counter. So, to ensure you don’t lose this section of the market, look to create an environment that offers both traditional transactions and a digital alternative.

**TREND 2:**  
THE NEED FOR SEAMLESS TECHNOLOGY





## KEY TAKEAWAYS:

1

Consider how your business can become more 'touchless'

2

Invest in digital tools such as apps, online services and QR codes

3

Look to introduce voice assistants in hotel rooms and other areas to minimise personal contact

4

Choose innovative solutions like VR to provide a view of your establishment without the need for a visit

5

Don't put all your eggs in the digital basket – use tech as a possible alternative to traditional transactions

If the past 18 months has had one positive outcome, it was that it made many of us more health conscious. What's more, it prompted many of us to query our mental health and wellbeing too. We now care more about what we eat, where we stay and the company we keep – and this goes for your audience too. In fact, **42% of consumers are more likely to be influenced by calories on menus in cafes and sandwich shops<sup>10</sup>**. So, is this something you currently do (or could do) at your establishment? As always, if it's important to your prospective customers, then it must be important to you too. With health being so high on the agenda for people, be sure to pay close attention to the foods you serve as well as the options for physical activity you provide. Look to offer nutritious and healthy meals and if your hotel has the space available, offer access to exercise equipment or fitness classes. For the latter, be aware that **49% say the hygiene and**

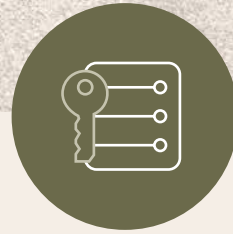
**cleanliness of an outlet is a driver for their visits<sup>2</sup>**, so be sure to comply with the latest safety guidelines and social distancing.

Another key focus for our health these days is our mental wellbeing. **It's estimated that 200-500 million people meditate worldwide<sup>5</sup>**, and this number continues to grow. Now, if your business has the space and resources, then look to offer your customers meditation workshops or even yoga classes. If your establishment is unable to do this, do not fret. Show your customers that you care about their mental wellbeing by offering quiet spaces or contemplation areas. Alternatively, create a comfortable space where customers can relax and unwind with calming lighting, soothing music, and their favourite cup of coffee. With such a desire for holistic health within your audience, anything you can do to support them, will help.

**72% OF CONSUMERS ARE NOW PROACTIVELY TRYING TO LEAD A HEALTHY LIFESTYL<sup>2</sup>.**



**TREND 3:**  
HEALTH & WELLBEING IS KEY



## KEY TAKEAWAYS:

1

Provide nutrition information on your menus

2

Maximise the number of healthy and nutritious meal options you serve

3

Where possible, offer access to exercise equipment and workout classes

4

Offer your customers meditation workshops or even yoga classes

5

Create quiet spaces where customers can relax and enjoy a coffee



Despite the impact of the past 18 months on buyer behaviours, **ethics and sustainability issues remain a key driver for almost a third of consumers**<sup>6</sup>.

COP26 has brought widespread attention to sustainability issues so sustainability will become an even bigger driver for change. Avoiding single-use plastics is the most common way consumers demonstrate their commitment to sustainability, with **61% saying they have cut back**. But this isn't the only way they are demonstrating their commitment. **49% of consumers say the next area of focus is seasonality, and 45% say it's buying local goods**<sup>6</sup>.

With this in mind, look for all the ways your business can become more sustainable and ethical. From using LED lighting to reducing single use plastics and choosing locally sourced products and seasonal ingredients, there is plenty you can

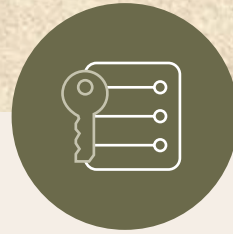
do to minimise your business' impact on the planet. Failure to do this, could mean you become less appealing to prospective customers, even more so following COP26. Members of Generation Z are adopting more sustainable behaviours than any other groups - 50% reduced how much they buy and **45% stopped purchasing certain brands because of ethical or sustainability concerns**<sup>6</sup>.

But the key is making sure people know about your values and sustainable activities. So when you do implement new policies or procedures to improve your sustainability, be sure to advertise this fact on your website, social channels and marketing collateral. It's not 'blowing your own trumpet', it's showing a very eco-conscious audience that you not only share their values but can help them meet their own personal objectives.

