

15 TRIPADVISOR RESTAURANT STATISTICS TO PROFIT FROM



TripAdvisor Influence on People's Eating Habits

1

90% of people

choosing a restaurant are directly influenced by TripAdvisor.



ACTION PLAN:

Claim your TripAdvisor restaurant listing ASAP.

2

78% of potential customers

use TripAdvisor to look for restaurants at home.



ACTION PLAN:

Cater to local people with signature dishes and a homely atmosphere.

3

93% of diners

use TripAdvisor to search for restaurants while they're traveling.



ACTION PLAN:

If you get a lot of tourists in your restaurant, offer them unique dishes they can experiment with.

4

56% of customers

who dine alone are influenced by sites like TripAdvisor when making a decision.



ACTION PLAN:

Cater to people who eat alone by organizing singles nights and offering business happy hours for a quick lunch on the go.

* These are all in the U.S.



The Importance of TripAdvisor Reviews

5

Up to 94% of customers indicate that they have read a response to a TripAdvisor review.



ACTION PLAN:

Keep all of your responses positive and helpful.

6

88% of TripAdvisor users are more likely to visit your restaurant if you respond to reviews.



ACTION PLAN:

Respond to as many reviews as possible, and start with the negative ones.

7

65% of potential customers agree that if you give a thoughtful response to a complaint, it improves their impression of your restaurant.



ACTION PLAN:

When responding to a negative review, apologize first. Then, try to solve the problem.

8

41% of customers read between 1 and 5 reviews before making a decision.



ACTION PLAN:

Ask people to leave you a review on TripAdvisor after they've finished eating.

9

An average of 90% of diners said that the reviews on TripAdvisor matched their dining experience.



ACTION PLAN:

Never overpromise. Make sure what the customer sees is what they get.

10

53% of diners would book your restaurant even if it received one or two negative reviews.



ACTION PLAN:

Relax and don't sweat the negative reviews. Instead, handle them with tact and patience.

11

The average rating of reviews you ask for is 4.34 out of 5 stars, while that of reviews that people leave unprompted is 3.89 out of 5.



ACTION PLAN:

We can't stress this enough: ask, ask, ask!



What People Want to See on a Restaurant's TripAdvisor Profile

12

If your restaurant has more than 20 reviews, you can get twice as much engagement.



ACTION PLAN:

Put TripAdvisor custom reminder cards on every table to let your customers know they can leave you a review.

13

Up to 72% of customers note they have been influenced by restaurant photos.



ACTION PLAN:

Invest in a professional photoshoot. Upload between 11 and 15 photos for double the engagement.



14

If you display your hours of operation on your restaurant's TripAdvisor profile, you can get up to 36% more engagement.



ACTION PLAN:

Always keep your basic information up-to-date on your TripAdvisor profile.

15

Customers are 71% more likely to visit your restaurant if you have an average TripAdvisor rating of four or more bubbles.



ACTION PLAN:

Strive to get good reviews by offering delicious food, impeccable service, and unique amenities.