

# THOUGHT-STARTER: WHY IS RESTAURANT-FIRST HOSPITALITY FLOURISHING?

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*Chefs are venturing into high-end hospitality, opening B&Bs that promise not only Michelin star-worthy food but immersion into their foodie worlds.*

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Hotel restaurants used to be an afterthought composed of bad buffets and boring à la carte menus. But a rise in chef-fronted ventures has transformed in-house restaurants from an add-on to one of the most important hotel elements, bringing in revenue from the local community as well as from guests.

Nobu, the exclusive Peruvian-Japanese restaurant, has led the way, opening its first own-brand hotel in Las Vegas in 2013. With nine hotels in operation and plans to open 11 more by 2020, it has successfully translated itself from a restaurant brand to a lifestyle brand.

Elsewhere, chef Iliana Regan, known for celebrating local and foraged foods at her Michelin-starred restaurant Elizabeth in Chicago, is opening the Milkweed Inn near the Hiawatha National Forest in Michigan. Its weekend getaway offers an all-inclusive package of accommodation, activities and meals including a 15-course dinner of food 'all grown, harvested and fished on the 100+ acres' that the site sits on.

Read the full Gourmet Getaways microtrend [here](#).