



FOOD & BEVERAGE

Where the dayparts take you

By **Elyse Glickman** · Apr 1, 2026 8:00am

Parable Hospitality

W Miami

Andaz West Hollywood

Olympia Hospitality

On the surface, it appears that hotel and resort restaurants have their meal and between-meal bases, a.k.a. “dayparts,” are covered. However, what defines a daypart is constantly evolving with lifestyle, health and culinary trends influencing when and why people dine out. There is also geographic location, hotel category, seasons, staffing and the economy to consider, along with coming to terms with why a once-popular block of time is no longer drawing in customers.

In other words, there are so many moving parts within dayparts that it is no wonder that deciding what to phase in or out can be a daunting process.

“Although (the goal) is to increase covers and boost the average check, it’s about methodical execution with emphasis on flexible staffing, controlling waste, managing food and beverage costs, and setting clear expectations with ownership around what profitability means for each asset,” said Gus Laliotis, Parable Hospitality’s Vice President of Food and Beverage, when putting daypart transitions into context. “Understanding those nuances by market, day of week and season also allows us to tailor strategies that maximize performance.”

A Time and Place for Everything

All of these nuances are influencing breakfast, dinner and other dayparts in wildly different ways, depending on the hotel’s location, customer base and purpose (i.e. a waterfront luxury property versus a business hotel).

Laliotis, for example, noticed that among the 20 Parable Hospitality properties with restaurants, breakfast was expanding but in a highly specific way. With peak demand taking place between 10 am and 2 pm, flexible menus developed to bridge breakfast and lunch are commanding strong sales, especially on weekends and holidays. Dinner had softened slightly in some markets though it has given way to greater “happy hour” popularity.

“Recent national trends show diners are coming in earlier in the day than we saw pre-pandemic,” said Laliotis. “When we offer food and beverage offerings with compelling pricing, as early as 3:00 pm at some of our properties we are able to draw guests in earlier. In many cases, drawing guests in earlier with discounted food and drinks encourages them to stay and join us for dinner.”

He also acknowledged that hours of operation and dayshifts are increasingly dictated by seasonality, location and type of hotel. In some Southern California markets, breakfast may only operate five days a week during slower periods and menus may be scaled down from 20 to a dozen selections. At its beachfront hotels leaning toward the leisure market, hours are expanded, especially on weekends. Its business market-leaning properties are busier on the weekdays, leading to more robust lunch and dinner programs. By shifting an emphasis toward higher-performing dayparts, management can better meet demand and control costs.

W Miami’s dinner traffic, meanwhile, has also declined in recent years. Charles Williams, its director of hotel sales, pointed to the rapid expansion of the dining scene in Brickell, Downtown and other nearby neighborhood, sharpening the competition and redistributing traffic across this market. This necessitated W Miami to change up its F&B programming, optimize staffing and fine-tune operational efficiencies and marketing efforts to ensure W Miami’s margins stay healthy.

“While we don’t view the shift in dinner volume as a positive trend, we recognize it as a natural outcome of the evolving dining landscape in Miami where increased competition has raised guest expectations,” said Williams. “We’re focusing on several strategies in response to balance demand and increase profitability in lower volume dayparts. We are enhancing our breakfast, lunch and weekend brunch offerings to capture guests during periods with higher growth potential while steering incremental revenue through themed events, activations and partnerships aligning with our brand.”

Some of these new initiatives include a “Sunset Sips” extended happy hour program to bring in the post work and early evening crowd through approachable cocktails, shareable bites and a relaxed but elevated atmosphere, and the weekend Brickell Brunch Sessions with a live DJ set. “This activation taps into the social, high energy weekend behaviors that define the Brickell and Downtown Miami market and the W Hotel brand,” he said, noting customer response reflects strong potential for continued growth.

The Andaz West Hollywood on the Sunset Strip is refining its dayparts based on current consumer preferences and its 1970s era as “The Riot House,” when touring rock bands made it their stomping ground. “While the pool is open everyday to guests, the pool bar is open to the public on the weekends now and seven days a week in high season,” said Stephanie Lane, the property’s food and beverage manager. While breakfast remains popular with hotel guests, she said her next challenge is finding ways to expand lunch’s popularity among those living in the neighborhood.

“We have seen tremendous growth there, but on the flip side, we have seen a downturn in the restaurant, particularly in the evening. To change things up, the chef and I are collaborating on new food and drink menus that will launch in March at our Riot House Bar. We are also have special activations, such as our ‘Sunday Dinner’ music series, and are continuing to work on more activations in that space to invite our hotel guests and members of our local community to spend time there.”

At STK Steakhouse Fallsview at the Embassy Suites Niagara in Niagara Falls, Ontario, Canada, bar activity and weekday lunch has declined in recent years. In its place, there’s an uptick in snack and lighter dining “occasions” with customers coming in for “casual, shared experiences, ordering multiple appetizers, splitting entrées and opting for lighter fare rather than traditional full-course meals,” according to general manager Sarah Beth Stranges.

“Dinner continues to be our strongest, most consistent daypart, and I absolutely see these changes in a positive light,” she said. “Our increased evening traffic offsets any dips from weekday lunch reservations. For slower dayparts, we focus on tighter labor controls and effectively targeting our promotions. We closely track comments around value, speed and atmosphere to ensure we are surpassing guest expectations. Leveraging hotel guest traffic with improved visibility is also a major opportunity as it can help ensure we are showing up for our guests in how they need us.”

Within the Olympia Hospitality portfolio, late afternoon and dinner shifts continue to carry the weight. Karl McElligott, Director of Food & Beverage, said breakfast and lunch offerings have required market-specific game plans such as streamlining breakfast menus to offer guests efficient solutions that are achievable within a staffing model that makes sense. Lunch dayparts are more market-driven.

“We operate hotels that serve as open spaces for guests and neighborhood residents, functioning as work areas, meeting spots and places to relax and unwind,” said McElligott. “Because of the inherent time pressures during this daypart, we have monolithically structured portions of our menus to meet these needs, (from) options that can be served in 10 minutes or less to elevated casual and grab-and-go choices. This allows the guest who wants a traditional sit-down lunch to coexist with the guest who is more time-sensitive.”

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