



# 2023 GRAB & GO FOR IT!

A HOTEL RETAIL PLAYBOOK

Vol. 3

## Investing in Grab & Go Retail Success!

**PLUS ALL THE FAVORITES!**


Hotel Retail Design Faves

Retail Best Sellers and Trends

Annual Revenue Performance

The Retail Rockstar Awards

# HELLO!



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# WHAT'S INSIDE?

This edition focuses on key areas within hotel grab-and-go markets that have proven immediate ROI and impact on guest experience to guide priorities when investing in the space.

We also offer design tips for dual brand retail to meet guest needs and revenue goals.

Don't miss the Retail Rockstars Awards and Revenue Performance reports for 2023 Goal Setting.

And the burning question everyone has every year . . .

**What are the best sellers?**

# BUT FIRST . . .

As Impulsify celebrates our 10<sup>th</sup> Year, I want to give a huge thank you to the hospitality industry who allowed a once struggling, single mom of 4 kids with a cool idea and a whole lot of passion and grit to become the industry's leading hotel retail technology and design company.

The story of Impulsify is full of prayers, miracles, hard work, 3pm planks, Impulsify Red Fridays - and above and beyond service to our team, clients and purpose.

There is just nothing about Impulsify that should have worked.

A first time CEO with no software experience bootstrapping a company while raising four children under the age of 10. It was not exactly a recipe for success in a time when only 6% of startups survived to the \$1M milestone.

**We absolutely should have failed. It just wasn't an option.**

Just 2 years in, we were completely shut down by a HUGE brand whose IT department referred to us as "just a lady in her basement with 6 people."

I mean... We were actually 8 people on a dining room table, but... I digress. ☺

I believe to my core that we survived - and went on to thrive - because of our Crazy Giving promise to give like crazy to women and children in need. We have stuck to our promise through the very best and worst of times.

Our giving commitment has allowed us to build 3 homes for single moms, 2 schools, bring electricity to a forgotten village, and send 50 little girls to school in Honduras - in partnership with International Hope Builders, Humanity and Hope, and From Hand to Heart.

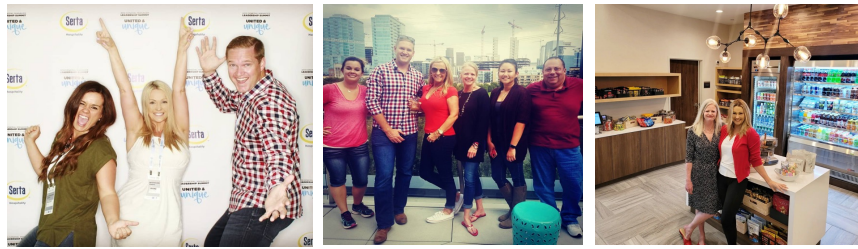
We also put 200 kids in warm beds - who were sleeping on floors, in closets, on couches through our partnership with Sleep in Heavenly Peace - Denver.

This Christmas, we purchased 70 mermaid, rocket ship, unicorn, dinosaur bedding sets this year alone. The joy is really just impossible to convey.

**There is no achievement, no award that means more to our success than what we have given away.♥**







We are now in 50+ brands, with over 20 PMS integrations, and 1,000+ hotel deployments.

Simultaneously, we are growing exponentially in Multifamily, Senior Living, Student Housing, and Outdoor Hospitality.

We let the data speak for itself on what is possible in those once underperforming, uninteresting “pantries” that have since become significant incremental revenue for hoteliers.

We passionately believe that space should be the most profitable real estate in a hotel – when designed well and managed as a profit center with the right retail technology!

This commitment has allowed us to win Hotel Tech Awards: Best Hotel Retail Software 4 years running.

*And all of this awesome, amazing made possible because one man gave me and my sad little PowerPoint a meeting in 2013. Gave me a chance.*

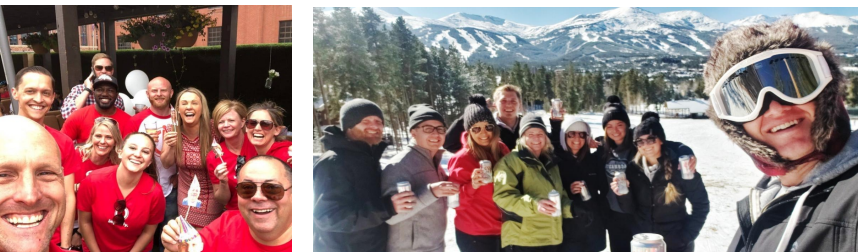
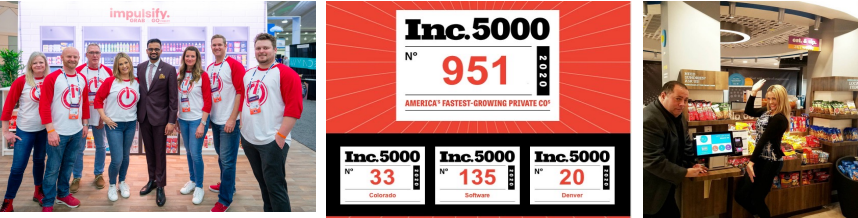
**I dedicate this issue to you, Mr. Southern.  
Forever grateful.**

Thank you to every advisor, company, brand, management company, friend, family member – and ALL the Impulsify Peeps that ever gave a chapter of their life toward our success.

**Especially Martin, Tammy, Adam, and Robert.**

Thank you for choosing the magic in the chaos.  
For knowing to your core that “thoughts become things.”  
For believing in whens not ifs, for 1 million tuck and rolls, and a whole lot of the occasional really bad word. There would be none of it without you. **KFM!** ☺

And now we are proud to present . . .  
**The 2023 Grab & Go For It! Hotel Retail Playbook!**



**Janine Williams**  
Editor-in-Chief  
CEO & Founder  
Crazy Giver  
Mom





# INVESTING IN (RIDICULOUSLY SUCCESSFUL) GRAB & GO RETAIL

So much can be done to improve revenue, profit, guest experience and operations when it comes to the grab-and-go markets, but many involve renovations, knocking down walls, overhauling unused business centers, storage closets, and random seating areas with uncomfortable chairs no one sits in!

But there are 4 key areas that have an immediate impact, immediate ROI that don't require drywall and a "pardon our mess" sign!

- 1 Quality Product
- 2 Strategic Merchandising
- 3 Maximum Appliances
- 4 Retail Technology



# 1

# QUALITY PRODUCT



**Quality Retail Product in a grab-and-go today is so much more than just predictable snacks** and microwaveable meals sitting on a shelf for guests when they arrive on a late flight or need to appease a grumpy toddler.

Consumer snacking and meal trends have evolved enormously since the events of 2020. Microwaving powdered mac and cheese, Cup of Noodles and single serve popcorn just doesn't cut it with your guest anymore.

Shelf stable favorites now include a variety of healthy, specialty, upscale indulgent snacks and local faire. Beverage offerings have seen an increase in specialty waters, kombuchas, and craft cocktails.

Investing in quality snacking and healthy meal options will absolutely increase revenue, gross profit, while you wow your guests when they need you most. At any hotel. Even yours. Even that segment you think doesn't apply. It totally does.

**We promise.**

## TIME TO LEVEL UP YOUR PRODUCT ASSORTMENT!

Replace pedestrian peanuts and trail mixes with pistachios, almonds, cashews, and nut mixes. Brands like Wonderful Pistachios, Sahale, Blue Diamond present a more upscale packaging and turn fast with room for greater gross profit.

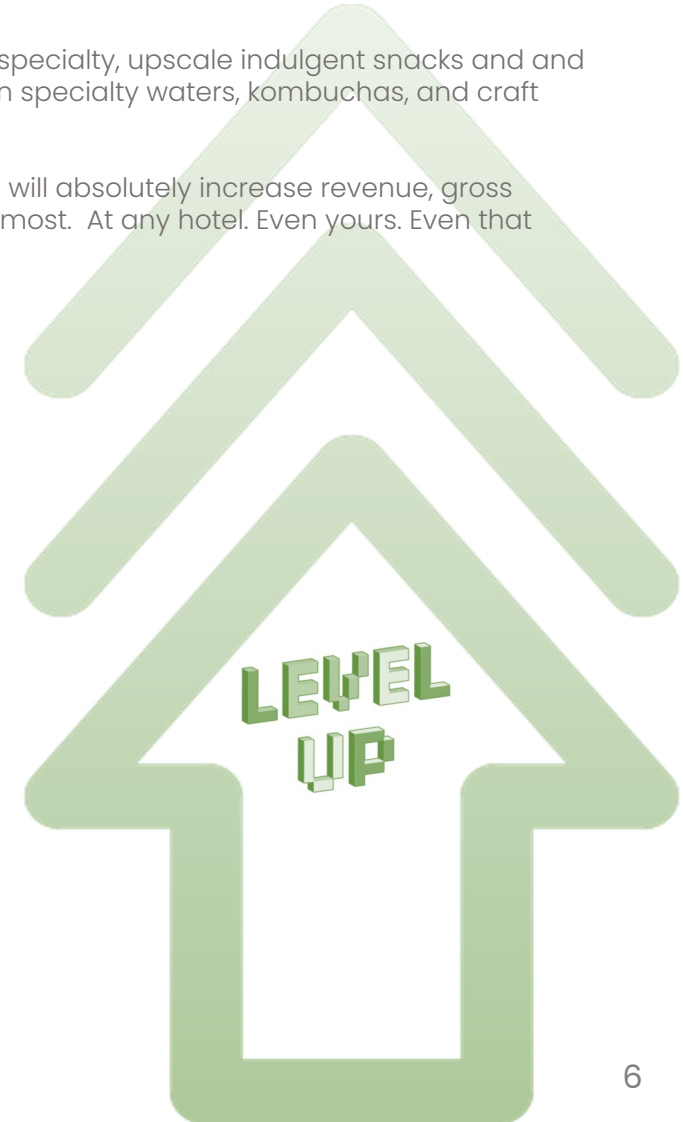
Enhance the oh-so-predictable, overly saturated energy bars market with jerkies, dried fruit and vegetables, and SO MANY protein snacks!

