

# Who can you expect?



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%**  
are female

### Age



**75.7%**  
is over  
44 years of age

### Education



has a university degree

**72.4%**  
has enjoyed  
higher education

### Income



Compared to an average of **£31,600**

**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.

### Day of the week

**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

**58%** spends more than £45.

**16.2%** goes over £65.

## What determines the choice for a restaurant?

**85%** indicate that a previous positive experience is crucial for a return visit.

**81.7%** say the same about recommendations from friends/family/colleagues (word of mouth).

**32.2%** uses reviews from well-known critics.

**46.4%** looks at online reviews from other guests.

## The Restaurant Tour

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

**93.5%**

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



**73.6%**

has visited more than one restaurant.