

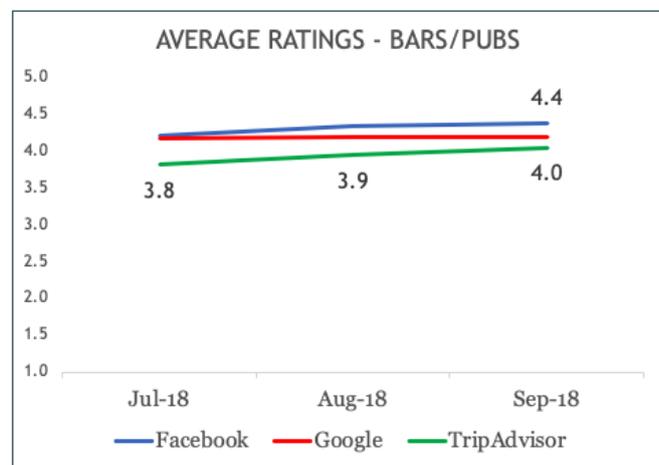
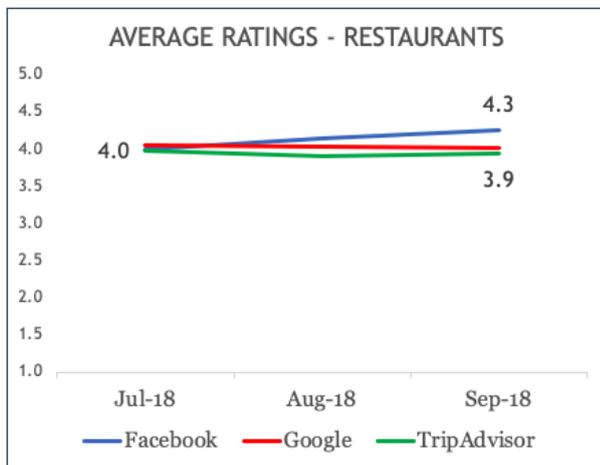


17 October 2018

Punters prefer experiences at pubs over restaurants in September

New statistics from Feed It Back's monthly social review tracker has revealed that during September the pub and bar sector continued to outperform the restaurant and casual dining sectors in driving positive social reviews across Facebook, Google and TripAdvisor.

The statistics, which were taken from thousands of social reviews across the restaurant, quick service restaurant and pub industries, revealed that the pub and bar sector's average social review score rose from 4.1 out of 5.0 in August, to 4.2 in September. Meanwhile, the average score for the restaurant and casual dining sectors remained flat at 4.0.



Driving the positive reviews for pubs and bar over September were TripAdvisor scores, which moved from an average of 3.9 out of 5.0, to 4.0; while Google Reviews remained flat at 4.2; and Facebook moved from 4.3 to 4.4, driven in part by its polarised methodology change last month.

Looking at the restaurant and casual dining sectors, TripAdvisor scores stayed at 3.9; with Google also flat at 4.0; and Facebook reviews saw a positive spike, rising from 4.1 in August to 4.3 in September, again influenced by the methodology change.

Across all sectors, Google Reviews remained the most prominent channel for feedback with 59% of all social reviews submitted via this platform in September (up from 56% in August). TripAdvisor accounted for 32% of reviews (down from 34% in August) and Facebook just 9% (down from 10% in August).

Digging deeper into what impacted these figures, the data revealed that, across all sectors, time was a key determining factor in both positive and negative reviews. In particular, allowing guests time to enjoy their meal without being rushed was a key driver in positive reviews, while waiting times continued to drive negative reviews across all sectors.



About Feed It Back:

Feed It Back is a company that tracks the word on the street about operators, through immediate feedback on experiences and online review platforms, such as Facebook and TripAdvisor. It aggregates all feedback into one easy to use platform that allows operators to efficiently deal with feedback they otherwise wouldn't have heard, reward employees for excellent service and turn negative experiences into positives.

The company is managed by experienced operators Julia and Carlo Platia in 2008, who drew on their experience running a cocktail bar and restaurant to launch the platform. It currently boasts a range of clients including: Loungers, Bistrot Pierre, Las Iguanas, Dirty Martini, Brains, Hippo Inns and Be at One, to name a few.

Notes:

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