

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.