

Diners 'not engaging with restaurants on social media'

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A new survey has shown only one in five diners communicate with restaurants online.

The research from HospitalityGEM found that even though the majority of customers are not engaging with restaurants through social media, 42% said they still wanted to keep up to date with the activity online. This is supported by 83% who agreed it was important to feel well informed before they visited a restaurant and 94% actively search online for a review first.

Using online reviews to vet a restaurant before dining is a necessity for two thirds of those surveyed, with the 18-30 and 60+ age brackets utilising this facility the most.

All diners surveyed said that they would be more inclined to communicate with the restaurant if they offered more deals online for their guests. Males are more likely to communicate directly with restaurants online, but only if they are addressing a personal profile of a chef or owner, rather than the restaurant or brand as a whole.

Steven Pike, managing director of HospitalityGEM said: "These stats have revealed some startling information that will no doubt aid restaurateurs with their online communications and encourage them to review their approach. Even though the use of social media has surged in the UK hospitality sector, it appears that this only works when using a specific type of post to a specific target market, with online reviews seen as being most reliable. Restaurants now need to apply their personal approach of engaging with guests to their online communications."