Ice cream and more ice cream. Sure, your Haagen Dazs sells, but add Talenti or Halo Top who have PASSIONATE brand followers. Offer Nightfoods for a healthier, sleep friendly alternative – should be a no brainer for an industry committed to a good night sleep!

Load up on Healthy! Lovely products like Amazi, Chef's Cut, and Bare nail every aspect of product awesomeness: size, format, packaging, profit goals and purpose.

Avoid budget brands that you would find in a vending machine or concession stand. Items like Lance Crackers, Funyuns, Grandma's Cookies, and Nissen Cup of Noodles carry a very low Cost of Goods – which can be appealing to budget conscious managers – but cost heavily on guest experience and the gross profit per turn that lobby real estate has proven to be worthy of.

We have included some alternatives that we love.



# BREAKFAST ON THE GO!

Level up your grab-and-go breakfast offering with products that hit the all the major nutritional needs and preferences with higher end packaging and presentation that generate higher gross profit, better guest experience, and a welcome departure from the standard fare.

Pop Tarts and Cereal Cups just don't deliver to your wellness focused or extended stay guests who seek nutrition.



All available through Amazon Prime.



# HEALTHY WITH A PURPOSE

# amäzi



AVAILABLE THROUGH VISTAR

## Level Up Your Commitment to Support Products with a Story and a Mission!

Amazi is a women-owned business that makes sticky, chewy, sweet snacks.

Like a grownup fruit roll-up.

But made simply with fruit and spices. NOTHING ELSE.

Organically grown and directly sourced from farmers in Uganda at ethical wages to support local economy.

**Chili Lime Jackfruit Chews** offer a kick of chili and a zing of zesty lime for a snack that is sure to liven your tastebuds. Beyond the bold taste and unique texture, these chewy treats are packed with antioxidants and fiber.

**Ginger Lime Jackfruit Chews** balance zesty and earthy notes for a snack that is as equally tasty as it is healthy. With a truly unique, bold flavor that's like a cross between apple, banana, mango, and pineapple, these chewy treats are packed with natural antioxidants and fiber.



# SLEEP FRIENDLY SNACKING



**nightfood**<sup>®</sup>  
Nighttime Snacking



AVAILABLE THROUGH VISTAR AND U.S. FOODS

## Level Up Your Wellness Game

**Modern hotels are challenged to find ways to support guest wellness**, especially properties that do not have the resources to provide extravagant spas and fitness centers.

But healthy options for guests can still be within reach in the grab-and-go!

By providing sleep-friendly snacks like Nightfood, hotels can support the single most important pillar of guest wellness: Sleep.

Nightfood snacks do not contain drugs or sleep aids. They make delicious cookies and ice cream that are formulated to nutritionally support quality sleep. That means less of the nutrients and ingredients you should avoid before bed, plus certain vitamins, minerals, and other natural ingredients recommended by sleep and nutrition experts.

Nightood passionately believes hotels owe it to their guests to have sleep-friendly options available when those nighttime cravings hit.

That's why they develop these great tasting snacks, to provide alternatives to the traditional snack options in lobby markets.

Of course, many guests will continue to buy the "regular" cookies, chips, and ice cream from your marketplace. And that's OK because they provide extra energy to get guests through the day.

Unfortunately, the excess sugar, fat, and calories in those snacks can directly interfere with sleep quality. So, make sure your hotel **also** offers Nightfood, for today's wellness-focused travelers who want a good night's sleep!



# Protein & More Protein



## Level Up Your Commitment to Exceed Guest Expectations

Protein remains a leading nutritional choice. Offering a variety of protein-rich items across snack and meal options will be a sure-fire fast turn at a healthy gross profit. Chocolate oatmeal bars and trail mix just don't cut it these days!



All available through Amazon Prime.

# 2

# MERCHANDISING



**Make it easy for guests to buy. Make it easier for front office team to maintain.**

## Merchandising Do's

- ✔ Choose large vessels for bagged snack items like chips, jerky, popcorn and crisps for easy replenishment and bountiful appearance.
- ✔ Use clear canisters to showcase candy and healthy bars vertically in an easy to refill jar.
- ✔ Merchandisers should be both functional and visually appealing to enhance design interest.
- ✔ Place upscale, gourmet or local items on countertops using risers, cake stands, decorative bowls to create visual interest in higher ticket items.

## Merchandising Don't's

- ✘ Avoid plastic shelving pushers that often break and make product displays look dated and low quality.
- ✘ Just say no to merchandising out of product packaging, manufacturer branded towers, bunkers, coolers and displays. Own your brand and retail guest experience!
- ✘ Do not lay candy and other snack items horizontally onto millwork leaving the section visually empty from a vertical view and wasting horizontal retail real estate.
- ✘ **DON'T SOCIAL DISTANCE YOUR PRODUCTS!** 😊  
A bountiful appearance full of variety, flavors, nutrition needs always wins! Cozy up merchandisers and product displays so areas look full and inviting.





**Beverage tracks are an immediate game changer** for beverage coolers. The display becomes both visually appealing and easy to maintain operationally. If you add anything this year, add these.



**Gusseted, stand-alone products merchandise well** and present neatly without investing in containers, vessels and shelf management. They also tend to be larger servings preferred by guests to small bags.



**Shelf organizers and clear bins** keep hard to merchandise items in the coolers and freezers neat and organized for easier restocking and better presentation.

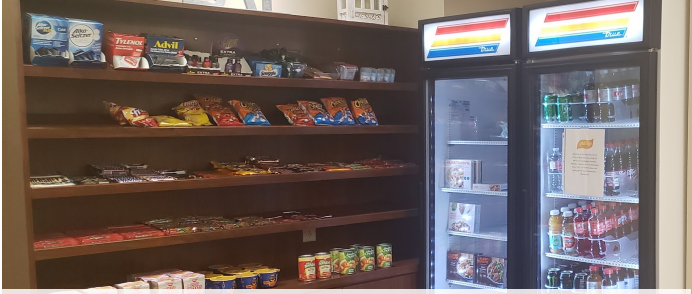


**High quality slatwall recessed into a gondola, millwork or wall mounted display** allows a discreet way to offer peggable personal care, meds and electronics without showcasing them next to food and beverage items.



**Use a mix of baskets, lazy susans, cake stands and bowls** to highlight visually appealing local, gourmet, or other unique product assortments to entice guests into the retail space.

