

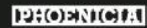
F&B as a Catalyst for Value
Creation in Urban, Hospitality,
and Community Development



TGP INTERNATIONAL

We Collaborate with Industry Leaders

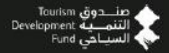
Hotels



Asset Owners & Developers

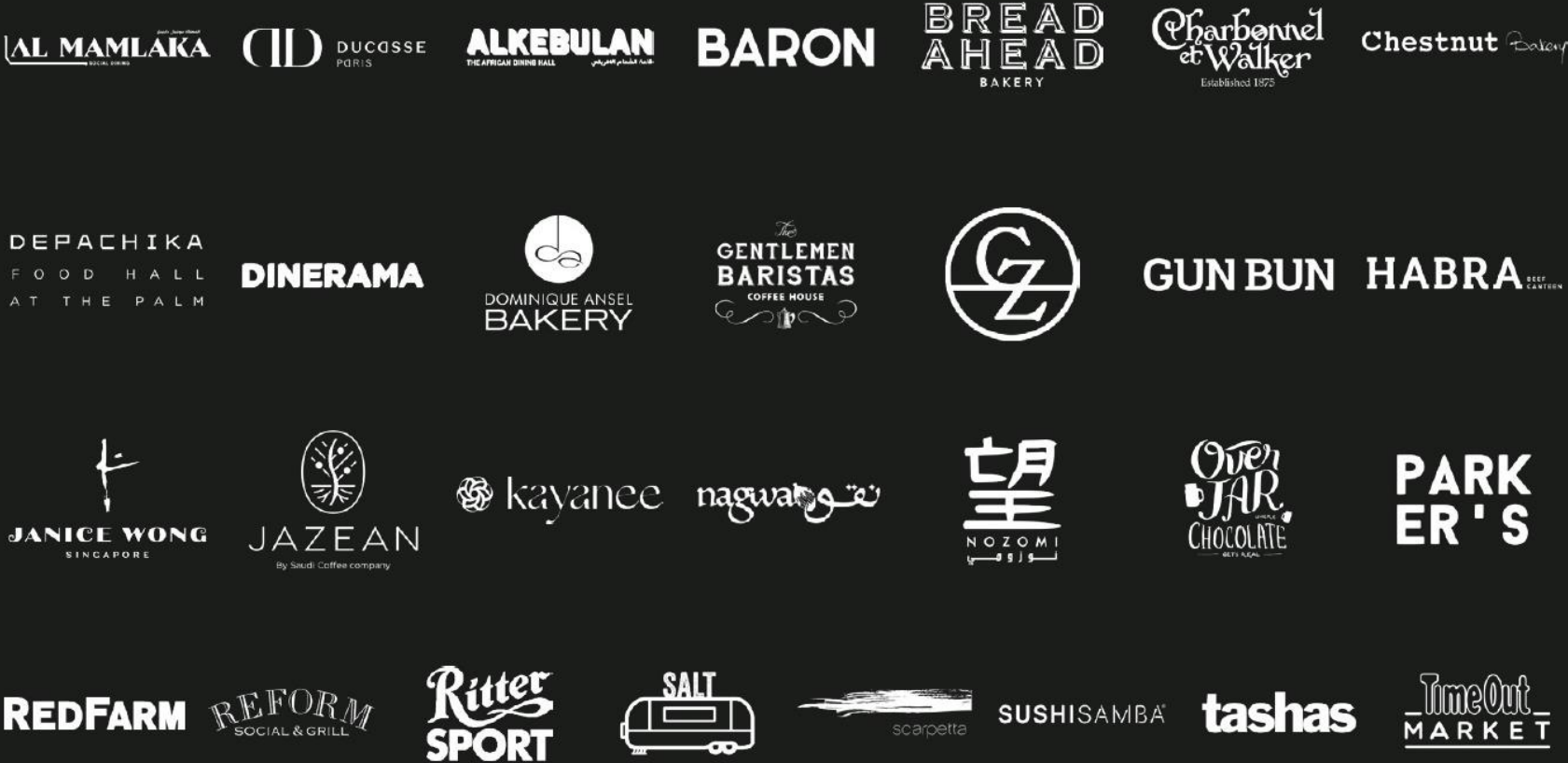


Governmental & Giga Projects



We Collaborate with Industry Leaders

Chefs, Restaurant Brands & Food Halls



International Events



Unlocking Regional Growth – Key Trends

"68% of urban residents prefer living in areas where they can easily access work, shopping and leisure activities, making mixed-use developments an ideal choice"

