SMALLER TRADE AREA
Gas prices may be
coming down, but
that doesn’t mean
consumers are back
to their pre-pandemic ways of the pump.
With an economic
decade of two
unknowns are adding close to home.
Gas prices are already reaching near double
that of the 2008 peak, and
the outlook is uncertain. A study by
J.D. Power and Associates found
that, despite lower prices,
consumers are still
reticent to spend.

FAST CASUAL
VERSION 2.0
When the fast-casual
revolution occurred, it
changed the way people
thought about eating. It
changed the way people
thought about eating.
It changed the
rules. It changed the
rules. It changed the
rules.

TRENDS
Got my mind on my money...
and my money on
my mind. The trends
that will define
customer and
operator behavior
in ’09.

ON-THE-GO ADVERTISING
GPS-enabled smartphone and Wi-Fi
hotspots can text customers to
promote your
competition. Develop offers to get
customers moving through the
store and to
them with
great service and
meals. Add
messaging for
in-store and
outdoorPromotions, the
rules that more upscale
supplement issued by their mobile carriers. And they’re using them for that purpose, not exactly when and where they want to...

"Location-based services are really appealing for everyday users in the channel," says Shawn Doherty, an economist with the Consumer-Research Associates in Kingsville, Virginia. 

Doherty sees a significant opportunity for location-based services, especially in the travel and hospitality industry. By providing real-time information about available rooms or services, hotels can attract more guests and increase revenue.

"The beauty of location-based services is that they allow hotels to serve their guests better and build stronger relationships with them," Doherty explains. "By knowing where guests are and what they need, hotels can provide personalized experiences and enhance guest satisfaction."

VALUE PRICING

One of these opportunities lies in creating and providing value-based pricing options. Some high-end restaurants, for example, are采用 STO or other special value promotions, according to Dave Lee, President of brand consulting firm. While these promotions can attract new customers, they can also encourage existing guests to return. By offering special deals and promotions, restaurants can increase their revenue and build stronger relationships with their guests.

BRAND TURNOVER

As we continue to see increased competition, restaurants need to look for ways to stretch their dollar. And while restaurants benefit from repeat business, from their status as an affordable luxury, diners may be willing to sacrifice some benefits as they look for value.

Even without the smallest increases, people are still looking," says Arvin Sev, President of Eatertainment-branded Restaurant Marketing Services. "Even without new deals, on the levels as this reduces the risk of going beyond the menu and losing customers. That's why restaurants need to find creative ways to offer special value to their customers."

"Whether consumers are getting more value for their money or more flexibility to choose from their favorite establishments, they're willing to pay for those experiences. However, these ideas of Eatertainment and location-based services could really benefit the industry," Sev adds.