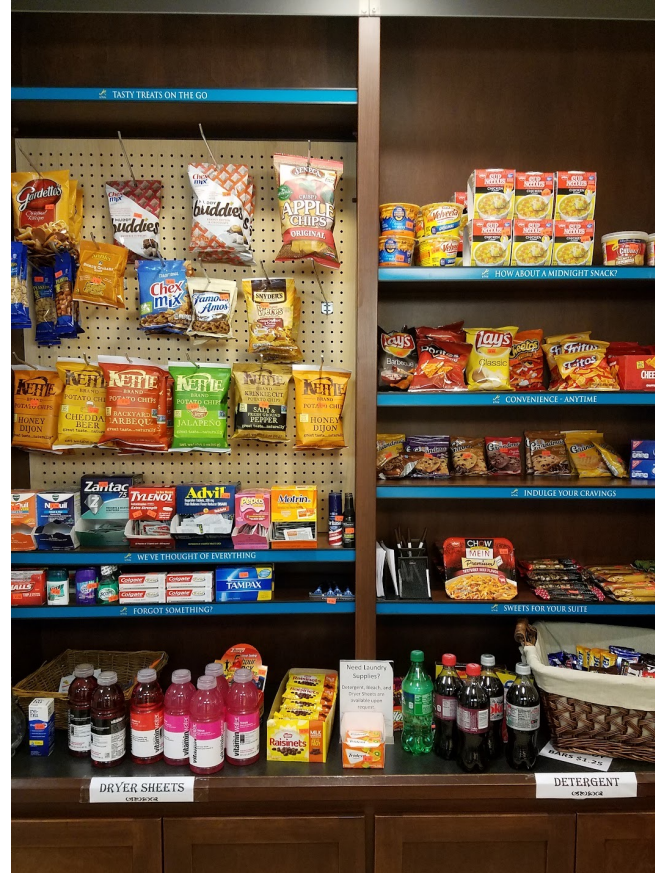




Store appears empty due to flat, horizontal merchandising on shelves



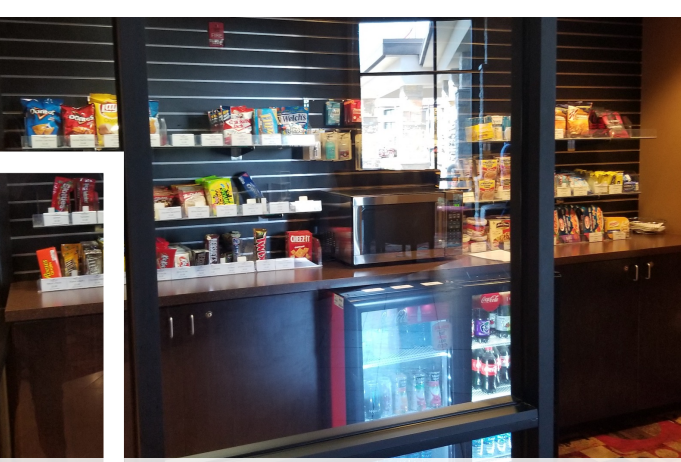
Never pair wines with laundry detergent. 😊



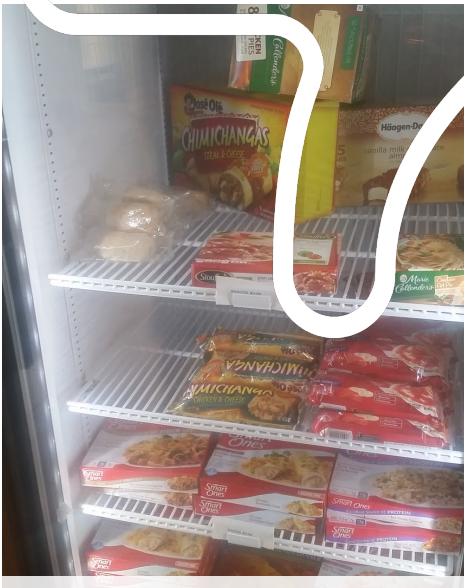
Avoid pegged food - paired w/ meds.



Social distancing product



Super short on appliances.



13 Freezer bins ASAP!



Disorganized, underutilized full door freezer paired with branded ice cream bunker... WHY? ☹️



Peggable food tends to feel like a gas station. Add shelves and Merchandising vessels.





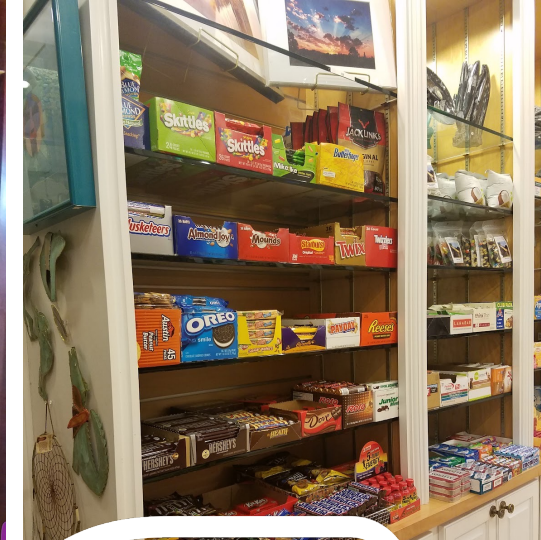
No branded boxes  
No backstock in displays



Horizontal merchandising  
directly on shelves



So much plastic,  
So much empty!



Just say no to  
torn box tops



Just so much going on here...  
feels almost like a bait shop.



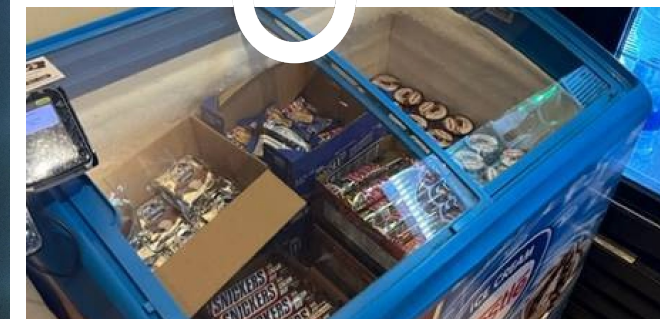
Boxes, flat merchandising and  
category management issues,  
Low quality meal choice.



Empty shelves  
always underperform!



So much plastic,  
So much empty ... Again.



Branded bunkers are for  
cafeterias and gas stations!



# 3

# APPLIANCES





# APPLIANCES

When analyzing over 11M transactions in hotel retail sales conducted in hotel grab-and-go outlets last year, the cooler and frozen product stations accounted for a whopping:

**70% of revenue**  
**72% of profit**

Yet, when designing stores, the #1 push back on expense is the cost and size of recommended appliances.

To save a few thousand dollars in one-time appliance costs, hoteliers often forfeit thousands of dollars per month in beverage and frozen sales to go with a “free” cooler from the bottler or a low cost, off-brand smaller format unit with minimum returns, minimum variety.

**Smaller, low budget units cost less on the front end, but cost heavily each month in lost revenue opportunity.**

PLUS - The burden of small units on the front office team is significant as they struggle to keep shelves neat and full when just a few purchases leaves small units looking empty - impacting guest experience and revenue.

## Select Service Hotels

Invest in a at least 50” of space per 100 rooms – (1) 50” Breeze Cooler OR (2) full door glass units to maximize variety, profit, and guest experience with minimum restocking effort.

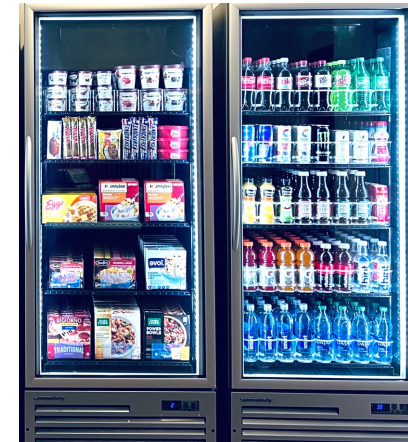
A matching or complementary full door freezer allows ample space for frozen categories



## Full-Service Hotels

Full-service hotels, urban markets, and airport locations should consider multiple or larger units : (2) 50” or (1) 70 -80” with an undercounter cooler for beer, wine and craft cocktails when permitted

Undercounter units can be paired with a matching freezer unit for ice cream cups, pints, and novelties that are a huge seller year-round in all markets.



## Extended Stay Hotels

As the extended stay guest needs a combination of indulgent, healthy, meals, and grocery staples, we recommend a center breeze cooler flanked by full door cooler for perishable groceries on one side and full door freezer on other side for frozen meals, ice cream and grocery.

**OR**

A (2) full door glass coolers and matching full door freezer.





# 4

# TECHNOLOGY





# SELF-SERVICE RETAIL

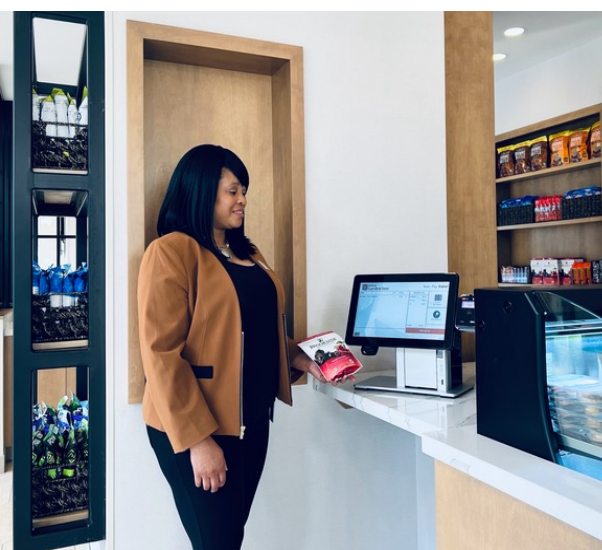
**Guest Facing Point of Sale is the must-have technology investment for hotel retail stores in 2023.**

A 2022 Bluedot survey found that 61% prefer **self-service** over waiting for assistance from employees. However, in addition to capturing more sales by providing the type of checkout experiences guests want, there are more benefits of self-checkout, including:

- ✓ Reduces dozens of missed transactions, theft, and service recoveries that occur when front desk is busy or unavailable
- ✓ Alleviates front desk tasks, so they can focus on guest check-ins and reservation assistance
- ✓ Increases guest retail spend by up to 2x per transaction as guests buy more, more often when a self-service option is available.
- ✓ Minimizes wait times in front desk lines for check ins and retail purchases

**No longer a convenience - but an expectation!**

On the go guests, don't want to stand in line - and **25%** won't enter the store or will leave without purchasing if they feel the line is too long to make the purchase.





