

VIENNA RATING – FOCUS ON RESTAURANTS





Guests' Comments
From 30+ Review Websites

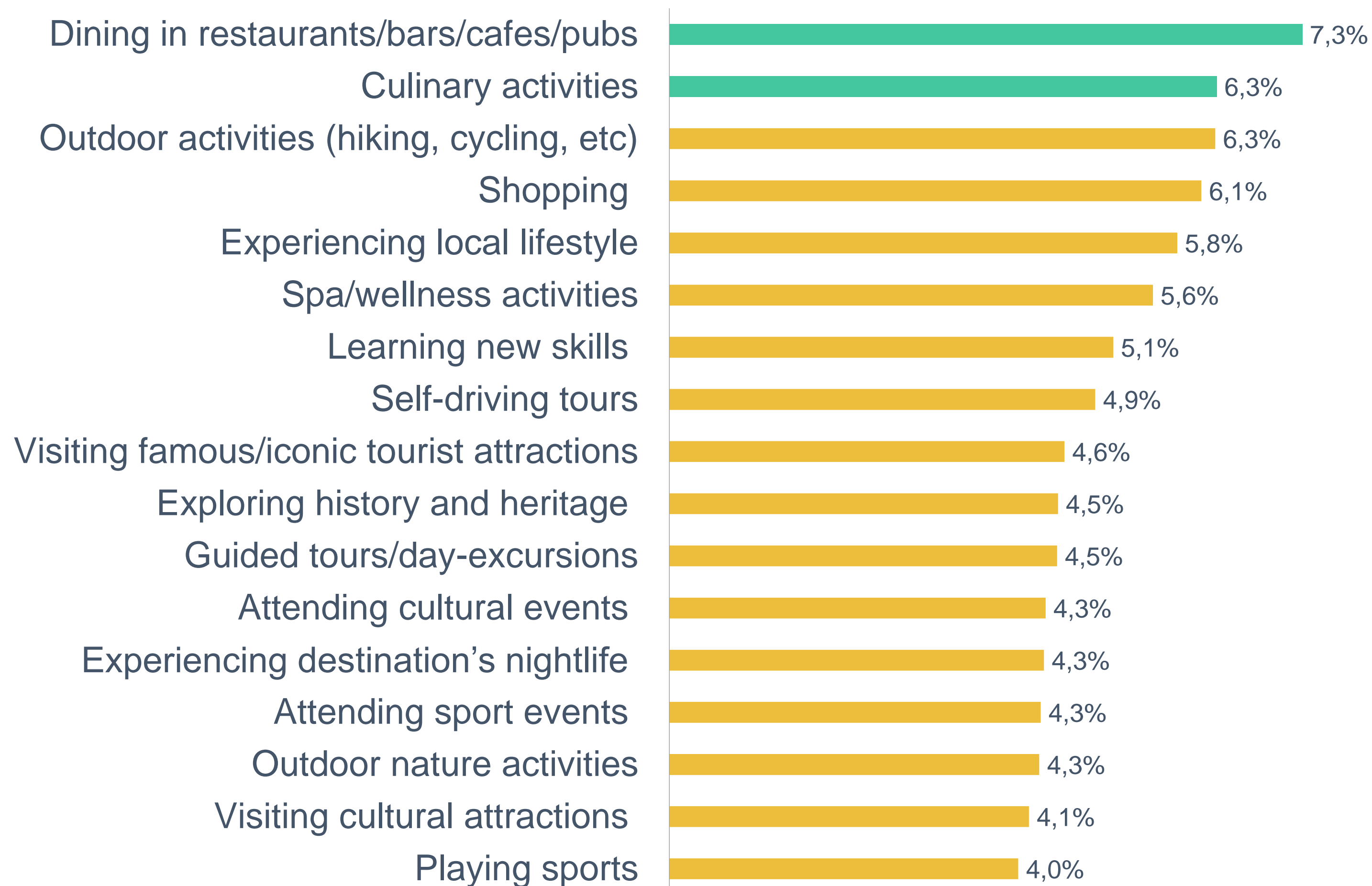


Recently heard ...

- ✓ **271** Restaurants and food places in Vienna
- ✓ **Randomly selected** - All quality levels
- ✓ **132 K+** Ratings and Reviews shared during 2019-2021
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona, and Amsterdam for the same period*

Thinking about your level of confidence related to sanitary safety, how interested would you be in the following activities during your next international trip ?
 Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 7,450 – 13 markets)