- Department of Statistics, South Africa

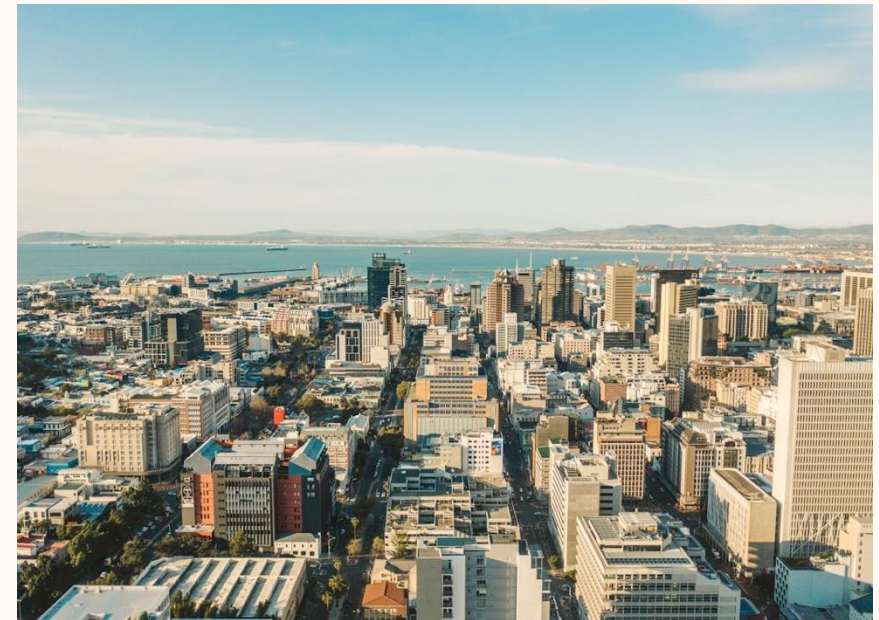
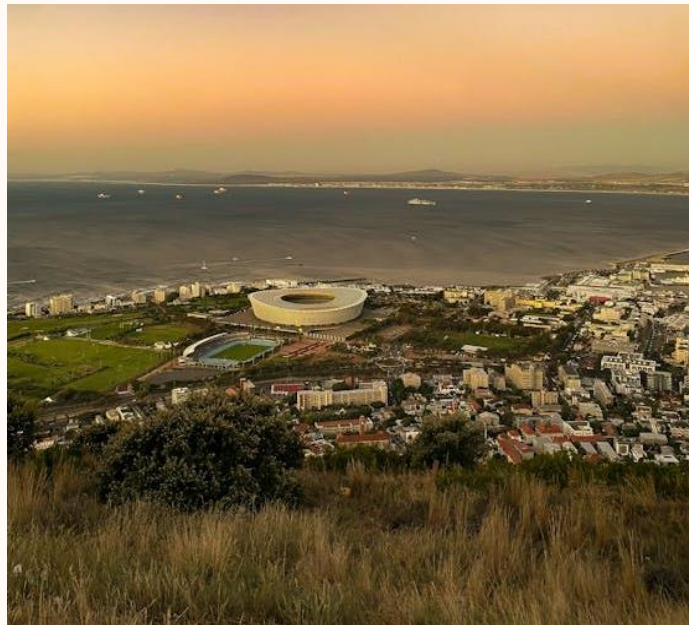


"95% of South Africans dine out at least once a month, with 41% eating out once a week or more, mainly for special occasions and casual outings."