2022

# Retail Design Favorites



La Quinta/Hawthorn Dual-Brand Hotel by Wyndham





## DUAL BRAND

**Sandpiper Hospitality recently launched Wyndham's first dual brand location: La Quinta and Hawthorn Suites Pflugerville, TX.**

The original retail floorplan dedicated less than 50 square feet of alcove space off the front desk with a single doored cooler to serve 200 rooms between the two hotels.

Jim Darter, President and CEO of Sandpiper, reached out to Impulsify to design a custom self-service market to better meet the needs of both short and long term stays while minimizing overhead burden and maximizing revenue potential.

They opted to maximize the retail space – moving it out of the alcove into a large, visible portion of the lobby to entice guests to shop for impulse buys as well as meals and staples they might otherwise seek off property. The open space was intended to be a bar, but with labor constraints, they opted for a larger self-service market. The smaller pre-planned alcove became an excellent space for attended beer and wine sales.

The expanded store offers a full-size reach in cooler for a wide variety of beverage as well as closed door refrigerator and freezer for grocery, frozen meals, and refrigerated foods to offer guests every possible option they could need – keeping more revenue on property and creating a better guest experience.

At the recent ribbon cutting ceremony, the store became the proverbial “family kitchen” with large groups gathering around the center island enjoying a beer and a snack purchased on the convenient self-service check out kiosk that keeps purchases flowing without adding heavy retail traffic to the front desk check in experience

“In TikTok language, Mr. Darter ‘understood the assignment’,” quipped Janine Williams, CEO of Impulsify.

“He wanted the best possible retail outcome for the hotel team, the guests, and his owner – so he allowed us to design a store that fully serves both hotels, both guest profiles with self service POS in the store to not overwhelm the hotel team. The ROI when taking that approach comes naturally – and fast!”



# THE #1 MISTAKE IN DUAL-BRAND RETAIL DESIGN

*Planning for one hotel, while serving two...or three.*

Dual brand – even tri-brand – hotel properties are increasingly popular for a variety of shared construction and operational expense reductions. Most share a footprint, a parking lot, a common area and a team! While providing guests the option of two different brand visions.

Most also share a single retail outlet in the lobby – often opting for the more defined, most recently updated retail brand standard in the planning and construction phase.

In theory this makes sense, as it is typically the most promising format with the most recent product assortment update – but we continue to see the impact of choosing one store layout for two hotels.

## The Numbers Don't Add Up.

If the retail format chosen for the dual brand lobby is a prototypical design intended for a 95-room hotel, and the co-located hotel brings an additional 105 extended stay rooms that also utilizes the grab-and-go market, you have a real estate issue.

The result? An under-planned, overutilized lobby market that is rarely well stocked due to the design and space limitations. Couple space limitation with the enormous burden placed on the front office team to keep it replenished for 200 rooms when space planning was intended for 95 and you end up with a tired team and lack luster profits.

## The dual-brand, single store planning strategy inevitably results in a Lose | Lose | Lose :

- A loss for the guest who arrives to a half picked through store.
- A loss for the hotel team that struggles to keep smaller format appliances and shelving supplied throughout the day.
- A loss for the owner who cannot sell what is not in stock – and never achieves the ROI a well-planned grab-and-go market offers

## Tips for designing a dual brand store:

### Floor Plan

Increase store floor plan to accommodate additional appliances, shelving and storage space needed to meet the needs of the combined key count.

### Appliances

Maximize appliances to ensure beverage is front and center and always well stocked.

Minimum 50" of refrigeration for 100-150 rooms.

Minimum 75" of refrigeration over 150 total rooms

Example: 2 reach in coolers or one reach in + one closed door

*See pg. 16 for appliance configuration examples.*

### Product Stations

Carefully consider the needs of both guest profiles when selecting product stations to include in design. Core product stations to prioritize depending on hotel type:

- Beverage
- Beer and Wine
- Elevated Coffee
- Shelf Stable Snacks and Meals
- Refrigerated Meals
- Frozen Meals
- Ice Cream
- Groceries
- Personal Care
- Medication
- Electronics
- And don't forget those PETS!

What can you offer the guest to keep revenue on property while providing winning retail experience convenience?







# The Slate Denver, a Tapestry Collection by Hilton







**The Slate Denver, a Tapestry Collection** by Hilton, recently opened their doors to the Downtown Denver community with a brand-new self-service market powered by Impulsify design, data, and self-service technology.

Our retail design team used our proprietary hotel retail purchasing data, local food relationships, and merchandising craft to imagine an upscale retail offering for this historic Denver hotel with our partners at Stonebridge Companies.

### What are some of your Favorites in this space?

“We thought being good stewards of our community and showcasing some great local products was a great idea.

That combined with some home run hitters in the [product strategy] is a really nice experience. We think our guests can have a lot of fun in here.

And certainly, the convenience of the technology, we work very hard and very collaboratively to produce a welcoming experience.”

**Bryan Edwards,  
Vice President, Food & Beverage,  
Strategic Resourcing and Retail  
Stonebridge Companies**





# Bright with a Pop of Perfection

Sonesta Select Boston Foxborough Mansfield



## What we love about this space.



### So. Much. Light!

A gorgeous center light feature paired with canned lighting highlights product, welcomes guest, encourages purchasing.

No one likes to search for food in a dark pantry!



### POPS of Color

Pops of color for the win. Store design palettes have become so predictable – white counters, wood, metal. But Sonesta Select brought life and color in the desk wrap and coordinating merchandisers on the shelves to keep the space light, fun and inviting!

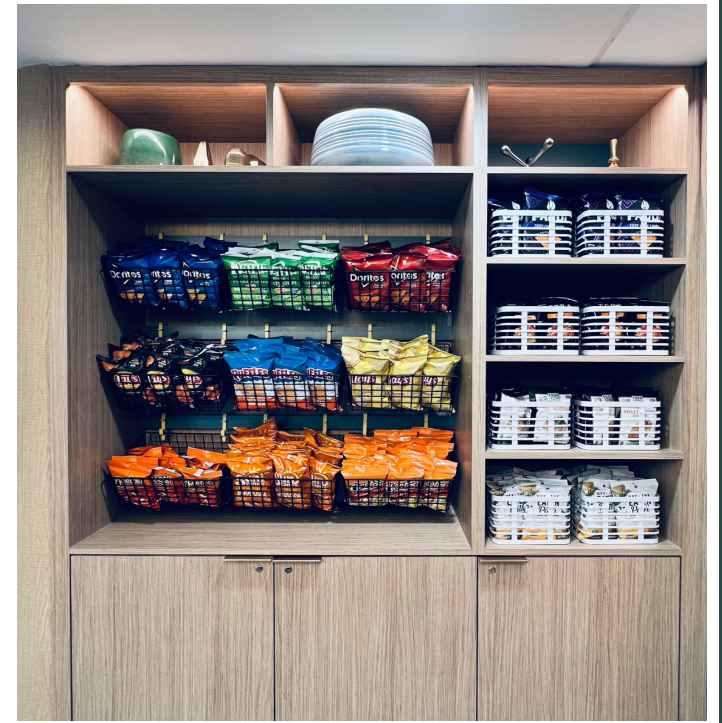


### So. Much. Yum.

The design layout dedicates ample shelving space to offer a wide variety of products in every major category. Salty, sweet, healthy, meals, specialty and more.

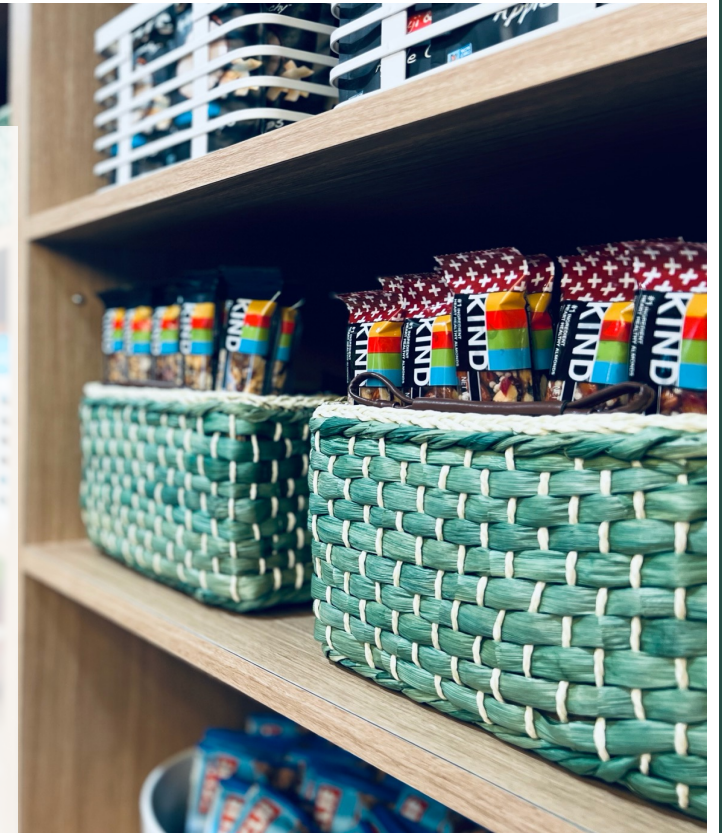
Quality product + variety = happy guests = **retail success!**





It is a wonderful experience. Looks amazing and the guests already love it.