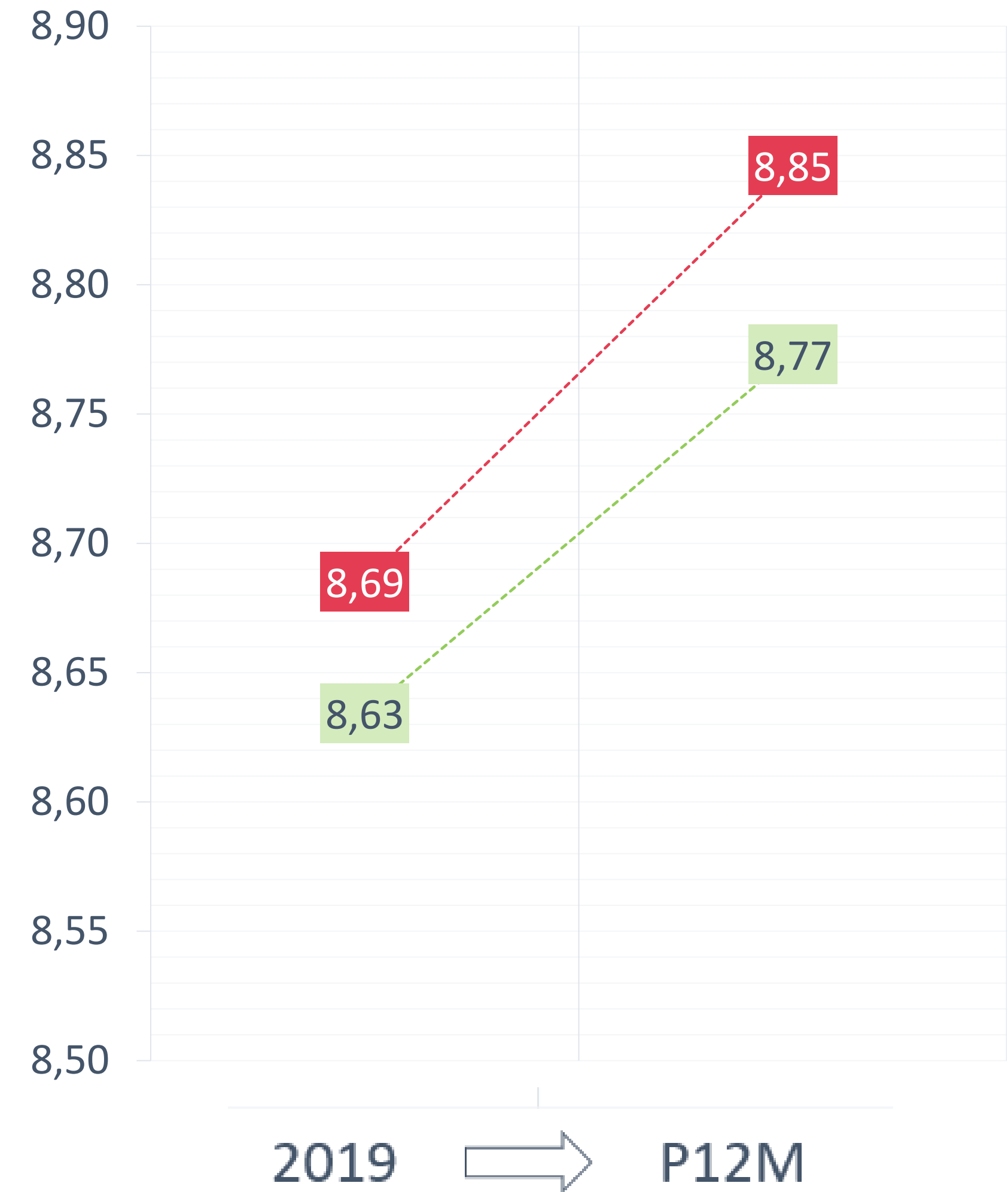
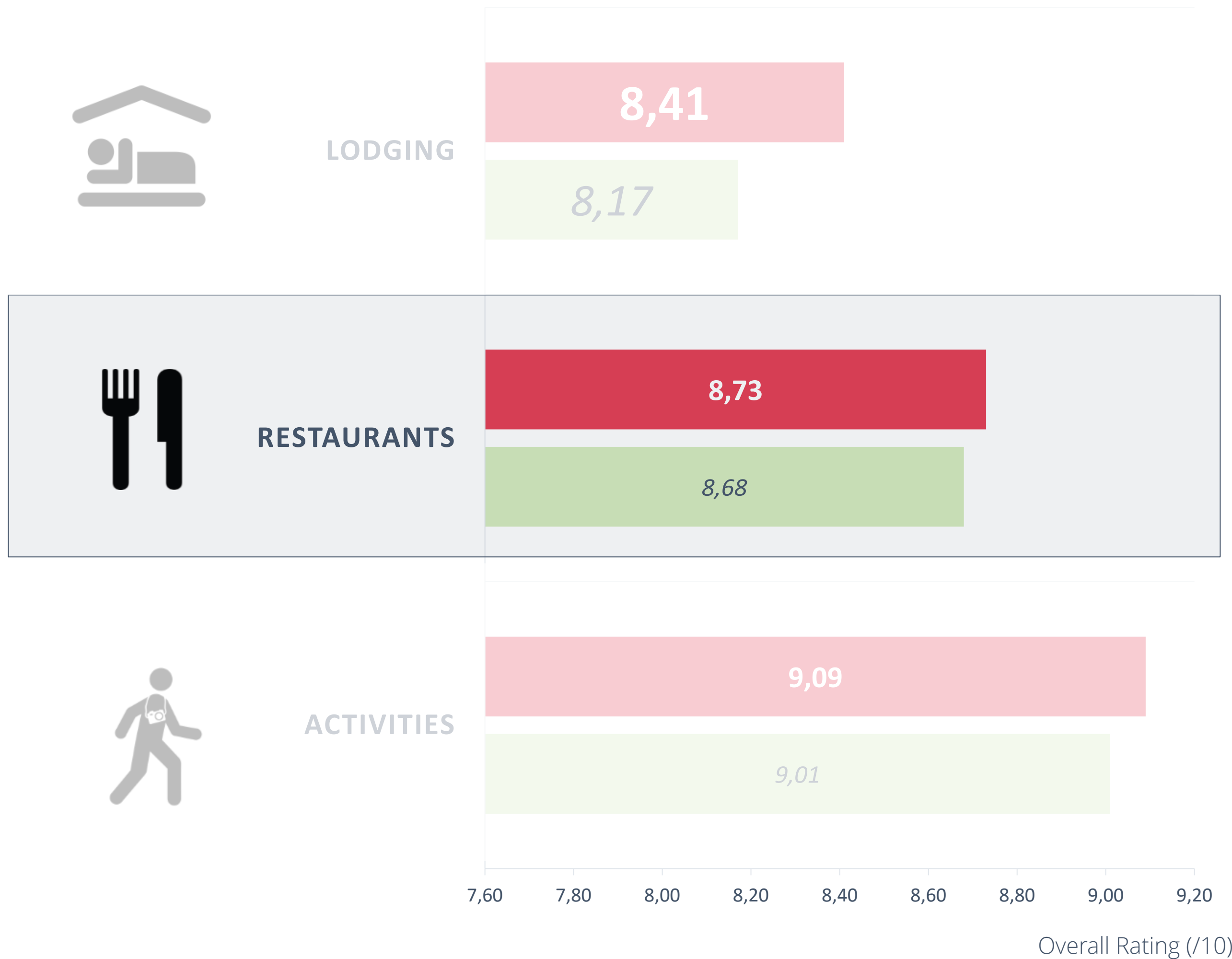
Increase (+) in interest levels in... Q2/Q3 2021



