ABSTRACT: Today, more than 4 billion people worldwide are Internet users. With the increasing number of users with smartphones and mobile communication devices and the internet in recent years, reviews on destinations, firms or services on online platforms have begun to influence the purchasing decisions of potential consumers. Internet-based applications and websites such as TripAdvisor allow visitors to share their destination and service experiences with other people. In this study, online customer evaluations of three different fish restaurants on the TripAdvisor web platform, operating in the province of Eğirdir, a rural tourism destination, were analysed. Frequency analysis, one-factor ANOVA, Levene, and Tukey’s Post Hoc tests performed analysis of data. In the study, hypotheses testing the differences between online customer reviews and business, gender, and price range were tested. According to the findings obtained from the analyses, it has been determined that there is a statistically significant difference between the fish restaurant establishments operating in Eğirdir province and online customer reviews and scorers. On the other hand, there was no statistically significant difference between the gender and the price range applied by businesses and online customer reviews and ratings.