

# 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.

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

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

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# Designs

Booking.com

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