**SUSTAINABILITY REMAINS A KEY CONSIDERATION FOR CONSUMERS IN 2021 WITH 32% OF CONSUMERS HIGHLY ENGAGED WITH ADOPTING A MORE SUSTAINABLE LIFESTYLE<sup>6</sup>.**



**TREND 4:**  
THINK (AND OPERATE) SUSTAINABLY



## KEY TAKEAWAYS:

1

Reduce your energy usage with LED lighting

2

Minimise your reliance on single-use plastics

3

Choose locally sourced products from farmers and producers in your area

4

Update your menu to include seasonal ingredients – minimising the need for imports

5

Update your website, social channels and marketing materials with information on your sustainability goals and achievements so far



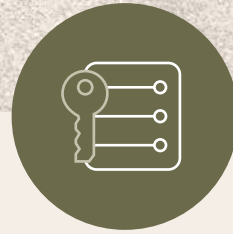
**91% OF CONSUMERS ARE MORE LIKELY TO SHOP WITH BRANDS WHO PROVIDE RELEVANT OFFERS AND RECOMMENDATIONS<sup>7</sup>.**

Given we are now in a digital world of apps, mobile devices and online booking systems, there is a priceless by-product that you may be missing out on... data. Each time a customer engages with your business, you have an opportunity to capture information that can be used to build up a 'profile' of that person. This profile can then be used to inform the personalised service and experience you provide. But is personalisation that important? Well, in addition to the headline statistic on this page, research has found that **66% of millennials want to use a service that advises users based firstly on personality and only later, based on budget<sup>3</sup>**. So, to a growing number of your audience, personalisation is more important than cost.

To create a personalised experience in the hospitality industry, simply use what you already know about a customer to pre-empt

their requests. For example, if you know they requested a soft pillow on their previous trip, be sure this is already in their room before they arrive for the next stay. If you know they prefer a king-sized bed in their room, then suggest this as a priority on their next booking. This level of care and personalised attention will ensure the customer has a pleasant and memorable stay at your establishment. But, it doesn't end there. With modern data management systems integrated into your website and booking systems, you can also personalise their online interactions with your brand – serving up offers and deals that are specific to them. The use of data to maximise the personalisation aspect of your business can be a daunting task. However, once it's done, you'll be able to see just how valuable this approach is in today's hospitality industry. It's believed that **personalisation can deliver between 6% and 10% more revenue for a hotel<sup>8</sup>**.

**TREND 5:**  
THE RISE IN PERSONALISED EXPERIENCES



## KEY TAKEAWAYS:

1

Review your current digital tools and the data that's available to you

2

Look to invest in a customer management system (CMS) or consult with experts

3

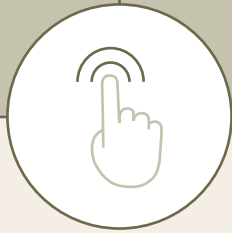
Use customer data to pre-empt their requests before a stay or visit

4

Serve customers unique deals and offers based on their previous interactions

5

Be sure to track your return on investment to see how well your personalisation is performing



# NESPRESSO® PROFESSIONAL TRENDS

At **Nespresso®** Professional, we combine technology and sustainability to create the perfect coffee moment. That is why we developed our **Nespresso®** Momento Coffee & Milk machine with touchless technology.

Your employees and customers don't have to touch the screen on the machine to start the coffee brewing process meaning touch points are minimised. The **Nespresso®** Momento Coffee and Milk has also been optimised for efficiency and quality, so you can cut down on customer waiting times, help improve customer experience and provide them with a delicious drink of their choice in just a few moments.

**Check out our ranges for some big hits for 2022...**

## Sources:

<sup>1</sup>Big Hospitality | <sup>2</sup>Fentimans | <sup>3</sup>Tripplo | <sup>4</sup>The Wandering RV | <sup>5</sup>Disturb Me Not! | <sup>6</sup>Deloitte | <sup>7</sup>bd4travel | <sup>8</sup>Site Minder | <sup>9</sup>Hubspot | <sup>10</sup>Food Standard Agency

## CREATIONS RANGE:



Curated for your employees or guests who love their coffee with milk or a sweet and indulgent flavour.

## CLASSICS RANGE:



From Ristretto and Forte to Intenso and Leggero, this collection of delicious coffees brings a range of flavours to your employees and guests.

## ORIGINS RANGE:



From seed to sip, each coffee echoes the land it grows on and the care it receives. Our Origins coffees have been specially selected for your employees or guests for their distinctive aromatics.



# NESPRESSO<sup>®</sup>

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business coffee solutions,

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or call us on,

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