

Consumers visit social media sites before eating out – HGEM research reveals

 eatoutmagazine.co.uk/consumers-visit-social-media-sites-eating-out-%E2%80%93-hgem-research-reveals

30/03/2017 - 08:36

Hospitality guest management insights company, HGEM has revealed that 66% of consumers will visit a restaurant's social media pages before eating out.

According to HGEM's latest research, 30% of diners are looking for menu information, while 22% seek customer reviews.



The research also reveals that 58% of millennials were found to visit a restaurant's social media pages before every visit or ahead of the majority of their visits, with 53% of 56–65 year olds following this pattern.

Steven Pike, managing director of HGEM, said: "We know that social media is an incredibly powerful tool for operators to monitor customer feedback and maintain a seamless guest experience, however the results emphasise the influence that such platforms have over what drives diners to visit a venue in the first instance.

"Ensuring that your restaurant's channels are updated regularly with pertinent and engaging information for customers is crucial to meet guest expectation of what content is available – and shareable - on these social networking sites.

"While many operators will of course devote considerable resource to ensuring their social media presence is well managed, the findings highlight that on site conversations still remain important to the overall guest experience, and we encourage restaurant to consider all elements of the customer journey when considering how to manage and improve the conversations had with customers."

The research also revealed that offers and promotions were the most popular type of content, followed by photos, events and competitions.

Written by [Andrew McClean](#)