Who can ... you exp

We conducted an extensive survey among visitors of The Restaurant Tour.

The survey was completed by 566 people.

Below are the results.



Who visits the event?

The average visitor of the Restaurant Tour is a highly educated, well-earning woman.

Gender



80%

Age



75.7% **44** years of age

Education



72.4%

Income



60% earns an above average income

21.6% earns one to twice that

11.6% earns more than double

Restaurant preferences

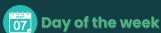
They dine out regularly, including on weekdays. They spend above average amounts of money, but prefer restaurants with which they are familiar or that come recommended to them.



₩ Frequency

70.3% eats out more than once per month.

35.6% goes to a restaurant weekly.



83.3% also dine out on weekdays (Sun to Thu).

35.5% visiting restaurants just as frequently on weekdays as on weekends



Return visitors

58%

say they **sometimes** visit restaurants where they have never been before.

35.6% often go to new restaurants.

Spend per person

spends more than £45.

goes over £65.



What determines the choice for a restaurant?



indicate that a previous positive experience is crucial for a return visit.

say the same about recommendations from friends/family/colleagues (word of mouth).

32.2% uses reviews from well-known critics.

45.4% looks at online reviews from other guests.



The Restaurant Tour

The Restaurant Tour is an important way of discovering new restaurants.

has revisited one or more restaurants thanks to The Restaurant Tour.



has visited more tha one restaurant.