

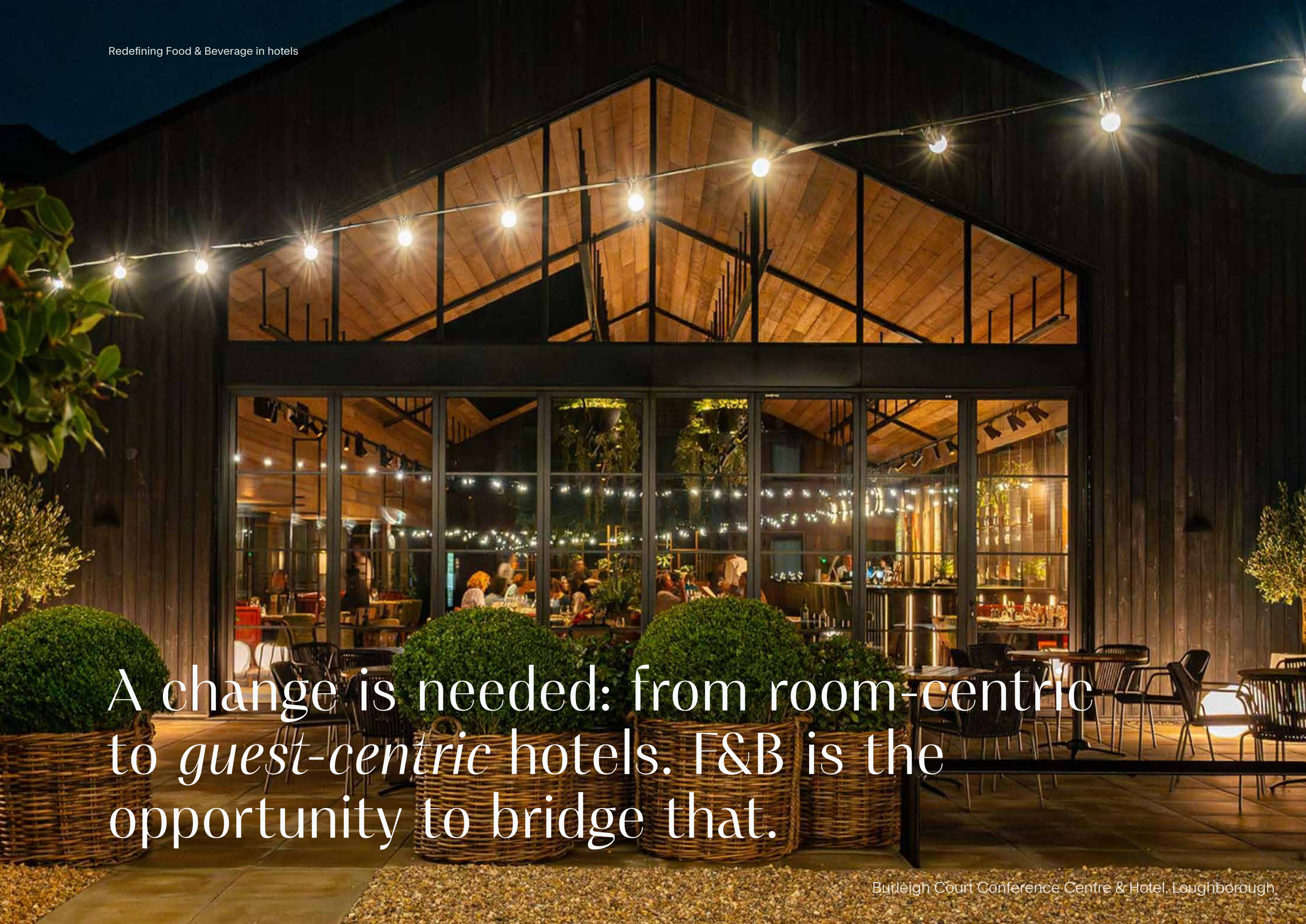
Redefining *food & beverage* in hotels

Beyond Beds: How our collaborative strategic and design approach drives higher customer engagement, loyalty and spend.



Harrison.

CONCEPTIONAL®



A change is needed: from room-centric to *guest-centric* hotels. F&B is the opportunity to bridge that.

Who we are

As visionaries,
innovators and
strategic partners
we integrate F&B
strategy, operations,
storytelling and
design to *craft
meaningful brand
experiences.*

One team, one process: through our partnership Harrison and Conceptional deliver complete hotel F&B transformation into one connected vision from concept to performance.

Harrison – From vision to reality

As global experts we partner with brands to shape experiences through strategy, design, and storytelling.

By integrating branding, architecture, and interiors, we craft spaces that drive commercial success and leave a lasting impression.