Area Director of Operations,  
Sonesta Hotels





# 2022 GRAB & GO RETAIL PERFORMANCE

Each year we aggregate vendor agnostic hotel lobby retail data to share with the industry to guide grab-and-go retail success and metrics.

This year's data and revenue performance share is based on:

**Hotel Brands:** 53  
**Hotel sample:** 950  
**Average Room Count:** 145  
**Geo Location:** US & Canada  
**Transactions:** 11 Million



**\$53M**

TOTAL REVENUE  
RUNG IN 2022



**\$4.87**

AVG RETAIL  
TRANSACTION



**11M**

TOTAL TRANSACTIONS

## front desk pos only



**\$4,400**

AVG MONTHLY  
REVENUE



**\$4.75**

AVG RETAIL  
TRANSACTION



## front desk pos + self-service kiosk



**\$8,874**

AVG MONTHLY  
REVENUE



**\$8.26**

AVG KIOSK  
TRANSACTION

Data based on actual hotel lobby retail sales captured by ImpulsePoint.



# THE RETAIL **ROCKSTAR** AWARDS: TOP 22 of 2022!

**#1 DoubleTree Suites by Hilton Boston – Cambridge**

**#2 Hilton Garden Inn Times Square**

**#3 The Viv Hotel, Anaheim, a Tribute Portfolio Hotel**

#4 Hilton Garden Inn New York/West 35th Street

#5 Crowne Plaza Atlanta Perimeter at Ravinia

#6 Sonesta Miami Airport

#7 Crowne Plaza Seattle–Downtown

#8 Crowne Plaza Kansas City Downtown

#9 DoubleTree by Hilton Toronto Downtown

#10 InterContinental New Orleans

#11 Hilton Garden Inn New Orleans Convention Center

#12 Embassy Suites by Hilton Washington DC Convention Center

#13 Hilton St. Petersburg Bayfront

#14 Embassy Suites by Hilton Crystal City National Airport

#15 Holiday Inn Express Building 12015

#16 Tru by Hilton Orlando Convention Center Area

#17 Hilton Garden Inn Washington DC Downtown

#18 Hilton Garden Inn Atlanta Downtown

#19 Holiday Inn Express Houston – Galleria Area

#20 Homewood Suites by Hilton Savannah Historic District/Riverfront

#21 Embassy Suites by Hilton Minneapolis Airport

#22 Hilton Fort Worth

## **#1 MANAGEMENT COMPANY**

**Hotel Equities**

## **#1 RETAIL MANAGER**

**Carla Aguilar**  
The Viv Hotel Anaheim

## **#1 SELECT SERVICE**

**Hilton Garden Inn Times Square**

## **#1 EXTENDED STAY**

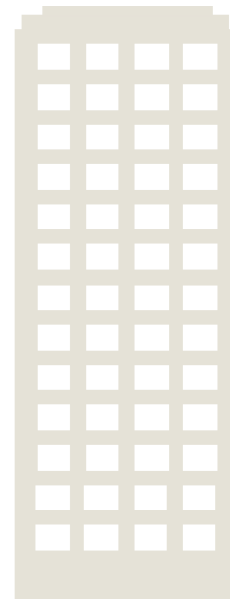
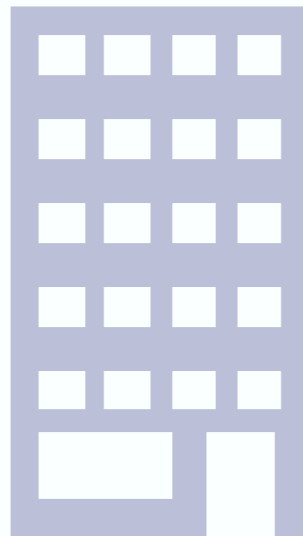
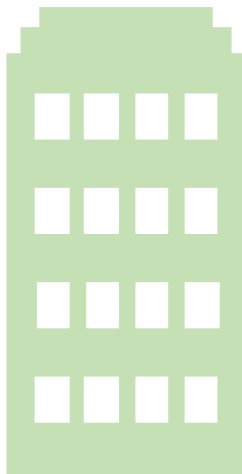
**Homewood Suites by Hilton**  
**Savannah Historic District**

## **#1 FULL SERVICE**

**DoubleTree Suites by Hilton**  
**Boston – Cambridge**



# RETAIL REVENUE PERFORMANCE BY HOTEL TYPE



## All Hotels

Select Service

Extended Stay

Full Service

Average Monthly

**\$4,800**

**\$3,500**

**\$9,975**

Average Annual

**\$57,600**

**\$42,000**

**\$119,700**

Average RPOR

**\$1.93**

**\$1.51**

**\$1.99**

## Top 10%

Average Monthly

**\$13,900**

**\$11,900**

**\$26,500**

Average Annual

**\$166,800**

**\$142,800**

**\$318,000**

Average RPOR

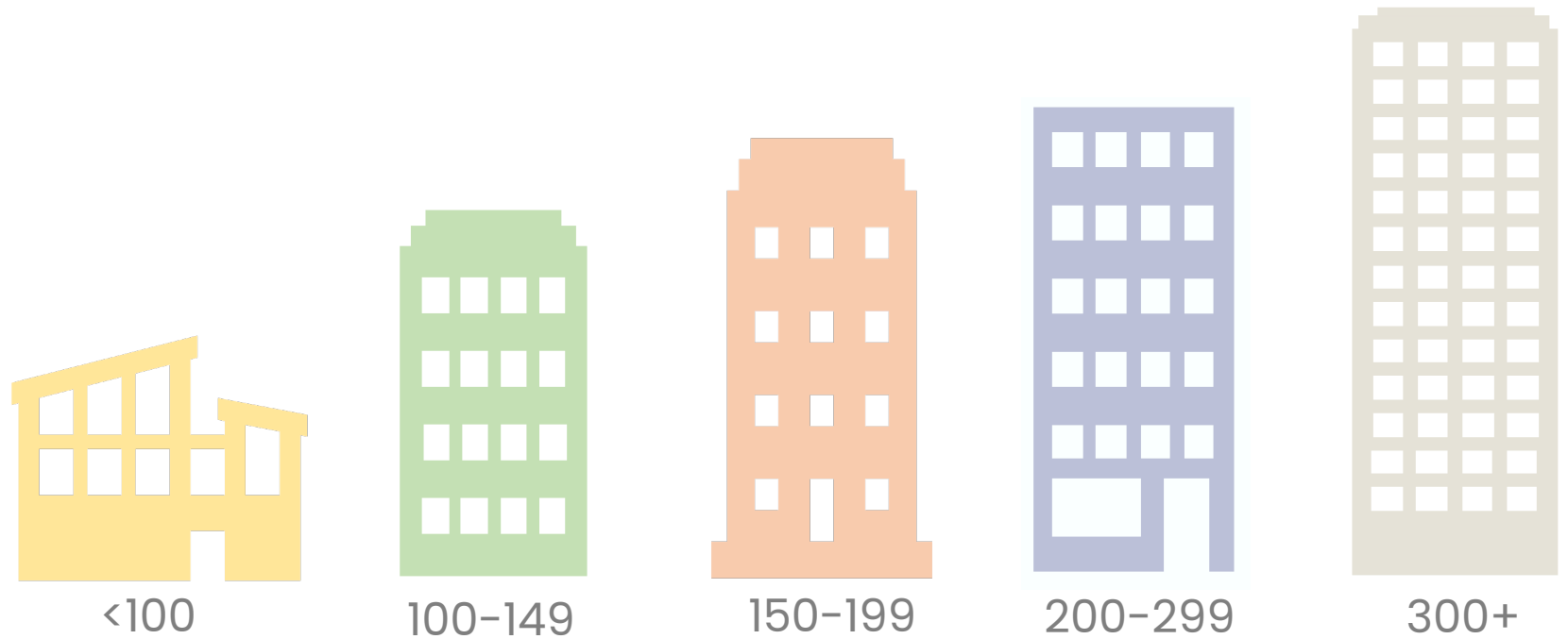
**\$3.88**

**\$3.74**

**\$4.12**



# REVENUE PERFORMANCE BY HOTEL ROOM COUNT



<100

100-149

150-199

200-299

300+

## All Hotels

Average Monthly

**\$2,950**

**\$4,400**

**\$6,950**

**\$9,150**

**\$15,250**

Average Annual

**\$35,400**

**\$52,800**

**\$83,400**

**\$109,800**

**\$183,000**

Average RPOR

**\$1.75**

**\$1.91**

**\$2.16**

**\$1.99**

**\$2.16**

## Top 10%

Average Monthly

**\$6,400**

**\$10,050**

**\$17,250**

**\$20,600**

**\$36,900**

Average Annual

**\$76,800**

**\$120,600**

**\$207,000**

**\$247,200**

**\$442,800**

Average RPOR

**\$3.94**

**\$4.12**

**\$5.23**

**\$4.06**

**\$5.42**





2023

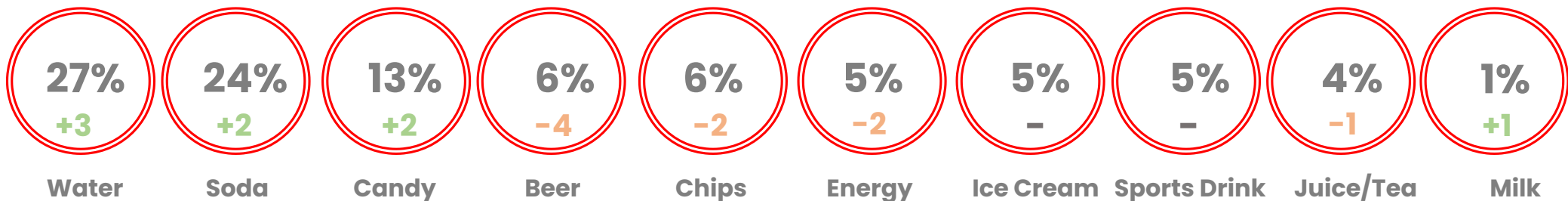
**BEST SELLERS**



# TOP

## SUBCATEGORIES

As measured by percentage of revenue in Top 100 Products and **compared to last year.**