High and competitive Ratings

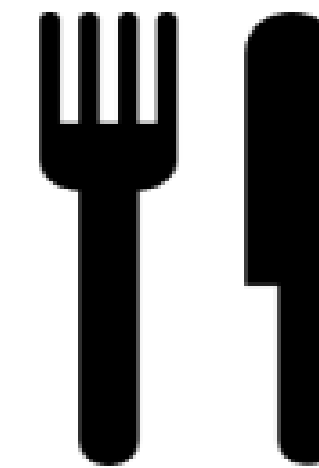
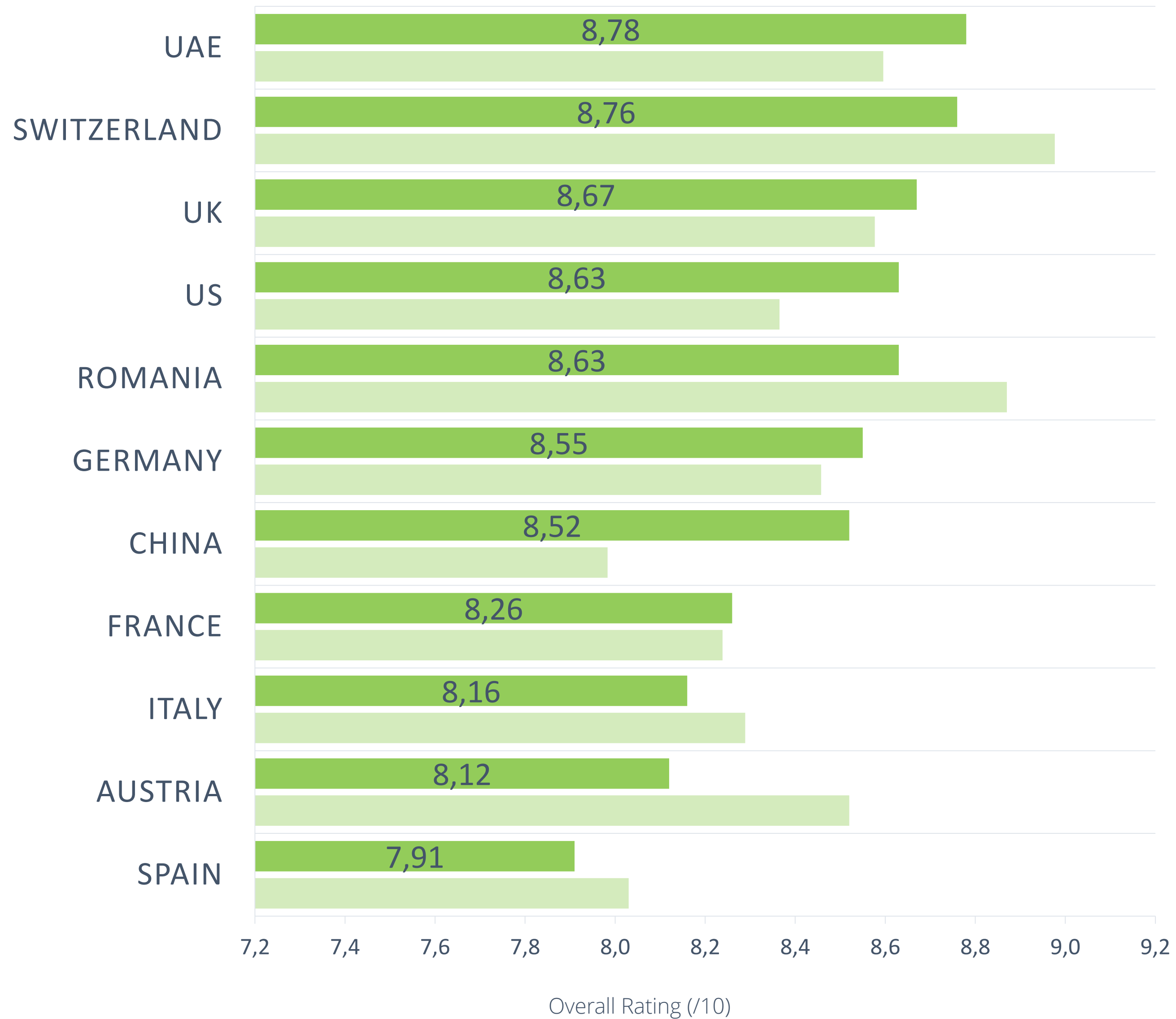
2019 TO DATE (10/2021)

