



ALMANAC

RESTAURANT / TORSHAVN, FAROE ISLANDS / AUGUST 2026

AARSTOVA

Faroeese tasting menus in a historic timber house

MARKETING INTELLIGENCE REPORT

PREPARED AS A DEMONSTRATION FOR VISIT FAROE ISLANDS

YOUR EXPERIENCE IS DISTINCTIVE. EXPECTATIONS NEED CLARITY.

Based on 20 data sources covering your online presence, your competitors and the wider market.

4.5

GOOGLE REVIEW SCORE / OUT OF FIVE

6

OPPORTUNITIES IDENTIFIED

4

ACTIONS YOU CAN TAKE QUICKLY

THE CENTRAL FINDING

Guests already value your food, atmosphere and historic setting. Your strongest opportunity is to make the shape of the evening unmistakable before booking: what is on your menu, how long your tasting experience lasts, and why your house is part of the occasion.

START HERE

01

PUT YOUR SIGNATURE DISHES ON YOUR PAGE.

QUICK WIN

02

SET YOUR DINNER EXPECTATIONS CLEARLY.

QUICK WIN

03

MAKE YOUR OLD HOUSE PART OF DINNER.

QUICK WIN

YOUR RATING IS STRONG. CLEAR EXPECTATIONS PROTECT IT.

4.5

Your Google review score, out of five.

BASED ON 380 GOOGLE REVIEWS

Your 4.5 Google rating reflects a restaurant guests already value. The next opportunity is to make your fixed menu, unhurried pace and historic setting as clear before booking as they feel once guests arrive.



Your historic timber house gives your dinner an atmosphere no competitor can reproduce.

YOUR SETTING IS PART OF YOUR MENU.

Guests praise your candlelit room and your old house alongside your food. Show that setting wherever people are deciding whether your tasting menu is worth a special evening, not only after they reach your door.

WEBSITE

YOUR WEBSITE SHOULD SELL YOUR WHOLE EVENING.

Your menu is your strongest sales tool. Keep it current, make your wine pairing visible and explain your relaxed dining pace before guests reserve.

2.5 to 3 hours

The approximate length of your tasting experience should be clear before booking.



PUBLISH YOUR CURRENT TASTING MENU WITH A DATE.

Put your current menu on your website with a visible date label.

Guests searching for you want to know what they will eat tonight, not what you served last season.

Add the month or season to the page title ("Summer 2026 Menu") so visitors immediately know it is current.

Include a short line about the wine pairing option and its price.

QUICK WIN

MENU CONFIDENCE

SET YOUR TASTING MENU PACE BEFORE BOOKING.

Add a short note to your booking page explaining that your tasting menu is a slow dining experience lasting approximately 2.5 to 3 hours.

Frame it positively: "We take our time so you can too."

Expect a relaxed evening of five courses with wine, served at a pace that lets each dish breathe." This sets the right expectation before guests arrive.

QUICK WIN

DINING EXPECTATIONS



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EDITORIAL OPERATOR PHOTOGRAPHY

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SOCIAL

YOUR INSTAGRAM SHOULD MAKE DINNER FEEL TANGIBLE.

Your slow cooked lamb, candlelit room and changing Faroese seasons already give you a distinctive visual story. Repeat those proven details until your experience becomes instantly recognisable.

Once a week

Your signature lamb deserves the repetition of a true hero product.



MAKE YOUR SLOW COOKED LAMB UNMISTAKABLE.

Post your slow cooked lamb once a week on Instagram.

Guests describe it as "tender and just melted in the mouth" and call it "superbly cooked." Photograph it differently each time: being plated, being carved, on the table with candlelight, with the wine pairing beside it.

This is your signature dish and it should be the first thing someone sees on your profile.

NEEDS SOME TIME

SIGNATURE DISH



SHOW YOUR CANDLELIT ROOM BEFORE GUESTS BOOK.

Photograph your candle lit dining room once a month and post it with a short caption about what makes that evening different: a new ingredient, a seasonal change, a visiting winemaker.

