

# **Plunkett's Restaurant, Hotel & Hospitality Industry Almanac 2016: Restaurant, Hotel & Hospitality Industry Market Research, Statistics, Trends & Leading Companies**

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## **Abstracts**

PLUNKETT'S RESTAURANT, HOTEL & HOSPITALITY INDUSTRY ALMANAC 2016

Key findings:

Plunkett Research lists top 350 companies in restaurant, hotel & hospitality and names top trends changing the industry for the mid term.

Key Features:

Industry trends analysis, market data and competitive intelligence

Market forecasts and Industry Statistics

Industry Associations and Professional Societies List

In-Depth Profiles of hundreds of leading companies

Industry Glossary

Buyer may register for free access to search and export data at Plunkett Research Online

[Link to our 5-minute video overview of this industry](#)

Pages: 469

Statistical Tables Provided: 9

Companies Profiled: 346

Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.

How is the industry evolving?

How is the industry being shaped by new technologies?

How is demand growing in emerging markets and mature economies?

What is the size of the market now and in the future?

What are the financial results of the leading companies?

What are the names and titles of top executives?

What are the top companies and what are their revenues?

### Major Trends Affecting the Restaurant, Hotel & Hospitality Industry

- 1) Introduction to the Restaurant, Hotel & Hospitality Industry
- 2) McDonald's Repositions to Adapt to New Consumer Tastes/Adds All-Day Breakfast
- 3) Wages for Restaurant, Hotel and Hospitality Workers Cause Controversy
- 4) Fast Food Faces Stiff Competition from Casual Dining Restaurants (Fast Casual)
- 5) Food Trucks Serve Busy Urban Diners, Introduce New Chefs
- 6) Obesity Sparks Government, School and Corporate Initiatives/Snack Foods Get Healthier/Taxes on Unhealthy Foods
- 7) Retail Technologies Advance for Restaurant Orders
- 8) Cruise Industry Market Is Strong while Capacity Soars with New Ships

- 9) Small Cruise Ships Offer Adventure, Luxury, Intimacy or Access to More Places
- 10) River Cruise Lines Are Launched, with Low Capital Investment and High Fares
- 11) Chinese Tourism Creates Growth Opportunities for the Cruise and Hotel Industries
- 12) Ecotourism, Sustainable Tourism, Adventure Tourism and Volunteerism Grow as Certification Standards Emerge
- 13) Hotel Occupancy, Profits and New Construction Grow
- 14) Luxury Hotel Chains Expand Globally
- 15) What Millennials and Mobile-Savvy Consumers Want as Tourists and Travelers
- 16) Hotels Target Young Customers with Strategies Ranging from Micro Rooms and Hostels, to Hip Hotels that Encourage Mingling
- 17) Hotels Adopt Smartphones and In-Room Tablets to Deliver Services, Speed Check-In and Replace Room Keys
- 18) “Sharing Economy” Gains Market Share in Travel with Online Sites Like Airbnb, HomeAway and Many Global Competitors
- 19) Online Travel Agencies (OTAs) Continue Strong Growth in Bookings/Hotels Fight to Keep Control of the Customer
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