■ Vienna ■ Benchmark



Rating per Market

2019 TO DATE (10/2021)

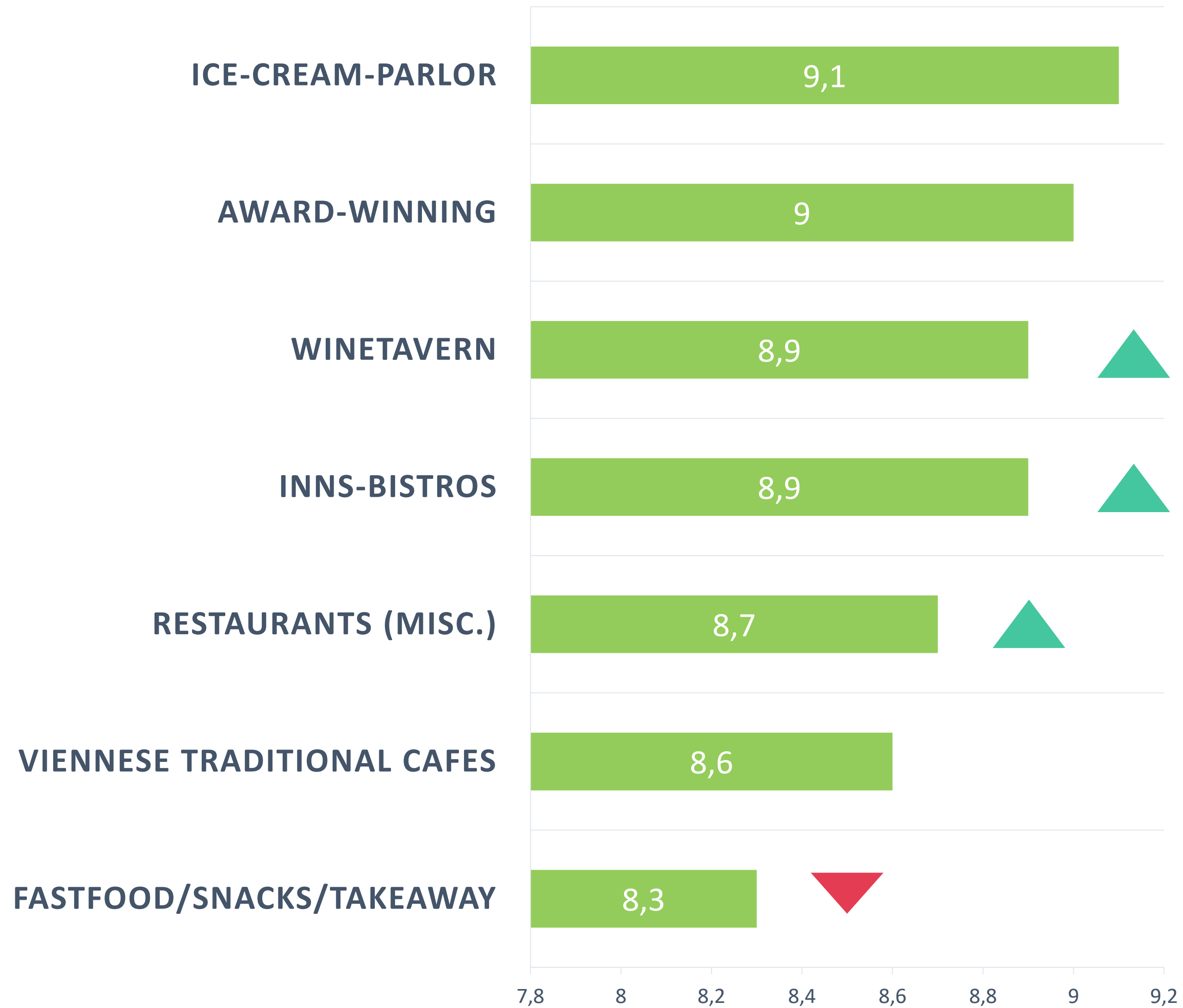


■ Vienna

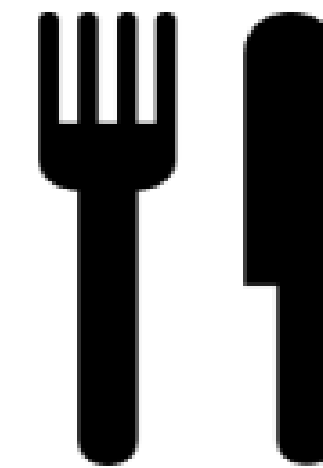
■ Benchmark

Rating per Sub-Categories

2019 TO DATE (10/2021)



  Vs Pre-Covid



Wine Taverns fit well the search for “feel-good” (post)Covid “tasteful retreat”

10



By Christoph Hoehne on August 24, 2021

General

Incredibly good spot for good wines and great food. Great recommendation for anyone looking for a tasteful retreat.



