TripAdvisor Influence on People's Eating Habits

55% of people considering a meal at an eatery are directly influenced by TripAdvisor. 

48% of potential customers use TripAdvisor's restaurant rating when selecting an eatery. 

65% of people use TripAdvisor to search for restaurants while they're traveling. 

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

6% more engagement. 

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

86% of TripAdvisor users are more likely to visit a restaurant that has a restaurant photo profile. 

85% of people use TripAdvisor to look for restaurants at home. 

84% of customers influence others by recommending a restaurant they ate at. 

70% of diners alone are influenced by TripAdvisor when making a decision. 

6% more revenue.

Getting Involved

41% of customers read between 1 and 5 reviews before finishing their dining experience. 

3% of diners would book your restaurant even if it received one or two negative reviews. 

30% of diners said that the reviews on TripAdvisor matched their expectations. 

25% of TripAdvisor users are more likely to visit a restaurant that has an average rating of four or more stars.

17% more engagement.

Influence of TripAdvisor Reviews

4 out of 5 stars, while that of explodes off the graph. 

TripAdvisor's impact is twice as much engagement.

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Diagram:

1. TripAdvisor statistics to profit from
2. Trip Advisor influence on people's eating habits
3. The importance of TripAdvisor reviews
4. What people want to see on a restaurant's TripAdvisor profile
5. Getting involved
6. Influence of TripAdvisor reviews

Points:

- 86% of TripAdvisor users are more likely to visit a restaurant that has a restaurant photo profile.
- 85% of people use TripAdvisor to look for restaurants at home.
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