Guests use words like "stunning ambience" and "the candle lit room" in reviews.

Show them what that looks like before they book.

QUICK WIN

ATMOSPHERE

TELL ONE FAROESE SEASONAL STORY EACH MONTH.

Post one seasonal story each month.

Tie it to a Faroese occasion, a new ingredient arriving, or a change in daylight.

Show how your menu responds to the season.

This gives returning followers a reason to check back and gives new audiences more chances to discover you.

NEEDS SOME TIME

SEASONALITY



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GOOGLE

YOUR GOOGLE PROFILE SHOULD SET EXPECTATIONS EARLY.

Your profile is where many special occasion decisions begin. Use it to describe your food, pace and setting in the same language guests already use in reviews.

4.5

Your Google score already shows strong trust across 380 reviews.



DESCRIBE YOUR FULL EVENING IN GUESTS' LANGUAGE.

Rewrite your Google Business Profile description to lead with what guests praise most.

Here is an example: "Traditional Faroese tasting menu in a candlelit 200 year old timber house.

Slow cooked lamb, seasonal wine pairing, unhurried service.

Five courses over 2.5 to 3 hours.

Reservations recommended." This tells a potential guest exactly what to expect and matches the language they will find in your reviews.

QUICK WIN

PROFILE DESCRIPTION

REPLY TO EVERY REVIEW WITHIN 48 HOURS.

Reply to every Google review within 48 hours.

For positive reviews, thank the guest and mention one specific thing they said ("glad you enjoyed the lamb").

For the timing complaints, acknowledge the pace honestly: "Our tasting menu is designed as a slow evening.

We appreciate that is not for everyone and we are glad you stayed for all five courses." This shows future readers that you are attentive and that the pace is intentional.

NEEDS SOME TIME

REVIEW RESPONSE

EXTERNAL

YOUR LISTINGS SHOULD FILTER FOR RIGHT-FIT GUESTS.

Keep your direct reservation route first, then make every listing clear about your fixed tasting menu, approximate duration and price range.

One route

Every reservation link should lead guests directly to your own booking system.



SEND EVERY RESERVATION STRAIGHT TO YOUR SYSTEM.

Check that your reservation link on TripAdvisor, Google and any other listing points directly to your own booking system.

If guests can book through your website without a third party taking a commission, make sure that is the path every listing sends them down.

Update the "Reserve" button URL on each platform.

NEEDS SOME TIME

DIRECT BOOKING

MAKE YOUR TASTING MENU CLEAR ON EVERY LISTING.

Update your TripAdvisor listing to mention the tasting menu format, approximate duration and price range.

Guests who book expecting a la carte and arrive to find a fixed menu leave disappointed reviews about "no choices." If TripAdvisor clearly states "five course tasting menu, no a la carte" before they book, those guests self select out and your review average improves.

NEEDS SOME TIME

LISTING CLARITY

EMAIL & RETENTION

YOUR FOLLOW UP SHOULD EXTEND THE EVENING.

One message should make reviewing effortless. One seasonal reminder should give past guests a genuine reason to return without relying on a discount.

NEXT MORNING

The strongest moment for one thank you and one direct review link.

ASK FOR ONE REVIEW THE NEXT MORNING.

Send a short message the morning after a guest dines with you.

Include one line of thanks, a direct link to leave a Google review, and nothing else.

Do not ask them to follow you on Instagram or sign up to anything.

One purpose, one action.

If you collect email addresses at booking, this can be automated.

NEEDS SOME TIME

REVIEW REQUEST

GIVE PAST GUESTS ONE REASON TO RETURN.

Once per season, send a single email to past guests with a photo of your dining room and one sentence about what has changed: a new dish, a new wine, a new view as the daylight shifts.

Link to your booking page.

Do not include a discount.

The message is simply: "We are still here.

The menu has changed.

Your table is available."

NEEDS SOME TIME

SEASONAL REMINDER



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