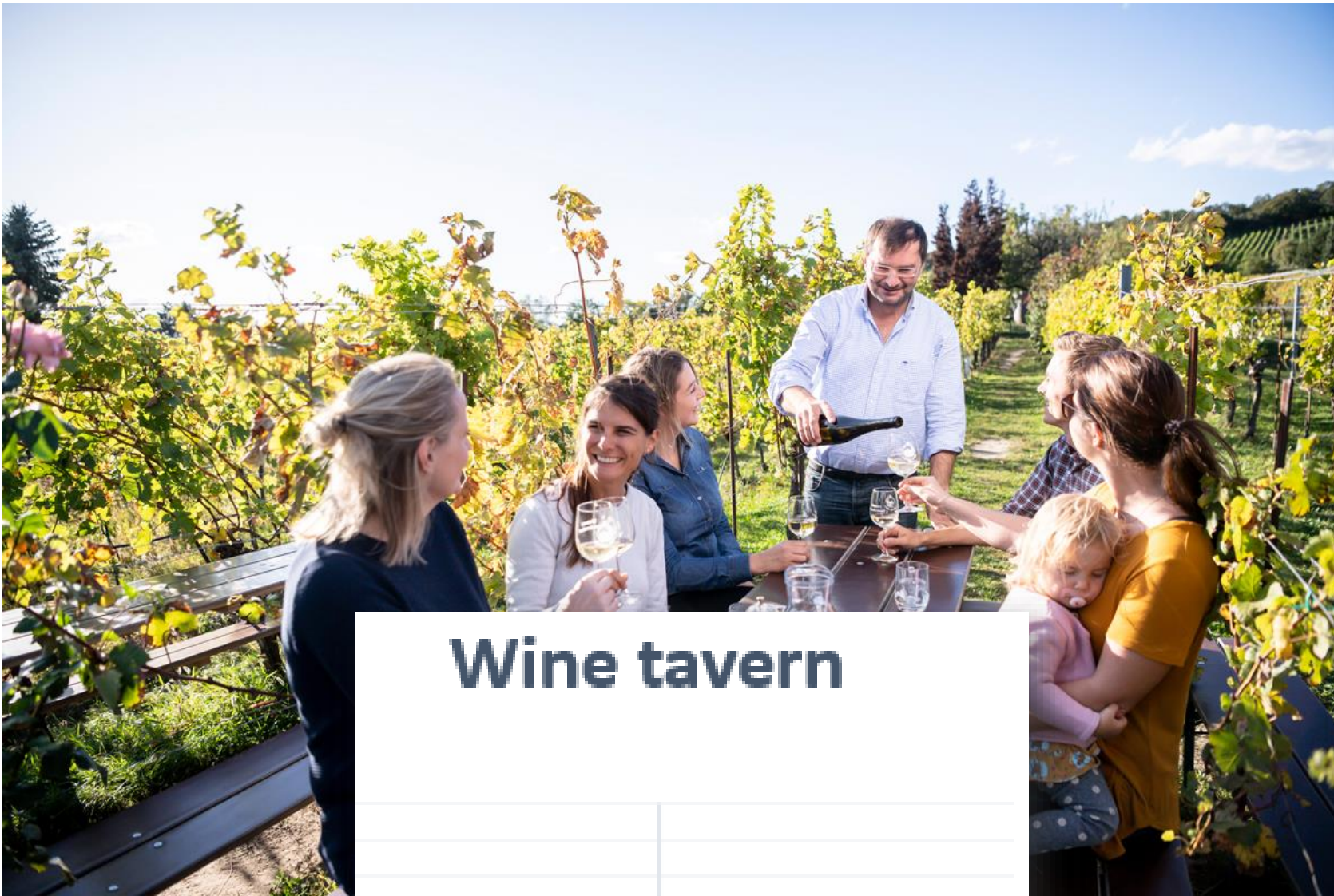
Simply to feel good in the Heurigen garden under the shady canopy of grapevines surrounded by oleanders.

10

By A S on July 18, 2021

General

Just as a Heuriger should be that is not geared towards tourists, a very attentive and friendly family business. The garden is equipped with simple seating on beer benches, the range of wines on the menu is extensive and tempts with very reasonable prices (an eighth approx. 2 €) for tasting and tasting. There are also homemade specialties from the buffet or breaded Surschnitzel (2 giant schnitzel) with salad. With public bus lines right outside the front door, the Heurige is well connected to Oberlaa, because driving yourself after an extensive visit would not be a good idea. As the icing on the cake, you can buy the wines that you liked best there at the price from the farm and import the taste and the Heurigen flair home with you.