Quick Meals | Cookies | Salty Non-Cracker | Sundries | Healthy  
all moved into the Top 100 with less than 1% representation





All data is 100% based on actual lobby retail sales captured by ImpulsePoint.



## SODA

1. Coca-Cola, Classic Soda, 20 Oz, Bottle
2. Coca-Cola, Diet Soda, 20 Oz, Bottle
3. Sprite, Lemon Lime, 20 Oz, Bottle
4. Dr. Pepper, 20 Oz, Bottle
5. Coca-Cola, Zero, 20 Oz, Bottle
6. Fanta, Orange, 20 Oz, Bottle
7. Dr. Pepper, Diet, 20 Oz, Bottle
8. Seagram's Ginger Ale, 20 Oz, Bottle
9. Barq's, Root Beer, 20 Oz, Bottle
10. Pepsi, 20 Oz, Bottle

Avg Retail: \$3.03

Avg Cost: \$1.04



## WATER

1. Dasani, Water, 20 Oz, Bottle
2. Smart Water, 20oz, Bottle
3. Nestle, Pure Life, Water, 16.9 Oz, Bottle
4. Smart Water, 1 L, Bottle
5. Dasani, Water, 16.9 Oz, Bottle
6. Niagra, Pure Water, 16.9 Oz, Bottle
7. Smartwater, 23.7 Oz, Bottle
8. Aquafina, Pure Water, 20 Oz, Bottle
9. Arrowhead, Water, 16.9 Oz, Bottle
10. Zephyrhills Spring Water - 20oz, Bottle

Avg Retail: \$3.12

Avg Cost: \$0.75



## SPECIALTY WATER

1. Lifewtr, Enhanced Water, 20 Oz, Bottle
2. San Pellegrino, SW, 16.9 Oz, Bottle
3. Perrier, SW, Lime, 16.9 Oz, Bottle
4. Body Armor, Super Hydration, 1 L, Bottle
5. SmartWater, Cucumber Lime, Bottle
6. Aha SW, Blueberry Pomegranate, Can
7. Vita Coco, Coconut Water, 11.1 Oz, Tetra-Pak
8. SmartWater: Str Blkberry 23.7 fl Oz, Bottle
9. Essentia Ionized Alkaline Water, 1 liter Bottle
10. Vita Coco, Coconut Water, 16.9 Oz, Tetra-Pak

Avg Retail: \$4.41

Avg Cost: \$1.12



## JUICE & TEA

1. Minute Maid - Apple Juice, 12 oz, Bottle
2. Minute Maid, Orange Juice, 12 Oz, Bottle
3. Gold Peak, Sweetened Iced Tea, 18.5 Oz, Bottle
4. Minute Maid, Lemonade, 20 Oz, Bottle
5. Gold Peak Unsweetened Tea, 18.5 Oz, Bottle
6. Minute Maid, Pink Lemonade, 20 Oz, Bottle
7. Minute Maid, Cranberry Grape, 12 Oz, Bottle
8. Minute Maid, Cran Apl Raspberry, 12 Oz, Bottle
9. Tropicana, Orange Juice, 10 Oz, Bottle
10. Tropicana, Apple Juice, 10 Oz, Bottle

Avg Retail: \$3.14

Avg Cost: \$1.11



## MILK

1. Fairlife, Yup! Milk, Chocolate, 14 Oz, Bottle
2. Fairlife Yup, White Milk 14 Oz, Bottle
3. Nesquik, Chocolate Milk, 14 Oz, Bottle
4. Fairlife, Yup! Milk, Strawberry, 14 Oz, Bottle
5. Nesquik, Strawberry Milk, 14 Oz, Bottle
6. Shamrock Farms, 2% 12 Oz, Bottle
7. Fairlife, 2% Chocolate Milk, 8 Oz, Bottle
8. Fairlife, 2% White Milk, 8 Oz, Bottle
9. Darigold, Two Milk, 14 Oz, Bottle
10. Horizon, Organic Chocolate Milk, 8 Oz, Bottle

Avg Retail: \$3.22

Avg Cost: \$1.12





## ENERGY

1. Monster Energy, Original, 16 Oz, Can
2. Red Bull Energy Drink, 8.4 Oz, Can
3. Monster Zero, Energy Drink, 16 Oz, Can
4. Red Bull, 12 Oz, Can
5. Red Bull, Sugar Free, 8.4 Oz, Can
6. Red Bull, Sugar Free, 12 Oz, Can
7. Monster, Low Carb, 16 Oz, Can
8. Monster, Ultra Sunrise, 16 Oz, Can
9. Red Bull, Tropical, 12 Oz, Can
10. Monster, Java Mean Bean, 15 Oz, Can

Avg Retail: \$4.39

Avg Cost: \$1.73



## SPORTS

1. Powerade, Mountain Blast, 20 Oz, Bottle
2. Powerade, Fruit Punch, 20 Oz, Bottle
3. Gatorade, Cool Blue, 20 Oz, Bottle
4. Vitamin Water XXX, BB Pom, 20 Oz, Bottle
5. Vitamin Water, Dragon Fruit, 16.9 Oz, Bottle
6. Gatorade, Lemon Lime, 20 Oz, Bottle
7. Vitamin Water, Zero, Lemonade, 20 Oz, Bottle
8. Gatorade, Fruit Punch, 20 Oz, Bottle
9. Gatorade, Orange, 20 Oz, Bottle
10. Powerade Orange, 20 Oz, Bottle

Avg Retail: \$3.47

Avg Cost: \$1.09



## COFFEE

1. Dunkin' Donuts, Iced, Vanilla, 13.7 Oz, Bottle
2. Dunkin' Donuts, Iced, Mocha, 13.7 Oz, Bottle
3. Dunkin' Donuts, Iced Coffee, 13.7 Oz, Bottle
4. Starbucks, Frappuccino, Mocha, 9.5 Oz, Bottle
5. Starbucks, Frappuccino, Vanilla, 9.5 Oz, Bottle
6. La Colombe, La Colombe Draft Latte Vanilla, 9 Oz, Bottle
7. Stok, Vanilla Iced Coffee, 13.7 Oz, Bottle
8. Stok, Mocha Iced Coffee, 13.7 Oz, Bottle
9. La Colombe, La Colombe Draft Latte Triple, 9 Oz, Bottle
10. Starbucks, Double Shot, Espresso, 6.5 Oz, Can

Avg Retail: \$4.28

Avg Cost: \$1.67



## PROTEIN

1. Core Power, Choc. Protein Drink, 14 Oz, Bottle
2. BodyArmor, Strawberry Banana, 16 Oz, Bottle
3. Core Power, Vanilla Protein Drink, 14 Oz, Bottle
4. BodyArmor, Orange Mango, 16 Oz, Bottle
5. Horizon, Organic Milk, 8 Oz, Carton
6. BodyArmor, Fruit Punch, 16 Oz, Bottle
7. Core Power, Straw Banana Drink, 14 Oz, Bottle
8. Muscle Milk, Chocolate Shake, 11 Oz, Bottle
9. Premier, Protein Vanilla, 11 Oz, Bottle
10. Core Power, Elite High Power, 14 Oz, Bottle

Avg Retail: \$4.03

Avg Cost: \$1.49



## BEER

1. Bud Light, 12 Oz, Bottle
2. Bud Light, 16 Oz, Aluminum Bottle
3. Corona, Extra, 12 Oz, Bottle
4. Michelob Ultra, 12 Oz, Bottle
5. Coors Light, 12 Oz, Bottle
6. Michelob Ultra, 16 Oz, Can
7. Stella Artois, 11.2 Oz, Bottle
8. Miller Lite, 12 Oz, Bottle
9. Budweiser, 12 Oz, Bottle
10. Heineken, 12 Oz, Bottle