Conceptional – Food and beverage specialists

We develop, optimise and guide Food & Beverage concepts from analysis to implementation.

We work with both the head and the heart.

The head gives us the analysis, the logic, the practical thinking, the process management and the understanding. The heart gives us creativity, taste and feeling. Our future-ready thinking is designed to evolve with guest behaviour.



Our approach

1 Research and feasibility

Before making appropriate decisions on investment and any future developments, the feasibility study is key.

All our projects begin with a thorough review based on proven research models of the current hospitality offering, the catchment area, market potential, target audience needs, and opportunities for incremental sales and revenue.

3 Business case

The business case is the foundation for a successful concept.

By turning feasibility insights into clear financial and operational direction, we keep long-term revenue and stakeholder value at the core. This structured approach enables us to develop concepts that are creative, viable, and sustainable over time.

2 Positioning strategy

Our unique approach to brand strategy involves understanding you, your business, your consumers and your brand's personality, values, and unique points of difference, then crafting a compelling narrative.

4 Concept plan

Our concepts are designed around the guest — thoughtfully balancing operations, space, and revenue, with sustainability woven into every decision.

From menu creation to kitchen flow and every guest touchpoint, each element works in harmony to shape a seamless, story-led experience.

5 Functional layout & kitchen planning

We design kitchens and operational flows that work as beautifully as they look. By connecting guest experience with back-of-house functionality, we ensure each concept performs in real life where space, service, and storytelling align.

We envision operations early, optimise team flow, and create layouts that guide architects and partners toward seamless design execution.

7 Execution and roll-out

Our team creates and controls the design specifications by bringing designers, technical staff and contractors around the same table.

We manage all projects during implementation to monitor and rectify problems quickly, oversee quality and the resources.

6 Design development

The Design stage creates the initial creative direction for new projects, it includes schematic design and architectural & interior concept storyboards giving direction to the concept development, personality and tone of voice.

8 Operator & landlord support

We don't just help create the experience — we ensure it for your guests by providing support in leasing, performance and growth, and operational excellence for both landlords and tenants.

By underestimating their restaurants & bars, hotels often leave millions untapped. With the right concept, *F&B transforms an afterthought into a true destination for guests & locals.*





F&B is the largest single lever outside rooms for lifting TRevPAR*. Ignoring it leaves one-third of potential revenue under-optimised.

The Tellers Arms, Farnham

Key insights

78%

of travellers say dining is a deciding factor when choosing a hotel.
(WTTTC, 2024)

20%-25%

of guests now spend more on on-property dining compared to pre-2020.
(Cushman & Wakefield, 2024)

70%

of travellers consider the quality of a hotel's food and beverage offerings when booking.
Skift's survey highlight International Hospitality.

Up to

50%

of total revenue in lifestyle and luxury hotels is represented by F&B.

22%

of travellers cite a property's F&B offerings as a top booking factor showing that culinary experiences are now embedded in choice. This is second to location (61%) and ahead of price (34%).
Condé Nast Traveller.

93%

of travellers engage in F&B experiences when away, showing that exploring food is a core part of travel.

15%-35%

of tourism spending goes to food and beverage, depending on destination affordability.
Wikipedia.

Lifestyle hotels sit at a sweet spot—catering to locals, visitors, and culinary explorers alike.

* Total revenue available per room and GOPPAR (Gross operating profit per room)

Hotels that redefine their *F&B as a key driver of guest loyalty, community engagement and revenue* can stand apart from the competition and further future-proof their positioning.





Trends and implications

Wellness, identity, and storytelling drive where and what we eat.

73% of Gen Z and Millennials visit restaurants based on social media, 55% share their own experiences, and health-driven choices are accelerating as Europe follows the U.S. “Food as Medicine” wave (2–3 years behind).

Guests now view food and drink as lifestyle statements. Hotels need F&B concepts that unite clean ingredients, visual storytelling, and emotional connection to define their brand experience.

The need for a flexible experience.

Solo dining now represents 47% of full-service visits, up from 31% in 2021, while socialising occasions have risen to 31% of all restaurant visits.

Hotels must design adaptable venues that shift between privacy and connection — offering personal comfort for business travellers and vibrant atmospheres for shared moments.

Design as a business strategy.

Guests expect spaces to feel instantly authentic, local, and aligned with their values — from lobby to late-night bar.

Hotels must design with cultural nuance and operational intelligence, turning every square metre into a brand trust-builder.

Opportunity

Together we help hotels thrive by creating distinctive destinations to thoughtfully engage with their guests to drive higher F&B spend, increasing loyalty and repeat visits.