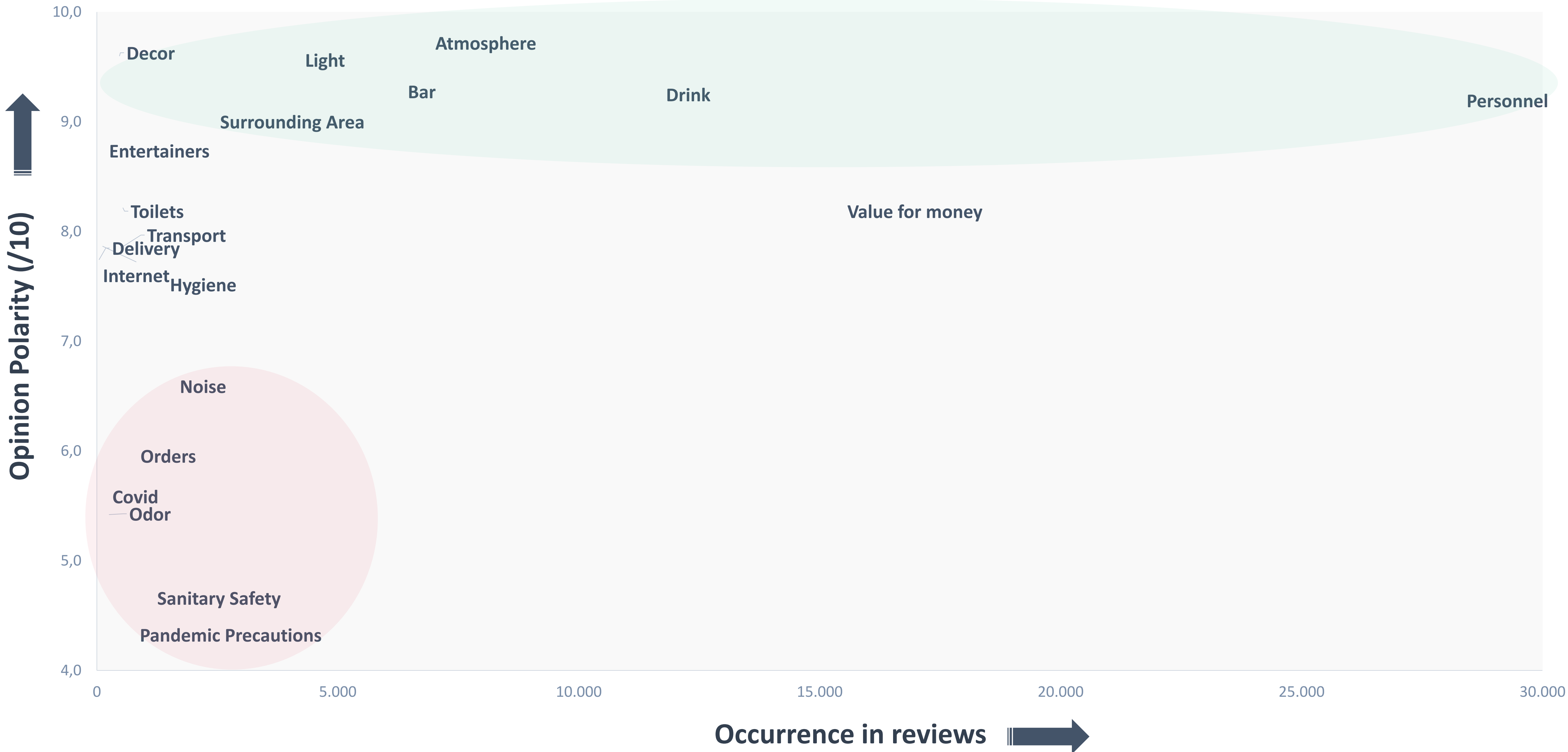


Wine tavern



Restaurant Guests' Sentiment Mapping

2019 TO DATE (10/2021)



2019 TO DATE (10/2021)

Topics	Reviews count	Sentiment (/10)	Benchmark
Food quality	60315	9,47	9,43
Personnel	28507	9,24	9,19
Value for money	15427	8,18	8,50
Drink	11665	9,25	9,07
Atmosphere	6878	9,72	9,49
Bar	6307	9,28	9,00
Light	4176	9,56	9,59
Surrounding Area	2413	9,00	9,06
Sound	1576	6,59	8,29
Hygiene	1371	7,52	7,89
Sanitary Safety	1111	4,66	7,46
Orders	932	6,02	5,72
Pandemic Precautions	746	4,33	5,88
Toilets	540	8,22	8,58
Transport	485	7,85	8,28
Decor	470	9,60	9,60
Odor	251	5,42	5,58
COVID	177	5,59	6,26
Internet	117	7,87	9,15
Entertainers (music...)	109	8,74	9,25
Delivery	45	7,74	7,79

- Vienna offers a place for an **enjoyable reconnection for food lovers.**
- Positive sentiment heard in many aspects, from the inherent **quality of the food and drinks** to the **staff efficiency** and the **overall atmosphere.**
- **However, the competition rivals for :**
 - Value for money (mind the tourist traps...)
 - Entertainment
 - Internet access
 - Pandemic precaution sentiment



Budapest – *The Makery* (9,6)

The DIY dining experience

The Budapest Makery is a DIY Kitchen and Bar. You make a reservation for just yourself, or a group, and when you arrive you're given a menu to choose from. Each person can select their own meal, just like in a regular restaurant, and then you'll be given the prepared ingredients and a tablet with video instructions. Once you've prepared your meal you can sit enjoy it at your table and the staff will do all the cleanup! The prices are reasonable, the menu is varied and it's a very unique way to have a meal in Budapest.