Avg Retail: \$5.39

Avg Cost: \$1.11



## WINE

1. Sutter Home, Chardonnay, 187 ML, Bottle
2. Sutter Home, Cab Sauv, 187 ML, Bottle
3. Sutter Home, Merlot, 187 ML, Bottle
4. Sutter Home, Pinot Grigio, 187 ML, Bottle
5. Sutter Home, Moscato, 187 ML, Bottle
6. Sutter Home, White Zinfandel, 187 ML, Bottle
7. Lamarca, Prosecco Wine, 187 ML, Bottle
8. Woodbridge, Cab Sauv, 187 ML, Bottle
9. Sutter Home, Sauvignon Blanc, 187 ML, Bottle
10. Barefoot, Cabernet Sauvignon 187 ML, Bottle

Avg Retail: \$6.57

Avg Cost: \$1.57



# SNACKS



## CHIPS

1. Doritos, Nacho Cheese, 2.5 Oz, Bag
2. Lay's, Classic, 2.25 Oz, Bag
3. Doritos, Cool Ranch, 2.5 Oz, Bag
4. Cheetos, Crunchy, 2.75 Oz, Bag
5. Lay's, Barbecue, 2.25 Oz, Bag
6. Cheetos, Flaming Hot, 2.75 Oz, Bag
7. Pringles, Grab & Go, Original, 2.3 Oz, Can
8. Tostito's Rounds Tortilla Chips 3 Oz, Bag
9. Pringles, Sour Cream & Onion, 2.6 Oz, Can
10. Ruffles, Cheddar & Sour Cream, 2.15 Oz, Bag

Avg Retail: \$3.02

Avg Cost: \$1.00



## CRACKERS

1. Cheez-It, Original, 3 Oz, Bag
2. Nabisco, Ritz, Bits, Cheese, 3 Oz, Big Bag
3. Cheez-It, White Cheddar, 3 Oz, Bag
4. Nabisco, Ritz, Bits, Peanut Butter, 3 Oz, Bag
5. Lance, Toasted Cheese and P.B. 1.3 Oz, Pack
6. Goldfish, Crackers Cheddar, 1.5 Oz, Bag
7. Lance, Peanut Butter, 1 Oz, Pack
8. Keebler, Cheese & P.B. 1.8 Oz, Pack
9. Cheez-It, Snack Mix Original, 6 Oz, Bag
10. Keebler, Cheddar Cheese, 1.8 Oz, Pack

Avg Retail: \$2.74

Avg Cost: \$0.91



## CANDY

1. Skittles, Bite Size, Original, 2.17 Oz, Bag
2. Haribo, Gummi Gold Bears, 5 Oz, Bag
3. Sour Patch Kids, 3.5 Oz, Box
4. Starburst, Fruit Chews, Original, 2.07 Oz, Sticks
5. Welch's, Fruit Snacks, Mixed, 5 Oz, Peg Bag
6. Swedish Fish, 3.1 Oz, Box
7. Albanese, 12 Flavors Gummy Bears, 7.5 Oz, Bag
8. Twizzlers, Strawberry Twists, Low Fat, 7 Oz, Bag
9. Sour Patch, Watermelon, 3.5 Oz, Box
10. Mike and Ike, 5 Oz, Box

Avg Retail: \$3.35

Avg Cost: \$1.08



## GUM & MINTS

1. Altoids, Peppermint Mints, 1.76 Oz, Tin
2. Tic Tac, Mints, 1 Oz, Box
3. Mentos, Mint, 1.32 Oz, Roll
4. Tic Tac, Orange Mints, 1 Oz, Box
5. Orbit, Sugarfree Gum, Spearmint, 14 Pc., Pack
6. Dentyne Ice, Arctic Chill, Sugar Free, 7.6 Oz, Pack
7. Orbit, Sugarfree Gum, Peppermint, 14 Pc., Pack
8. Dentyne Ice, Peppermint, Sugar Free, 7.6 Oz, Pack
9. Orbit Gum, Wintermint, 14 Pc, Pack
10. Altoids, Wintergreen Mints, 1.76 Oz, Tin

Avg Retail: \$2.91

Avg Cost: \$1.01



## COOKIES

1. Oreo, Single Serve, 2.40 Oz, Pack
2. Grandma's, Chocolate Chip, 3 Oz, Bag
3. Rice Krispies Treats, 2.13 Oz, Bar
4. Nutter Butter, 1.9 Oz, Single Serve
5. Oreo, Mini, 3 Oz, Big Bag
6. Oreo, 5.25 Oz, Box
7. Nutter Butter, 4.8 Oz, Box
8. Rice Krispies Treats, 1.3 Oz, Bar
9. Grandma's, Peanut Butter Cookies, 3 Oz, Bag
10. Famous Amos, Chocolate Chip, 2 Oz, Bag

Avg Retail: \$2.84

Avg Cost: \$0.86



## ICE CREAM

1. Snicker's, Ice Cream Bar, 3.33 Oz, Bar
2. Haagen-Dazs, Chocolate Ice Cream, 3.6 Oz, Cup
3. Twix, Ice Cream, 3.13 Oz, Bar
4. Nestle, Ice Cream, Choco Chip Cookie Sandwich
5. Haagen-Dazs, Vanilla, 3.6 Oz, Cup
6. Haagen-Dazs, Strawberry, 3.6 Oz, Cup
7. Edys, Dibs, Vanilla w/Nestle Crunch Coating, 4 Oz, Cup
8. Haagen-Dazs, Vanilla w/Almonds, 3.67 Oz, Bar
9. Nestle, Drumstick, Vanilla, 4.6 Oz, Cone
10. Haagen-Dazs, Vanilla & Chocolate, 3.67

Avg Retail: \$3.86

Avg Cost: \$1.42





## CHOCOLATE

1. Snicker's, Candy Bar, 1.86 Oz, Bar
2. M&M's, Peanut, 1.74 Oz, Bag
3. Reese's, Peanut Butter Cups, 1.5 Oz, Pack
4. Twix Cookie Bar, Caramel, 1.79 Oz, Bar
5. Kit Kat, Regular Size, 1.5 Oz, Bar
6. M&M's, Milk Chocolate, 1.69 Oz, Bag
7. Hershey's, Milk Chocolate, 1.55 Oz, Bar
8. Milky Way, Candy Bar, 1.84 Oz, Bar
9. Hershey's, Milk Chocolate w/Almonds, 1.45 Oz, Bar
10. 3 Musketeers, 1.92 Oz, Bar

Avg Retail: \$2.44

Avg Cost: \$0.78



## SALTY

1. Smartfood, White Cheddar Popcorn, 1.75 Oz, Bag
2. Act II, Popcorn, 2.75 Oz, Bag
3. Chex Mix, Traditional, 1.75 Oz, Bag
4. Skinny Pop, Original, 1 Oz, Bag
5. Rold Gold, Thin Pretzels, 3.5 Oz, Bag
6. Combos Pizzeria Pretzel, 6.3 Oz, Bag
7. Gardetto's Snack Mix, Original Recipe, 5.5 Oz, Bag
8. Rold Gold, Pretzels, Classic Tiny Twists, 2 Oz, Bag
9. Skinny Pop, Popcorn, 100 Calorie, 0.70 Oz, Bag
10. Cracker Jacks, 3.13 Oz, Bag

Avg Retail: \$3.12

Avg Cost: \$1.02



## HEALTHY

1. Nature Valley, Granola Bar, Oats 'N Honey, 1.5 Oz, Bar
2. Clif Bar, Chocolate Chip, 2.4 Oz, Bar
3. Jack Link's, Beef Jerky, 100 Calories, 1.25 Oz, Bag
4. Clif Bar Crunchy Peanut Butter, 2.4 Oz, Bar
5. Kind, Caramel Almond & Sea Salt, 1.4 Oz, Bar
6. Planter's, Honey Roasted Peanuts, 6 Oz, Bag
7. Clif Bar, White Chocolate Macadamia, 2.4 Oz, Bar
8. Planter's, Trail Mix, Nut & Chocolate, 2 Oz, Bag
9. Luna, Lemon Zest Bar, 1.7 Oz, Bar
10. Wonderful Pistachios, Roasted & Salted, 5 Oz, Bag

Avg Retail: \$3.75

Avg Cost: \$1.42

All data is 100% based on actual lobby retail sales captured by ImpulsePoint





# QUICK MEALS



## BREAKFAST

1. Kellogg's, Pop Tarts, Strawberry, 2-Pack, Box
2. Kellogg's, Pop Tarts, Brown Sugar & Cinn, 2-Pack, Box
3. Otis Spunkmeyer, Muffin, Blueberry, 4 Oz, Bag
4. General Mills, Honey Nut Cheerios, 1.83 Oz, Cup
5. Cinnamon Toast Crunch, 2 Oz, Bowl
6. Otis Spunkmeyer, Banana Nut Muffin, 4 Oz, Bag
7. Big Texas, Cinnamon Roll, 4 Oz, Bag
8. Kellogg's, Pop Tarts, Blueberry, 2-Pack, Box
9. Kellogg's, Frosted Flakes, 2.1 Oz, Bowl
10. Otis Spunkmeyer Muffin, Choco Choco Chip, 2 Oz, Bag

Avg Retail: \$2.74

Avg Cost: \$0.78

Remember: Just because it is a #1 seller – does not make it a #1 Guest Experience. Consider quality over cost savings that drive top items in some categories.



