Today, 3 billion 956 million people worldwide are Internet users. With the increasing number of users with smartphones and mobile communication devices and the internet in recent years, comments on destinations, businesses or services on online platforms have begun to influence the purchasing decisions of potential consumers. Internet-based applications and websites such as TripAdvisor, Booking and Foursquare allow travel people to share their experiences with other people. Visitors share their positive or negative experiences about the destinations, establishments or services during their travels by commenting, rating and scoring on the online platforms. 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. Analysis of data were performed by frequency analysis, one-factor ANOVA, Levene, Scheffe and Tukey’s Post Hoc tests. In the study, hypotheses testing the differences between online customer comments and ratings 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.