

Finds

1. Currently, no activity provider fully supports its customers throughout their entire journey, despite the critical role activities play.
2. **When Travellers head into Unfamiliar Territory (i.e a new destination), the need for guidance becomes clear to set the trip and activities up for success** and instill greater confidence and choose which is the right one for them.
3. With low awareness of OTA activity offerings, there's a perfect window for us to lead the way and set the new standard.
4. **Reviews are a key trust driver**, especially for travelers without local knowledge. Highlighting them early boosts reassurance and conversion.

Opportunities

1. Help customers to decide based on UCG and social proof for multiple options in the same location;
2. Categorise activities based on trip motivations;
3. Provide flexibility and send alerts when favourite activities are selling out; 
4. Focus on guiding & reassuring the 'Unfamiliar Territory' customer journey;
5. Increase visibility of activities whilst optimising personalisation to help customers make meaningful activity choices;

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.