

LUXURY & PREMIUM HOTEL INSIGHTS





What are the top account environments at Luxury & Premium Hotels, and which are trending?

Account Environment Mentions as a Proportion of Luxury & Premium Hotel Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Environments

For example: Consumers are **159% more likely** to mention **Waterfront** environments when posting from **Luxury & Premium Hotels** than when posting from other on-premise venues.

Environment	Volume	Index vs. Total On-Premise*
DANCING		↑39%
ROOFTOP		↑373%
SWIMMING POOL		↑533%
GAMBLING		↑58%
WATERFRONT		↑159%
PRIVATE EVENTS		↑45%

*Index compared to national share of environment mentions

Trending Environments

For example: **Award Winning's** share of **Luxury & Premium Hotel** mentions **increased by 53%** over the past 3 years.

Environment Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
LIVE MUSIC	+13%
WATERFRONT	+12%
JAZZ	↑21%
PRIVATE EVENTS	+14%
DOG FRIENDLY	+13%
AWARD WINNING	↑53%

**Growth percentage represents share of mentions change from 2022-2024

What are the top occasions at Luxury & Premium Hotels, and which are trending?

On-Premise Occasion Mentions as a Proportion of Luxury & Premium Hotel Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Occasions

For example: Consumers are **215% more likely** to mention **Wedding** occasions when posting from **Luxury & Premium Hotels** than when posting from other on-premise venues.

Occasion	Volume	Index vs. Total On-Premise*
WEDDING		↑215%
TRAVEL		↑171%
BREAKFAST		↑33%
ANNIVERSARY		↑23%
NEW YEARS		↑67%

*Index compared to national share of occasion mentions

Trending Occasions

For example: **Valentine's Day's** share of **Luxury & Premium Hotel** mentions **increased by 56%** over the past 3 years.

Occasion Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
BREAKFAST	+10%
NEW YEARS	↑47%
SPORTS	↑19%
COLLEAGUES	↑28%
VALENTINES DAY	↑56%

**Growth percentage represents share of mentions change from 2022-2024





What are the top cocktails at Luxury & Premium Hotels, and which are trending?

Cocktail Mentions as a Proportion of Luxury & Premium Hotel Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Cocktails

For example: Consumers are **138% more likely** to mention **Mai Tais** when posting from **Luxury & Premium Hotels** than when posting from other on-premise venues.

Cocktail	Volume	Index vs. Total On-Premise*
MARTINI		↑43%
SPRITZ		↑57%
MAI TAI		↑138%
PINA COLADA		↑68%
OLD FASHIONED		↑54%
NEGRONI		↑32%

*Index compared to national share of cocktail mentions across all cocktails

Trending Cocktails

For example: **Espresso Martini's** share of **Luxury & Premium Hotel** mentions **increased by 50%** over the past 3 years.

Cocktail Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
ESPRESSO MARTINI	↑50%
MOCKTAILS	↑102%
SPRITZ	↑40%
SANGRIA	+12%
MINT JULEP	↑78%
PALOMA	↑47%

**Growth percentage represents share of mentions change from 2022-2024

What are the top cocktail flavors at Luxury & Premium Hotels, and which are trending?

Cocktail Flavor Mentions as a Proportion of Luxury & Premium Hotel Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Flavors

For example: Consumers are **163% more likely** to mention **Tropical flavors** when posting from **Luxury & Premium Hotels** than when posting from other on-premise venues.

Flavor	Volume	Index vs. Total On-Premise*
ESPRESSO		↑57%
TROPICAL		↑163%
CHOCOLATE		↑65%
PINEAPPLE		↑16%
ELDERFLOWER		↑53%
GINGER		↑18%

*Index compared to national share of flavor mentions across all cocktails

Trending Flavors

For example: **Raspberry's** share of **Luxury & Premium Hotel** mentions **increased by 89%** over the past 3 years.

Flavor Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
ESPRESSO	↑17%
PINEAPPLE	↑28%
ELDERFLOWER	↑78%
RASPBERRY	↑89%
VANILLA	↑18%
BLOOD ORANGE	↑19%

**Growth percentage represents share of mentions change from 2022-2024





Which cocktails and cocktail flavors appear most frequently on menus within Luxury & Premium Hotels?

Top Cocktails on Menu within Luxury & Premium Hotels

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	5.6%
OLD FASHIONED	5.1%
MARTINI	4.2%
MIMOSA	3.4%
BLOODY MARY	3.2%
SPRITZ	2.3%

*Cocktail Share as a percentage total cocktails

Top Cocktail Flavors on Menu within Luxury & Premium Hotels

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	23%
ORANGE	13%
PINEAPPLE	8.1%
GRAPEFRUIT	5.3%
SPICY	3.8%
COCONUT	3.7%

*Cocktail Share as a percentage total cocktails

How are spirits categories performing in terms of sales velocity and total volume growth over the past three years within Luxury & Premium Hotels?

Spirits Category Sales Performance (9L/Yr) Within Luxury & Premium Hotels

POWERED BY [GROUND SIGNAL.AI](#)



SPIRIT CATEGORY	SHARE OF TOTAL SPIRITS VOLUME (%)	CATEGORY SALES VELOCITY (9L/YR)	SALES VELOCITY PERFORMANCE VS. TOTAL SPIRITS NATIONAL BENCHMARK	SALES VELOCITY PERFORMANCE VS. EACH CATEGORY NATIONAL BENCHMARK	3-YEAR CATEGORY VOLUME TREND (%)
TEQUILA/AGAVE	27%	4.8	↗20%	↗37%	↗31%
WHISKEY	24%	2.7	↘43%	↗42%	+9%
VODKA	18%	8.0	↑100%	↑122%	+8%
RUM	11%	6.0	↑50%	↗46%	+6%
LIQUEUR	9%	2.8	↘30%	↗47%	+3%
GIN	6%	3.8	-5%	↑100%	+4%
TOTAL SPIRITS NATIONAL BENCHMARK		4.0			

