

Review Iterations (Reviews V1)

Combining Reviews and UCG in one place below the fold page

Better UCG Placements

The review block was surfaced earlier in the page scroll, with increased size, better contrast, and more visible call-to-action.

Contextual Highlights

We introduced segmented review snippets (e.g., "Popular with families") to help users see feedback from travelers like them.

What other travellers liked

Traveller ratings

| Factor | Score |
|--------------------|-------|
| Good value | 4.9 |
| Ease of access | 4.3 |
| Quality of service | 4.7 |
| Facilities | 4.0 |

Highlighted reviews

- Olivia Brown**, Australia | **5 stars**
Absolutely loved our experience! The tour was well-organised, and the guide was incredibly knowledgeable. Would highly recommend to anyone visiting the area.
[Translate to English](#)
- Noah Meijer**, 2 weeks ago - Netherlands | **2 stars**
Het was wel oké, maar ik had er meer van verwacht. De gids was aardig, maar het programma kon rijker.
[Translate to English](#)
- Olivia Brown**, Australia | **5 stars**
Absolutely dreadful. A complete waste of time and money.
[Translate to English](#)
Visited with a pet
Visited with friends
Posted 1 day ago on Booking.com

Subscore Breakdown

Added horizontal rating bars for key experience factors like value, access, and service to support faster scanning and comparison.

Overall Impact

- +135% increase in clicks on "See all reviews";
- +14% higher conversion rate among users who engaged with reviews;
- +68% increase in time spent reading review content;

Booking.com

EUR ? Registar Iniciar sessão

Estadias Voo + Hotel Alugueres de carros Atrações Táxis do aeroporto

Página inicial > Atrações > Classic Saloon Boat Cruise, Drinks & Cheese Option

Classic Saloon Boat Cruise, Drinks & Cheese Option

A sightseeing voyage down Amsterdam's famous canals in a classic river boat

N.º 6 em vendas em Amesterdão

✓ **Cancelamento gratuito disponível**
Até 24 horas antes da hora de início

⌚ **Duração: 1 hora**

🐶 **Os animais de serviço são bem-vindos**

During this leisurely tour, you'll spend around 60 minutes cruising through the canals of Amsterdam, passing famous landmarks and getting a feel for life in the city. You'll have a live guide on board to answer your questions and tell you interesting facts about the sights along your route.

You'll cruise into the neighbourhood of Jordaan with its Prinsengracht canal and Magere Brug – or Skinny Bridge – down the Amstel River, under the famous seven bridges and around the

Bilhetes e preços

Pesquise bilhetes por data Ver mais datas

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|-----------------------------------|-------------------------------------|---------------------------|-----------------------------|
| ter. 20 mai. Hoje | qua. 21 mai. Amanhã | qui. 22 mai. | sex. 23 > mai. |
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Selecionar hora

12:30 13:15 13:30