

An aerial rendering of a large, modern sports and entertainment complex at dusk. The central feature is a large stadium with a white, translucent, tent-like roof structure. To the right, there are several large, curved seating areas or arenas. In the foreground, there are several green football pitches. The complex is surrounded by lush greenery and hills in the background. The sky is a mix of orange and blue, suggesting sunset or sunrise.

The Role of F&B in Hotels, Mixed-Use Developments and Mega Events



TGP INTERNATIONAL

We Collaborate with Industry Leaders

Chefs, Restaurant Brands & Food Halls

AL MAMLAKA
SOCIAL DINING

CD DUCASSE
PARIS

ALKEBULAN
THE AFRICAN DINING HALL
مطعم الافريقيات

BARON

BREAD
AHEAD
BAKERY

Charbonnel
et Walker
Established 1875

Chestnut Bakery

DEPACHIKA
FOOD HALL
AT THE PALM

DINERAMA

DOMINIQUE ANSEL
BAKERY

The GENTLEMEN
BARISTAS
COFFEE HOUSE



GUN BUN HABRA
BEEF CANTON

JANICE WONG
SINGAPORE

JAZEAN
By Saudi Coffee company

kayancee nagwan
نقوان

NOZOMI
نوزومي

Over JAR
CHOCOLATE
GET REAL

PARKER'S

REDFARM

REFORM
SOCIAL & GRILL

Ritter
SPORT

SALT

scarpetta

SUSHISAMBA

tashas

TimeOut
MARKET

International Events



COP28
UAE



FIFA WORLD CUP
Qatar 2022



LONGINES
GLOBAL CHAMPIONS
TOUR



EXPO
2027
BELGRADE
SERBIA

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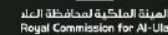
Hotels



Asset Owners & Developers



Governmental & Giga Projects



Unlocking Regional Growth – Key Trends

"Morocco is targeting 26 million annual tourists by 2030, driven by its co-hosting of the FIFA World Cup 2030 and investment in hospitality and connectivity upgrades."

- UN Tourism (UNWTO)



"Globally, 53% of leisure travellers now identify as 'food travellers', and food experiences generate around 25% additional economic benefit for destinations."

- World Food Travel Association

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

- JLL Global Consumer Experience Survey: 2024



Rethinking F&B's Role at Major Events

"F&B sales are the largest revenue source for event organisers after ticket sales."

- Eventbrite Trends Report 2025



"The F&B segment is the fastest-growing revenue stream in the event tourism market, with a CAGR of 8.5%."

- Market Data Forecast

F&B as a Footfall Driver



"Food and beverage are among the most effective tools for increasing dwell time, spend per head, and visitor satisfaction at large-scale events. Done well, F&B becomes an experience in itself — not just a necessity."
- The Stadium Business

"Restaurant operators in the UAE projected 2 billion AED in food and beverage onsite sales during Expo 2020 Dubai"
- Khaleej Times



"Expo 2020 restaurants should have a legacy."
- Caterer Middle East

*"The **cultural sensitivity** and **diversity of the menus** on a daily basis was incredible. The team nailed it with **VIP catering** that any future hosts will struggle to match."*

- Dr. Sultan Al Jaber - President COP28

1 Million+ Meals Served

275,000 Transactions

136 F&B Outlets

2,500+ Catering Orders

5,000+ VIPs Hosted

- 27 Restaurants & Cafés
- 33 Food Trucks
- 2 Foodhalls
- 6 Food Parks
- 39 Carts
- 29 Kiosks



F&B: The Second Engine of Mega-Events



"For the FIFA World Cup Qatar 2022, spending inside the venues showed 36% of transactions were on Food & Beverages, making it the second largest category after merchandise"

- Sports Business Journal

"For Expo 2020 Dubai, the restaurants & hotels sector alone is estimated to contribute AED 23.1 billion (≈ USD 6.3 billion) of gross value added to the UAE economy from 2013-2042"

- Zawya



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.



Designing for Emerging Dining Behaviours

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.



What Makes a Great F&B Concept?

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



Key Takeaways



REPOSITIONING F&B: FROM 'FUEL & REFUEL' TO FOOTFALL DRIVER & STRATEGIC LEGACY ASSET

- F&B has evolved from a functional necessity to a key driver of experience, footfall, and long-term economic impact at major events—with the **F&B segment** now the **fastest-growing revenue stream** in the event tourism market, growing at a **CAGR of 8.5%**.

INTEGRATING STRATEGY, MASTERPLANNING, EVENT EXECUTION & LEGACY ACTIVATION

- F&B success demands a **360° approach**—from vision to legacy—transforming event focused venues into enduring community driven destinations.
- **Bringing the F&B concept in at the masterplanning stage is critical**—it ensures storytelling and vision are embedded from the start, shaping cohesive experiences that align with the overall strategy and broader destination vision.

“For FIFA 2030, Morocco must align hotel F&B strategy with mega-event execution to deliver a seamless visitor experience and lasting legacy.”

When done right, F&B becomes a powerful driver of impact—with a strategic 360° approach, COP28 achieved the highest-ever attendance, and Expo 2020 ranked among the top three Expos globally, with the highest attendance-to-population ratio (254%), highlighting exceptional global engagement.



Mega Events Trends Report 2025

Download the full report covering the strategic role of F&B for success, activation and legacy at mega events.

What's Inside?

- The growing role of F&B as a key driver of footfall at mega events
- The increasing importance of F&B in shaping event identity
- How major events can use F&B to create lasting economic benefits for host cities
- The role of mega event F&B in long-term urban renewal and development
- Trends and inspiration for future rights holders and event organisers

