

# Reputation Performance Snapshot

Learn how leading pub and restaurant brands are enhancing Reputation Performance\* to drive guest footfall.

A comparison of UK hospitality brands' Reputation Performance from August 2023 to February 2024 vs August 2022 to February 2023.

## Review Sentiment

**+4%**  
increase in positive reviews

British pubs and restaurant chains are increasingly fulfilling their brand commitments, leading to a rise in positive reviews, and a drop in negative and neutral feedback.

## Star Ratings

**4.2/5**  
vs 4.1/5 in previous period

An uptick in star ratings mirrors the commitment of UK pub and restaurant brands to providing exceptional customer experiences.

## Review Response

**+9%**  
increase in review responses

The industry is recognising the importance of responding to feedback, and this is represented by a significant increase in review responses.

## Review Volume

**1.2m**  
reviews vs 1.16m in previous period

Consumers are leaving more online feedback about hospitality experiences. A significant driver of this increase is due to hospitality operators being more proactive in requesting guest feedback.

\* Reputation Performance refers to the measurement and impact of a brand's online reputation on consumer perceptions and decisions, emphasising the importance of managing customer feedback and online presence to drive business success.



## Boost Your Reputation Performance To Drive Footfall

A key aspect of Reputation Performance is how your brand presents on Google where 60% of consumers begin their search for dining experiences. To ensure your brand's locations stand out on Google, you must consolidate your Google reviews and Google listings efforts.

### **Optimise Business Listings**

Ensure location listings are accurate, up-to-date, and informative to empower customers, boost credibility, and improve search ranking.

### **Respond to All Reviews**

Show customer appreciation & build trust by responding to every review, positive or negative. Promptly addressing negative feedback demonstrates care & commitment to service quality, enhancing brand perception.

### **Increase Reviews Proactively**

Encourage customers to leave reviews by actively asking - 77% of customers are willing to review when asked.

### **Combine Reviews and Listings**

Combine effective management of both reviews and business listings to stand out from the competition and attract more customers. Verified listings and a strong review profile can lead to higher revenue and customer trust.

## Elevate Your Brand

Scan the QR code to learn more about Reputation's hospitality solutions which are used by 80% of the UK's largest pub operators and 15k restaurant locations globally.



*Reputation is trusted by leading hospitality brands*

Stonegate Group

Mitchells  
& Butlers

  
MARSTON'S

  
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**TORTILLA**