

PERSONAL RECOMMENDATIONS DRIVE CONSUMER CHOICE

A survey into the UK's eating-out market by HospitalityGEM has found that 80% of respondents see word-of-mouth as having the greatest influence on their perception of different places to eat out, four times more than social media.

Furthermore, when choosing where to eat out, personal recommendations are twice as influential as a previous experience, special offers/vouchers or TripAdvisor. Familiarity is key when eating out in the local area, with 56% of respondents opting to visit somewhere they have previously had a great experience.



"The survey provides fantastic insight into what influences consumer thinking when choosing where to eat out," comments Steven Pike, MD of HospitalityGEM. "Remarkably, despite all the fuss surrounding social media, four times as many respondents felt they were influenced by face-to-face discussions, which demonstrates how vital it is for operators to manage the guest experience to ensure consistent delivery of their offering. Operators also cannot ignore the impact first impressions have on consumers, and especially amongst those looking to experience something new."



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