- DinePlan

"76% of global consumers believe that cities must offer new experiences to remain relevant"

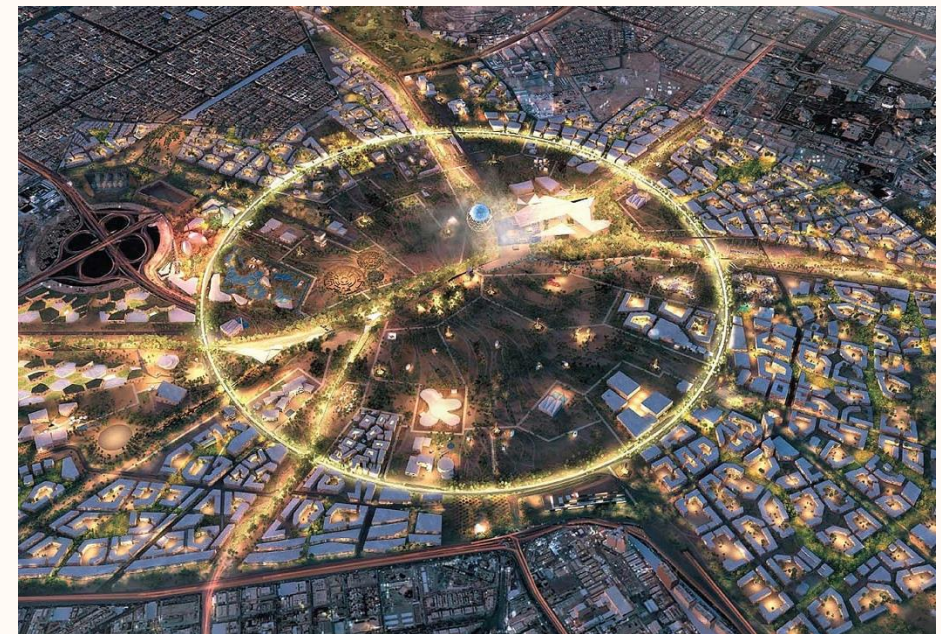
- JLL Global Consumer Experience Survey: 2024



What is F&B Master Planning?

TGP is a 360-degrees global hospitality agency delivering world-class F&B strategies, brands and experiences.

F&B Master Planning is the deliberate effort to harness the power of food and beverage as a catalyst for community engagement, cultural enrichment and economic growth.



Destination Dining as Strategy



Leverage Culinary Tourism Demand

77% of travelers prioritise food-focused trips; 70% are willing to travel 30+ minutes to another city for a meal.

- CHASE Media



Generate High-Impact Visibility

Iconic culinary experiences attract media coverage and social media buzz, amplifying awareness.



Enhance Placemaking Value

Well curated dining spaces foster a sense of place, encouraging longer stays and deeper visitor connection.

F&B as a Footfall Driver

"57% of shoppers in South Africa visit a shopping centre just to eat or drink."
- CBRE

"40% of visitors base their choice of shopping center primarily on the available dining options "
- Across Magazine

A successful F&B concept further creates a 'Halo Effect' for surrounding businesses.

"Guests seek more than a meal; they want dining experiences that are thoughtful, connected, and feel like a hidden gem."
- GQ South Africa



What Makes Good Hotel F&B?

World-Class F&B Concept Check-List

- ☐ Personality
- ☐ Clear Positioning
- ☐ Great F&B
- ☐ Interior Design
- ☐ Strategic Branding & Detailing
- ☐ Atmospherics
- ☐ Customer-Focused
- ☐ Strong Leadership
- ☐ Marketing
- ☐ Selfishly Desirable



Trends & The Rise of Social and Experience-Led Dining

Social Wellness



"1/4 Adults experience feelings of social isolation, while 5-15% of adolescents experience feelings of loneliness."

- World Health Organization

Experiential & Immersive



"72% of diners are seeking more experiential dining options, such as chef's tables, themed events, and interactive culinary experiences."

- Technomic

Placemaking



"80% of respondents agree that a strong sense of place is important to them, while only 66% feel strongly connected to their local community."

