Hyatt Newsroom

New Hyatt Place survey looks at ways travel affects American breakfast habits

CHICAGO (February 12, 2019) – As Americans gear up to travel in 2019, a new survey from the Hyatt Place brand found that the more people spend their time away from home, the more likely it is that they will eat the proverbial "most important meal of the day."

The survey of 1,507 respondents, which was conducted by Toluna on behalf of the Hyatt Place brand, looked at a range of breakfast habits among those who travel at least six times or more per year (frequent travelers) versus those who travel five times per year or less (infrequent travelers). The findings are as follows:

- A majority 63 percent of respondents who identify themselves as frequent travelers indicate they eat breakfast at least three or more days per week
    - 45 percent of infrequent travelers indicate the same
- Nearly half (49 percent) of frequent travelers indicate they eat breakfast more often while traveling, while 40 percent of infrequent travelers indicate the same
- For those who indicated why they eat breakfast more often while traveling, frequent travelers were most likely to credit extra time as a key factor for "why," while infrequent travelers were most likely to credit someone else making it for them as their main reason "why"
    - Eating breakfast tops the list of things frequent travelers would do with an extra 30 minutes in the morning, while infrequent travelers were more likely to choose sleep
- A majority (53 percent) of all Americans, and nearly two-thirds of frequent travelers (63 percent) have chosen a hotel because of its breakfast offering
- Nearly half (49 percent) of frequent travelers describe breakfast as being made up of their favorite foods, compared to 36 percent of infrequent travelers
- One in three frequent travelers have met someone new while eating breakfast at a hotel
- Eggs/omelets are the go-to breakfast choice for Americans overall (26 percent), followed by breakfast sandwiches (15 percent) and then pancakes (8 percent)

Recently, the Hyatt Place brand unveiled a new elevated regional breakfast experience at Hyatt Place hotels across the U.S. Guests have the option to choose from a variety of high-quality breakfast offerings that draw from food culture from five regions across the country, including the Atlantic, South, Heartland, Southwest, and West Coast. In addition to the regional breakfast rotations, Hyatt Place hotels in the U.S. will offer cage-free scrambled eggs, cage-free hard-boiled eggs, all-natural bacon and sausage, Oikos® Greek yogurt, fresh-cut fruit, steel cut oatmeal, rosemary-garlic potato medley, and artisanal breads, including banana yogurt bread and zucchini spice bread.

"Leisure and business travelers alike expect high quality and flexibility when it comes to their culinary experiences, and as this survey suggests, both components play a direct influence on their breakfast eating behavior on the road," said Brian Contreras, corporate director of culinary operations, Americas, Hyatt Place and Hyatt House. "The new Hyatt Place regional breakfast offerings directly address guests' needs and expectations by featuring fresh, regionally sourced ingredients that are sure to satisfy a myriad of food preferences."

Hyatt Place hotels across the U.S. feature regional breakfast rotations, each giving guests a taste of the region they are visiting:

Atlantic

Hyatt Place hotels in the Atlantic region will feature:

- Cinnamon French Toast with apple butter
- Corned Beef "Red Flannel" Hash
- Crustless Spinach and Cheese Quiche
- Regional Bread: Bagels

South

Hyatt Place hotels in the South region will feature:

- Sweet Potato and Roasted Corn Hash with Creole seasoning
- Turkey Sausage and Pimento Biscuit Sandwich

- Buttermilk Biscuits and Country Sausage Gravy
- Regional Bread: Cornbread

Heartland

Hyatt Place hotels in the Heartland region will feature:

- Buttermilk Pancakes with roasted apples and granola crunch
- Heartland Scramble Bowl with diced shoulder bacon
- Green Chile Corned Beef Hash
- Regional Bread: Marble rye

Southwest

Hyatt Place hotels in the Southwest region will feature:

- Chocolate Churro Bread Pudding
- Breakfast tacos with pork carnitas
- Chipotle Beef Barbacoa Hash
- Regional Bread: Cornbread

West Coast

Hyatt Place hotels in the West Coast region will feature:

- Granola Crunch Belgian Waffles with mixed-berry compote
- Mediterranean Scramble with chicken sausage
- Chilaquiles
- Regional Bread: English muffins

According to the study, respondents from the Northeast chose the "Atlantic" breakfast menu as their favorite, while respondens from the Midwest chose the "Heartland" menu and respondents living on Western half of the U.S. preferred the "West Coast" menu. Southerners were found more likely to try the different regional menus offered at Hyatt Place hotels.

World of Hyatt members who book an Eligible Rate or a Points + Cash Rate or are on an award stay will enjoy this breakfast complimentary with their Hyatt Place stay. For all other guests, the breakfast will be available for purchase[1]. Guests can sign up for World of Hyatt at worldofhyatt.com.

For more information about Hyatt Place hotels, please visithyatt.com/whysettle.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

[1] *Eligibility for complimentary breakfast may vary at Hyatt Place hotels outside the United States. In Europe, the Middle East, Africa, and India, complimentary breakfast may not be available to all members. Please check with individual Hyatt Place hotels for benefits.*

For further information:

About Hyatt Place

Hyatt Place, a brand of Hyatt Hotels Corporation, combines style, innovation and 24/7 convenience to create a seamless stay with modern comforts. There are more than 315 Hyatt Place locations in Armenia, Australia, Brazil, Canada, Chile, China, Costa Rica, Germany, Honduras, India, Mexico, Morocco, Nicaragua, Panama, Puerto Rico, Thailand, The Netherlands, United Arab Emirates, United Kingdom, and the United States. For more information, please visit hyattplace.com. Join the conversation on Facebook and Instagram, and tag photos with #HyattPlace and #WhySettle.

About The Survey

The Hyatt Place breakfast survey was conducted online by Toluna from January 3 – January 5, 2019. A total of 1,507 respondents completed the survey; data was weighted to be nationally-representative for age, gender and region. Based on the sample size, survey results have a margin of error of ±3% at a 95% confidence level.

These online surveys are not based on a probability sample, and therefore, no estimate of theoretical sampling error can be calculated. For complete survey methodologies, including weighting variables and subgroup sample sizes, please contact Glennie Janssen at glennie.janssen@hyatt.com.

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