## REFRIGERATED

1. Oh Snap, Dill Pickle Bites, 3.5 Oz, Pouch
2. Hillshire Snacking, Genoa Salame, 2.76 Oz
3. Hillshire Small Plates, Italian Dry Salame, 2.7 Oz
4. Sabra, Hummus w/Pretzel Crisps To Go, Classic, 4.3 Oz, Cup
5. Chobani, Greek Yogurt, Blueberry, 6 Oz, Cup
6. Chobani, Greek Yogurt, Strawberry, 6 Oz, Cup
7. Oscar Mayer, Lunchables, Turkey & Cheddar, 3.2 Oz
8. Hillshire Snacking, Wine-Infused Salame, 2.76 Oz
9. Sabra, Red Pepper Hummus w/Pretzels, 4.3 Oz, Cup
10. Oh! Snap, Pickles, Hottie Bites, 3.5 Oz, Pouch

Avg Retail: \$4.63

Avg Cost: \$1.81



## SHELF STABLE

1. Kraft, Macaroni and Cheese, 2.05 Oz, Cup
2. Nissin, Cup Noodles, Chicken, 2.25 Oz, Cup
3. Bumble Bee, Tuna Salad w/Crackers, 3.5 Oz, Box
4. Nissin, Cup Noodles, Beef Noodles, 2.25 Oz, Cup
5. Maruchan, Instant Lunch, Chicken, 2.25 Oz, Cup
6. Bumble Bee, Chix Salad w/Crackers, 3.5 Oz, Box
7. Chef Boyardee, Beef Ravioli, Microwave, 7 Oz, Bowl
8. Thai Kitchen, Pad Thai Rice Noodle, 9.77 Oz, Box
9. Campbell's, Chunky, Chix Noodle, 15.5 Oz, Cup
10. Nissin, Cup of Noodles, Chicken, 2.5 Oz, Cup

Avg Retail: \$3.86

Avg Cost: \$1.36



## FROZEN

1. Hot Pockets, Pepperoni Pizza, 4 Oz, Box
2. DiGiorno, for One, Pepperoni Pizza, 6.5 inch, 9.3 Oz, Box
3. DiGiorno, for One, Four Cheese Pizza, 6.5 inch, 9.2 Oz, Box
4. Nestle, Stouffer's, Macaroni and Cheese, 12 Oz, Box
5. Hot Pockets, Ham & Cheese 4 Oz, Box
6. Nestle, Stouffer's, Lasagna w/Meat & Sauce, 10.5 Oz, Box
7. Nestle, Lean Cuisine, Fettuccini Alfredo, 9.25 Oz, Box
8. Lean Cuisine, Chicken Fried Rice, 9 Oz, Box
9. Nestle, Lean Cuisine, Spaghetti w/ Meat Sauce, 11.5 Oz, Box
10. Nestle, Lean Cuisine, Culinary Arts, Sesame Chicken, 9 Oz, Box

Avg Retail: \$6.21

Avg Cost: \$2.50





# SUNDRIES



## MEDS

1. Tylenol, Extra Strength, 0.11 Oz, Box
2. Advil, 2 Pack, 4 Tablets, Pack
3. Dayquil, 4 Caplets, Pack
4. Nyquil, Severe Cold & Flu, 4Ct, Pack
5. Tums, Assorted Berry 12 Tablets
6. Pepto Bismol, 6 Ct, Pack
7. Aleve, 3 Caplets, Box
8. Benadryl, Allergy, 4 Tablets, Box
9. Claritin Non Drowsy, 2 Tablet Pack
10. Halls, Cough Drops, Cherry, Stick

Avg Retail: \$3.39

Avg Cost: \$1.31



## PERSONAL CARE

1. Tide, Laundry Detergent, Travel Size, 1.6 Oz, Pouch
2. Degree, Anti Perspirant, Women's, Deodorant, 0.5 Oz, Stick
3. Clear Eyes, 0.2 Oz, Bottle
4. All Ultra Powder Vending Laundry Detergent
5. Nail Clipper, 1 Pack
6. Crest, Travel Toothbrush Toothpaste Combo, 1 Ct, Pack
7. Scope, Mouthwash, Mint, 1.5 Oz, Pack
8. Banana Boat, Suntan Lotion, SPF 30, 1 Oz, Bottle
9. Tresemme, Hairspray, 2 Oz, Bottle
10. Kotex, Tampons, Regular, 2 Pack

Avg Retail: \$3.33

Avg Cost: \$1.26



## ELECTRONICS

1. ZipKord, Data Cable for Apple Lightning Devices
2. ZipKord, Dual USB Wall Charger
3. Duracell, Alkaline, AA Size, 4 Pack
4. ZipKord, 60 In. USB 2.0 Type-A to Type-C Cable
5. Duracell, Alkaline, AAA Size, 4 Pack
6. ZipKord, Micro USB Connector Low-Profile Sync
7. ZipKord, Universal Charging Kit Car and Wall w/cables
8. ZipKord, Universal Travel Adapter, Z213N07
9. ZipKord, Retractable Charging Cable, Lightning
10. ZipKord, Power Bank, 4000 mAh

Avg Retail: \$15.02

Avg Cost: \$6.78







# RETAIL SUCCESS RESOURCES

- RETAIL OPS CHECKLIST
- SETTING HOTEL RETAIL GOALS



# RETAIL OPS CHECKLIST

Great retail does not have to be a burden to be successful. We have compiled daily, weekly, quarterly, and monthly checklists to help hoteliers maintain inventory, keep the store looking full and fresh, and avoid some of the profitability challenges that occur when not properly managed.

## DAILY

- Process all transactions – sales, department transfers, service recoveries
- Run Shift Replenish Report, restock store
- Run end of shift Sales Summary Report
- Reconcile cash drawer against Sales Summary
- Clean: Dust, vacuum/sweep, clean glass and countertops, empty garbage
- Restock utensils, napkins
- Tidy merchandising: Pull beverage items forward, labels forward facing, replace missing items
- Use planogram to verify category station merchandising accuracy

## WEEKLY

- Replenish in-store storage cabinets from backstock
- Check Shopping List for low inventory
- Review utensil, product packaging inventory
- Check arrivals, groups, occupancy levels for upcoming inventory needs
- Place replenishment order(s)
- Receive incoming inventory
- Tidy backstock room for easy restocking
- Review Negative Inventory Report, correct counts if needed
- Review Pending Products Report, correct details if needed

"Some Reports referenced are found in ImpulsePoint: Retail Management System. If you do not use an automated inventory solution, this will need to be tracked on a spreadsheet. For more information on ImpulsePoint, visit [impulsifyinc.com](http://impulsifyinc.com).



# RETAIL OPS CHECKLIST

## MONTHLY

- Verify Cost of Goods from monthly invoices
- Run Sales Performance Report for volume sold and margins by product
- Run Sales Summary by Cashier for adoption and/or incentive programs
- Review Service Recovery and Employee Discount Sales for potential profit impact
- Conduct Hard Inventory Count
- Verify PMS Sales vs. ImpulsePoint Sales. Send totals to Impulsify Account Manager
- Send Total Rooms Sold to Impulsify Account Manager

## QUARTERLY

- Review Underperforming Products Report
- Archive slow moving products or items no longer carried
- Request replacement best sellers from Impulsify Account Manager
- Review users for accuracy. Deactivate former team members
- Update seasonal items, if needed (umbrellas, sunscreen, allergy medicine, cold medicine)

"Some Reports referenced are found in ImpulsePoint: Retail Management System. If you do not use an automated inventory solution, this will need to be tracked on a spreadsheet. For more information on ImpulsePoint, visit [impulsifyinc.com](http://impulsifyinc.com).



# SETTING HOTEL RETAIL GOALS

Calculate **Revenue Per Occupied Room**.

$$RPOR = \text{Total Revenue} / \text{Total Rooms Sold}$$

Use Last Year's Numbers to get actuals for goal setting.

The ideal goal should be at least 25% above last year's average to account for inflation and growth.

If you are above last year's average for your hotel type, choose a goal between the Average and The Top 10% for your segment. (See page 30 for reference)

Calculate current **Profit Margin**

$$\text{Profit} = (\text{Total Revenue} - \text{Total Spend}) / \text{Total Revenue}$$

The ideal goal is 55-65% to cover any loss due to theft, expiration, or other shrinkage.

**2022 Actual**

**2023 Goal!**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Management Companies and Ownership Groups** who would like a complimentary portfolio retail revenue analysis, reach out to [sales@impulsifyinc.com](mailto:sales@impulsifyinc.com).

**Let us show you why the grab & go is the most profitable real estate in your lobby!**

# CONTACT US

info@impulsifyinc.com

888-306-3252

3575 Ringsby Ct. #326

Denver, CO 80216

