



# End-Buyer Survey

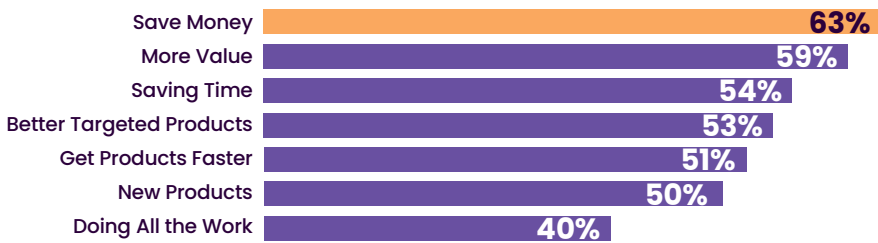


# HOSPITALITY

In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the hospitality sector.

# 97% OF HOSPITALITY END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO HOSPITALITY END-BUYERS

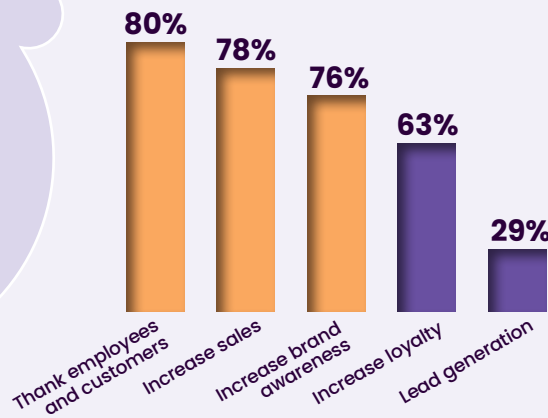


## 83% WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

## 40% PLAN TO INCREASE THEIR PROMO SPENDING IN 2024

# 57% OF HOSPITALITY END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

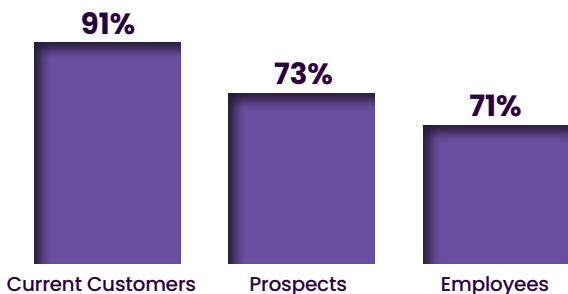
### GOALS OF HOSPITALITY END-BUYERS WHEN GIVING OUT PROMO



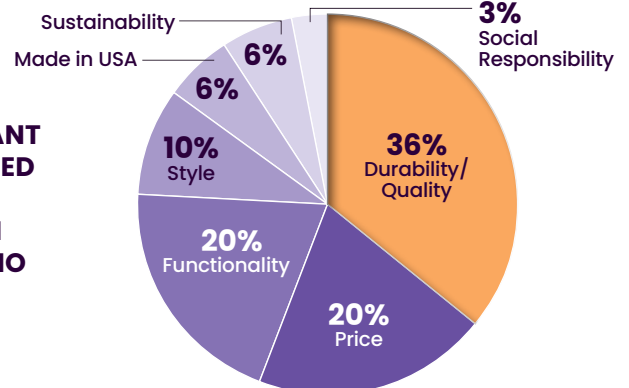
## HOSPITALITY END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND

# 35% OF THEIR MARKETING BUDGET ON PROMO

### WHO DO HOSPITALITY END-BUYERS GIVE PROMO PRODUCTS TO?



### THE MOST IMPORTANT FEATURE CONSIDERED BY HOSPITALITY END-BUYERS WHEN PURCHASING PROMO



## 69% OF HOSPITALITY END-BUYERS PURCHASE PROMO THROUGH AN E-COMMERCE COMPANY



## 65% WOULD PAY A PREMIUM FOR PROMO PRODUCTS THAT ARE ENVIRONMENTALLY FRIENDLY



## 44% PURCHASED DRINKWARE IN 2023 – MORE THAN ANY OTHER END-BUYER MARKET SURVEYED BY ASI