

# Problem Statement

Despite the growing importance of reviews in shaping travel decisions, current review experiences for attractions lack visibility, relevance, and personalization, especially for users navigating unfamiliar destinations.

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Travelers rely on reviews not just to validate whether an activity is worth their time, but also to feel reassured, compare options, and align expectations , but today's platforms fall short in delivering a consistent experience across the full journey.

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With low awareness of OTA activity offerings and limited guidance, there's a critical opportunity to surface the right reviews, at the right moment, in the right format, helping users choose with confidence, especially when they lack local knowledge or cultural context.

# Why Reviews are important?

01

**Travelers rely on reviews to judge if an activity is worth their time,** detailed, first-hand feedback helps them feel reassured and confident in their choice.

02

Travelers often filter reviews by group type or nationality, **especially couples and families looking for feedback from people like them** to match cultural and practical expectations.

03

Travelers across all markets say **friends, family, and social media are their top sources of inspiration.**

04

**Reviews also re-trigger enthusiasm for holidays** or exploring new activities and adventures which leads to more transactions.