Redefining Food & Beverage in hotels

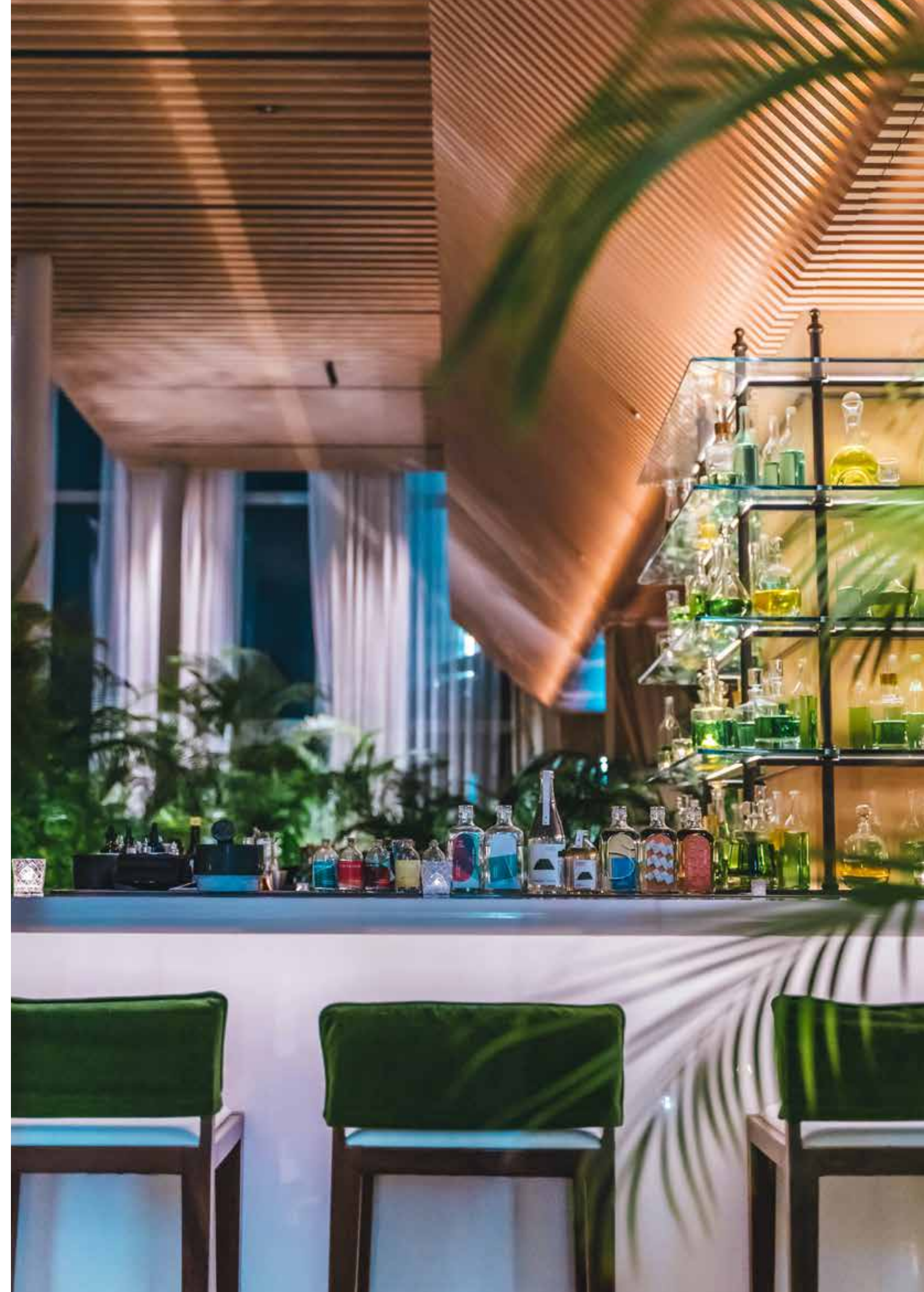
Burleigh Court Conference Centre & Hotel



Our clients



& more



Redefining Food & Beverage in hotels

**Your F&B can be more than a service.
It can be a growth engine.**

Get in touch we'd love to hear from you.

**Dean
Concannon**

Executive Design Director

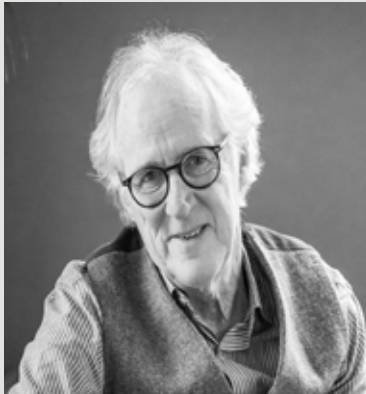
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