

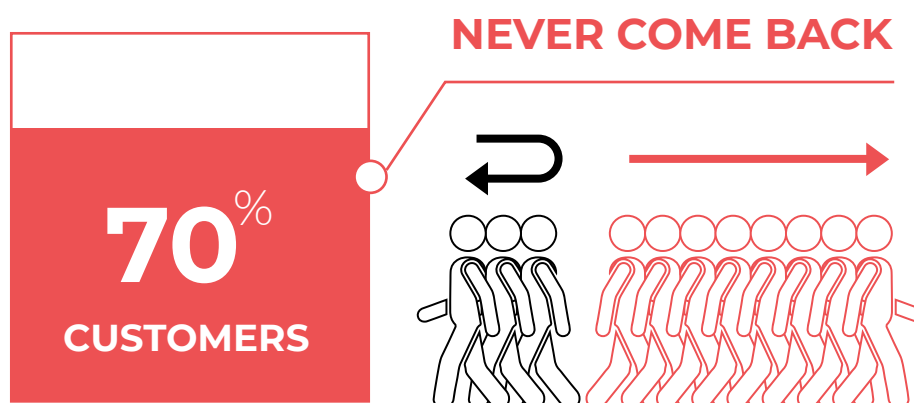
The IMPORTANCE of REPEAT CUSTOMERS

for a restaurant



01 Study finds **70%** of retail and restaurant **CUSTOMERS NEVER** make a **RETURN** visit

This illustrates the **IMPORTANCE OF LOYALTY**. Customers need a reason to come back.

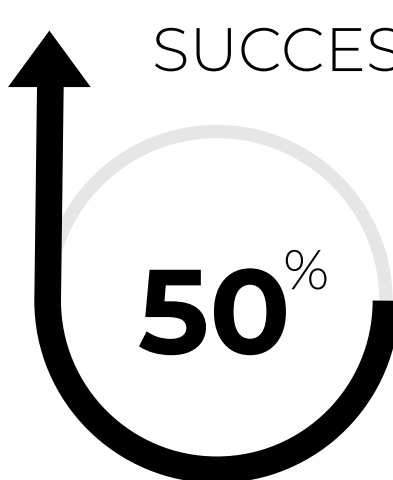


02 **RETURN VISITOR RATE (RVR)**

Restaurants with RVR rate below **25%** are very likely to **FAIL**.



SUCCESS

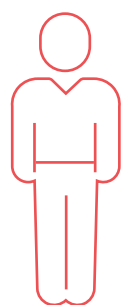


Restaurants with RVR rate above **50%** are very likely to **SUCCEED**.

The **FORMULA** for calculating **RETURN VISITOR RATE**

$$RVR = \frac{\text{Total number of repeat customers}}{\text{Total number of customers}}$$

03 Average ROI on **AD SPEND** to **ACQUIRE** customers

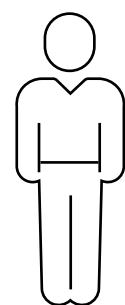


NEW customers

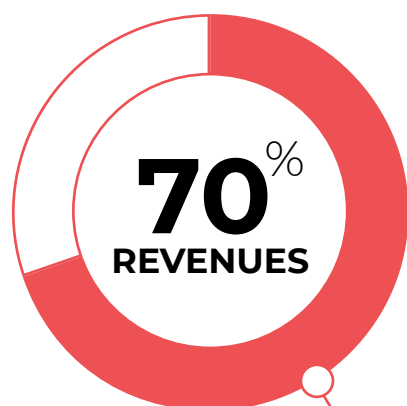
between **4** and **6**

REPEAT customers

between **13.6** and **15**



04 **REPEAT CUSTOMERS** account for up to **70%** of restaurant **REVENUES**



From **REPEAT CUSTOMERS**

According to a study by the National Restaurant Association. The average restaurant gets **50%** of its **REVENUE** from **REPEAT VISITORS**. This is even higher in the quick serve and family dining, and lower in high end fine dining.

So if you **DON'T HAVE** return visitors. You are **LOSING** more than **HALF** your **INCOME**.

05 Customers love **LOYALTY**

According to the **HARVARD BUSINESS REVIEW** and a study by Colloquy, the average **US household** is a member of **29 LOYALTY PROGRAMS**.

If you aren't giving your customers a reason to come back. One of your competitors will.