- JLL Global Consumer Experience Survey

Tailored Touchpoints



"63% of global consumers seek curated and tailored experiences in 2024."

- Euromonitor MegaTrends

How to Maximise the Potential of Hotel F&B?

- Treat F&B as a Value Generator
- Embed Dining Deeply into the Guest Experience
- Build Loyalty Through Distinct and Localised Dining
- Use F&B to Differentiate Your Brand, Marketing & PR



Across global markets, F&B typically accounts for 20–40% of total hotel revenue yet many operators underestimate its broader potential.



F&B often drives hotel choice, Hilton's 2024 Travel Trends found 82% of travelers prioritize high-quality restaurants when booking.

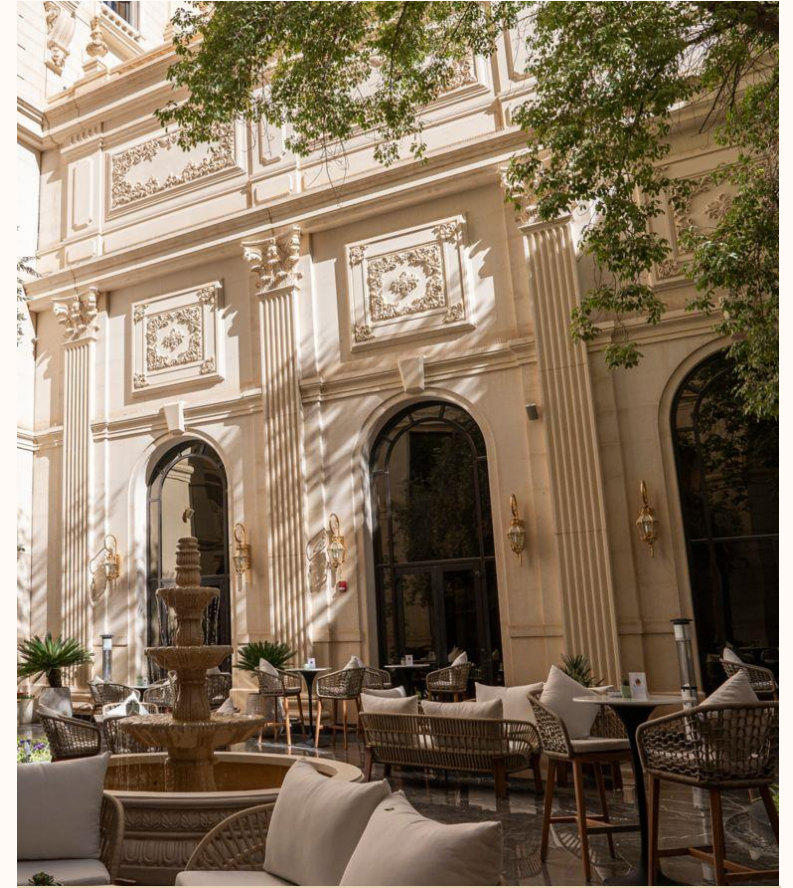
Hotel F&B Improvement Pathways



New Concept Development



Brand Matchmaking & Curation



F&B Review & Optimisation



F&B and Hospitality Trends Report

Download the full report covering *the* most important trends currently shaping the F&B and Hospitality industry!

What's Inside?

- Major industry movements
- Exciting sub-trends gaining traction
- Insights and analysis from industry specialists
- Real-world case studies
- Inspiration for your next F&B project!





TGP INTERNATIONAL

AS A GLOBAL 360° HOSPITALITY AGENCY, WE TEAM UP WITH PASSIONATE BRANDS, CLIENTS AND ENTREPRENEURS TO MAKE THEIR LONG-TERM VISION A REALITY THROUGH CONCEPT DEVELOPMENT, CREATIVE INTERIOR DESIGN, FRANCHISING, ADVISORY SERVICES AND PROJECT MANAGEMENT—CREATING AND DEVELOPING WORLD-CLASS HOSPITALITY BRANDS, EVENTS & FOOD RETAIL SPACES.

SPEAK WITH OUR TEAM

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