Rapid developments in information and communication technologies have also affected businesses operating in the tourism sector in recent years. Along with Web 2.0 technology, reviews and evaluations made on the internet about businesses, products or services have begun to influence consumers’ purchasing decisions. TripAdvisor is a web-based platform that allows visitors to plan their trips by consulting the comments and recommendations of other users about accommodation and food and beverage establishments and attractions in different locations of the world. In this study, online customer evaluations of the accommodation businesses operating in the Kalkan region and on the TripAdvisor web site were analysed. In the scope of the study, 81 hospitality enterprises were examined. As a result of Kolmogorov-Smirnov and Shapiro Wilk’s tests, it was observed that all the significance values of the calculated test statistics (p <0.05) were less than 0.05, so nonparametric tests were used in the analyses. In the study, hypothesis that examine the differences between the online customer evaluations for the accommodation establishments in the Kalkan region and the type of business, number of stars (for hotels), location and price level were tested. According to the findings obtained from Kruskal-Wallis analyzes, there is a statistically significant difference between the type of business and price level and online customer evaluations. On the other hand, there was no statistically significant difference between location and number of stars of businesses and online customer ratings.