**Digital Media & The Hospitality Industry  
Interesting Facts For 2017**

* One large corporate event booking covers all fees and advertising budget for 1 year
* 200 million are tagged #food on Instagram and 23 million are tagged #drinks
* 88% of people are influenced by reviews and online comments, having an intentional digital strategy is important to your restaurant or bar
* 75% of people surveyed have visited a restaurant or bar because they saw it on Social Media. Of that percentage, 60% need to see a post 2-4 times from the company before making their first visit
* 57.5% of people surveyed are annoyed by venues that post too much in your face/blatant marketing/promotions content
* 56% of people surveyed will not visit a venue if venue did not respond to their inquiries on Social Media
* 10 million google search are done per month for “restaurants”
* 10 million google search are done per month for “restaurants near me”
* 1 million google search are done per month for “restaurants nearby”
* Walk-in traffic can increase up to 80% in less than 1 month while using mobile advertisement to people within 5 miles of venue
* 57% of all posts on Social Media about restaurants are about quick service restaurants
* Instagram is where it’s at for the food and beverage business
* In 1955, the restaurant industry comprised 25% of the family food dollar. In the present, **that number has risen to 47%**
* **90% of Americans** enjoy going to restaurants, compared to 66% who enjoy going to grocery stores.
* **56% of adults** say they would rather spend money on an experience, such as a restaurant or other activity, compared to purchasing an item from a store
* **56% of guests** order from a restaurant’s website online daily, weekly, or monthly. 43% order “rarely” or “never.”
* **83% of adults use smartphones or tablets to**look up restaurant locations, directions, and hours. 75% look up menus, 55% read reviews, 51% order takeout or delivery directly from the restaurant website, and 50% use rewards or special deals.
* **3 out of 4 consumers** say they would go to a restaurant during off-peak times if they received a discount.
* **79% of diners** agree that restaurant technology improves their guest experience.
* The most important technology feature for guests are **online reservations (36%)**, free wifi (23%), and online or mobile ordering (19%)
* **Four in five restaurant operators agree** that restaurant technology helps increase sales, make their restaurant more productive, and gives their restaurant a competitive edge.
* **71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others.**
* **There are 40 million active small business pages in Facebook and 4 million of those businesses pay for social media advertising on Facebook**.
* Consumers first impression is the only impression that matters
* Video is King – it is the most looked at medium and best way to showcase a brand
* Pictures are about quality, not quantity
* All leads are beneficial in the long term
* It is not the quantity of traffic you get, it is the quality of the traffic (the right demographic is what matters)
* 45% of consumers expect an initial response from an online inquiry within 15 minutes
* Results of any investment in Digital Media are 95% measurable and accurate
* 72% of people surveyed will give a restaurant a second chance if their review/concerns were responded to/addressed digitally
* 63% of people surveyed look forward to a restaurant newsletter that they signed up for
* Digital Media is the lowest cost marketing initiative that can be produced for any venue