



Technomic Study Reveals How Adult Beverages Help Lodging Operators Navigate Challenges in \$10 Billion Market

New research addresses critical operator hurdles while identifying consumer preferences that drive food and beverage performance in lodging

CHICAGO, IL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- To support development of strategic initiatives in lodging, Technomic has developed its 2026 Adult Beverage in Lodging Multi Client Study, providing a current view of consumer lodging visitation and alcohol preferences, as well as assessing lodging operators' top challenges, priorities and approaches to adult beverage programs.

Food and beverage remain key differentiators in this segment, playing critical roles in elevating the guest experience in a competitive market. While continued investment in traditional service areas is crucial to growth, development of low-labor options, such as kiosks and self-serve markets, not only tap into consumer demand for variety and convenience but also align with lodging operators' need for diversified services areas and low-cost opportunities for growth.

"In today's competitive landscape, the bar has become more than just an amenity—it's a strategic profit center that can make or break a hotel's bottom line," says Julie Heseman, senior director of research and insights at Technomic. "Smart lodging operators are recognizing that a well-executed adult beverage program isn't just about filling glasses; it's about creating memorable guest experiences that drive loyalty, differentiate their property, and deliver the margins needed to thrive amid rising costs and labor challenges."

Key findings from the study include:

87% of adult beverage sales occur in three primary service areas: bars and lounges, banquets/catering spaces and full-service restaurants

74% of operators agree that they view alcohol as a strategic driver of visits, sales and profitability

41% of operators say they increased their level of investment in full-service restaurants to improve guest satisfaction scores

More than six in 10 business guests and just under half of leisure guests prioritize adult beverage brands when at a hotel

Discover how lodging operators and adult beverage suppliers can navigate today's challenges and drive growth with the [2026 Adult Beverage in Lodging Multi Client Study](#). This in-depth study examines consumer preferences and operator strategies across property tiers and service areas—from bars and restaurants to poolside concepts and room service—allowing suppliers and operators to identify the best opportunities to connect with guests, and boost food and beverage sales.

[About Technomic](#)

Technomic delivers foodservice research and expert insights to help industry leaders make complex business decisions and stay ahead of trends. Since 1966, Technomic has produced in-depth research focused on the foodservice industry, providing insights into consumer, industry and menu trends in the U.S., Canada and 23 markets around the world.

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