●●●●● Avis écrit le 28 août 2018

Such a great experience

My sister lives in Budapest and goes there all the time, and while we were there visiting her we ended up going twice. We had so much fun the first time, we decided to go again before we left.

It's such a great bonding experience, and you learn so much about the people you are with.

It's really worth coming here - you get to have fun and eat.





Brussels – *The Tram Experience (8,7)*

Fine dining & Tram City Tour

The Tram Experience offers you a brand-new contemporary adventure through Belgian gastronomy. Originality, heritage and tingling taste buds are on the menu! Belgian cuisine is being reinvented by great chefs from all three of the country's regions. Come and (re)discover Belgian gastronomy in the unique and warm atmosphere of a tram as it travels through Brussels.



A nice taste walk

By B4232Xyolivierb on October 30, 2021

✓ Replied

8.0

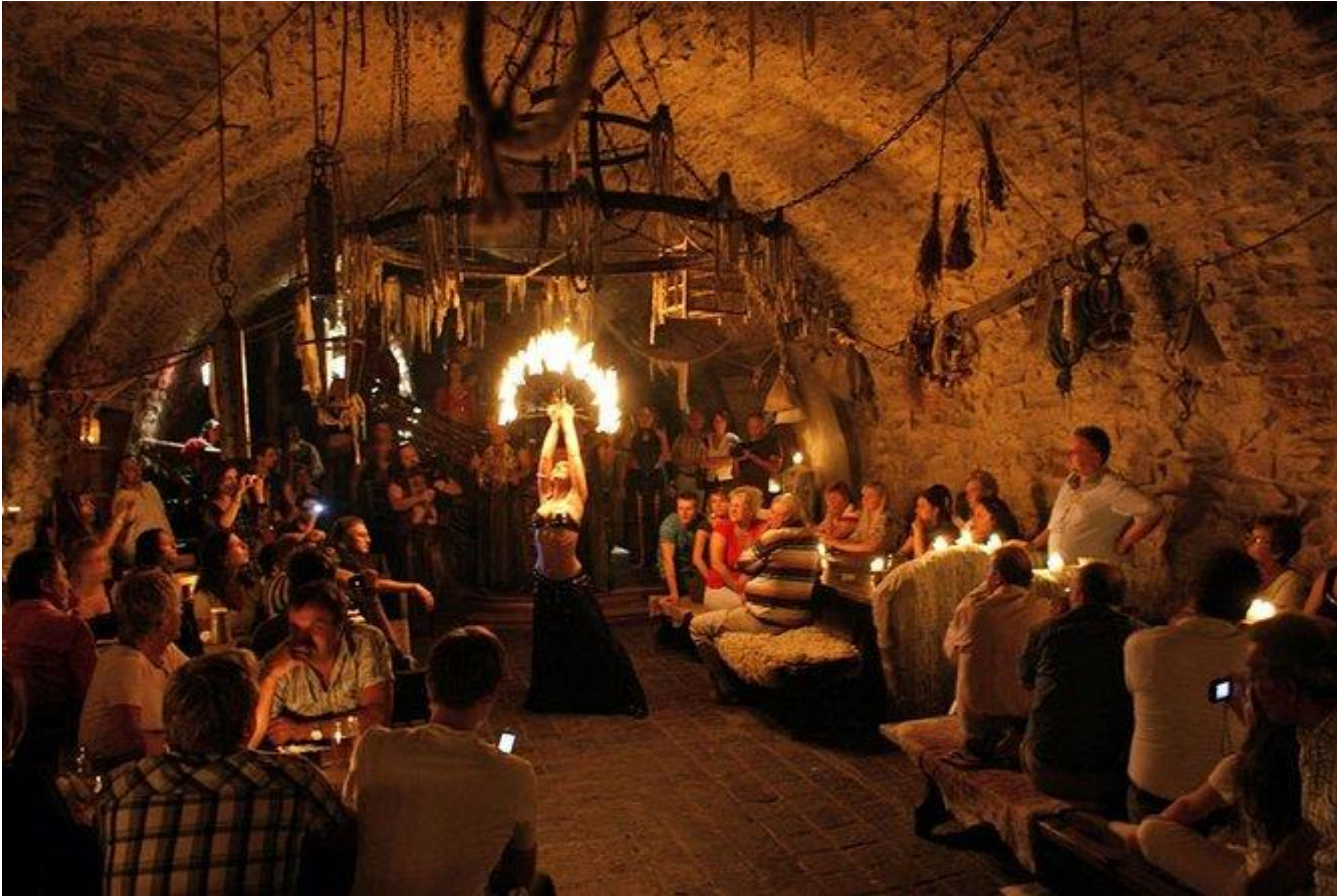
General

Very cool concept. The service in the tram is really very good. The dishes served are all very good in the context of a tram service. A beautiful original walk and a great moment with the family.



Prague – *The Medieval Dining* Themed dining & show experience

Welcome to a fascinating journey to the past! Once you reach the historical tavern, which is located right in the middle of the Old Town, take a steep stairway which leads deep into the darkness of old gothic cellars and—for this one night—also deep into the past.



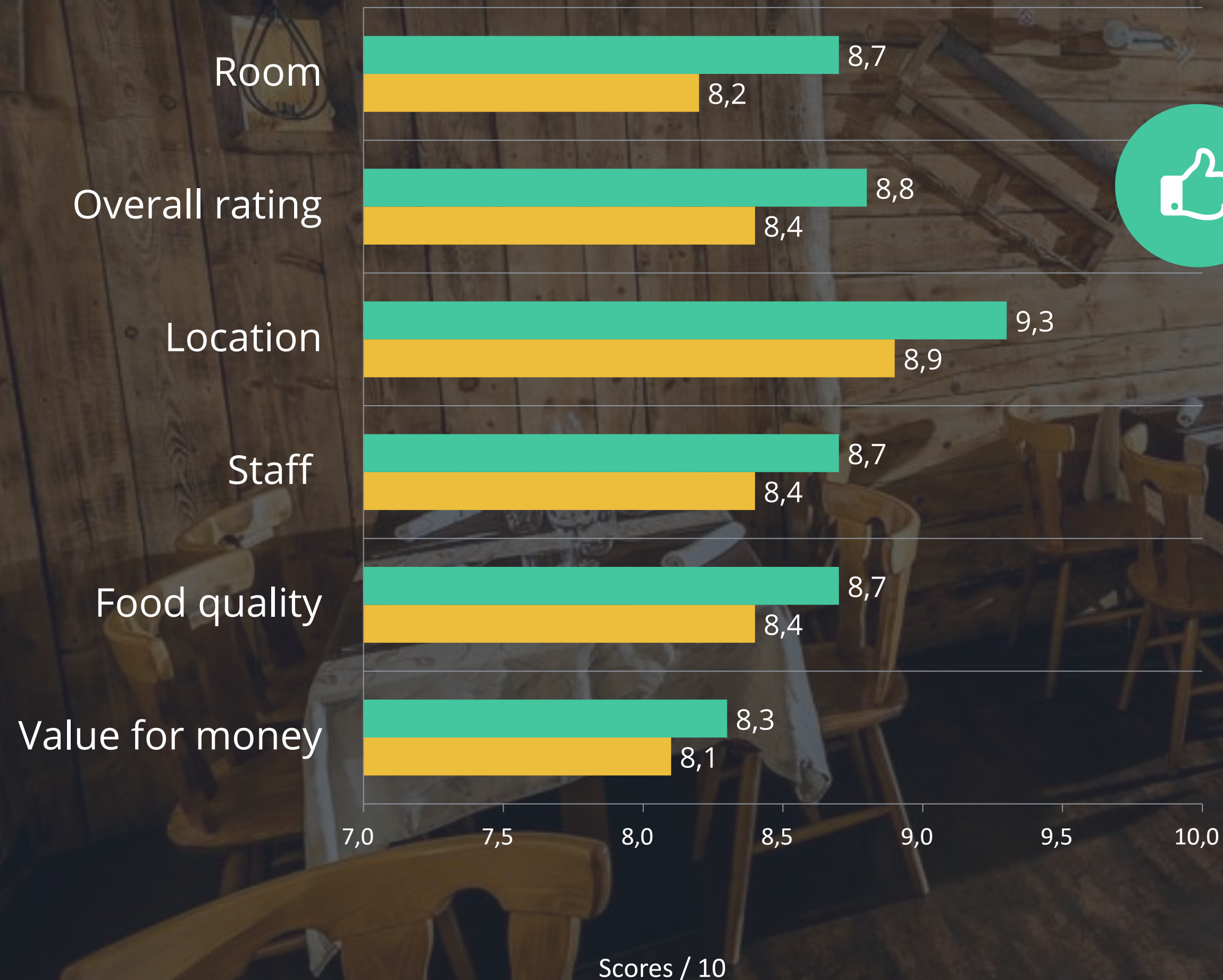
We certainly enjoyed it! It is something a bit different, and we had a good time. The decor is nice and helps to set the mood. The performers are good, and put on an entertaining show. The waiters are attentive, but have a lot of clients to attend to, despite which my tankard remained full!

Restaurants

Guest Ratings

Systematic Online Reputation Management?

■ YES ■ NO



Dimensions classées par ordre décroissant sur l'écart labellisés / non labellisés

Managing the online reputation management greatly impacts!

Example of a gap analysis made in France comparing hotels closely managing their reputation online vs average

- **Innovating further:** *food tours, cooking classes, meet the chef, organic and sustainable experiences, emerging food places, fusion, live contest events...*
- **Socializing opportunities** and “good shared moments” around a food experience
- Developing **hybrid experiences:** *Food+Design, Food+Sport, Food+Culture, Food+Shopping, Food+Yoga...*
- Developing more **entertaining and fun/unique/less conventional** experiences.
- Developing further **hedonistic experiences** that can meet today’s appetite for escaping the pandemic context.
- Developing new itineraries based on **themes and niche/passion tourism** (*Wine tourism, Vegan Tours...*)
- Developing **high-end food experiences** for visitors with high spending power (est. 18% of international travellers)
- Offering food experiences that gently mix with **local communities**