



The Power of Reviews

How Tripadvisor Reviews Lead to Bookings
and Better Travel Experiences



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Executive Summary

At Tripadvisor, we believe in the power of reviews. With more than 1 billion reviews and opinions for nearly 8 million businesses on our platform, we help hundreds of millions of people each month become better travelers — discovering where to stay, what to eat, and how to make the most of their trips based on the guidance from those who have been there before.

This is at the very core of Tripadvisor’s mission. And we know that travelers continue to love the wisdom of the crowds. But as we navigate a world of travel that has been reshaped from the COVID-19 pandemic, we wanted to dive deeper: How do reviews influence traveler decision-making now? Is the type of review, e.g. X or Y, influence a traveler in different ways? What about the length of a review, inclusive of the quality of the content in the review?

In 2021, we conducted a three-part analysis, surveying 9,000 consumers across five countries — U.S., U.K., Italy, Singapore, and Australia — to take a deeper dive into the power of reviews. In this report, you will learn:

- The difference between the types of reviews available
- How reviews continue to help travelers make better booking decisions
- Why Tripadvisor reviews remain the most powerful tool for travelers today versus other platforms

Additionally, we surveyed roughly 1,000 hotel and restaurant owners across five countries — the U.S., United Kingdom, Italy, France and Spain — to better understand their perception of Tripadvisor and how we compare against other platforms.

Key Findings



3 out of 4

respondents said online reviews were “**extremely or very important**” when making travel decisions

This holds true across types of reviews

ACCOMMODATIONS	ATTRACTIONS	RESTAURANTS
82%	77%	70%

88%

of respondents rated **long form reviews** of high or very high quality

Tripadvisor is winning the category for accommodations, with 100% long-form reviews — the preferred type of review for travelers around the world — that are **3x longer** than those from leading OTAs and online tech giants.

Between snippets, bubble ratings, and long form reviews, travelers prefer long form reviews when...

	BOOKING ACCOMMODATIONS	76%
	RESEARCHING RESTAURANTS	74%
	EXPLORING ATTRACTIONS	69%

This translates to a higher booking propensity. **68% are more likely to book** after reading a long review.



Note: All references in the report to data from the last year refer specifically to the period of June 2021-October 2021, unless otherwise specified.

Anatomy of a Review

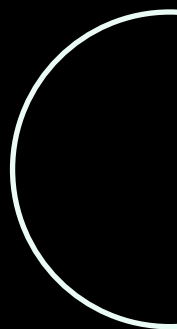


Jordan Y



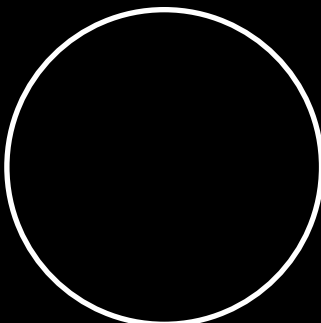
In addition to the numerous classic paintings and the marble sculptures there is also a large amount of Art Nouveau furniture and jewelry on exhibit

By the Numbers



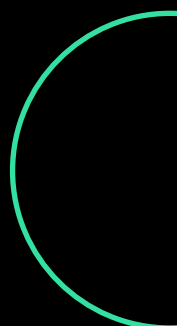
26 Million

reviews submitted to
the site in 2020 alone



40%

of travelers said the content of a
review (a long-form description)
mattered most when reading reviews




Types of Reviews


Let's start with a few definitions.

When someone leaves a review on Tripadvisor or elsewhere, there are several kinds of feedback provided:

Ratings provide a sense of quality over a set scale. When submitting a review on Tripadvisor, travelers submit bubble ratings on a scale from 5 (Excellent) to 1 (Terrible). On other platforms, you may also see star ratings, upvotes or downvotes, or points systems.



Snippets give a snapshot of a place. It might just be a few words or a single comment. It's enough to capture sentiment, but not much nuance or detail. If you were reviewing a hotel, for example, you might say, "Great place to stay!"

**Jessica Stacy**
1 contribution



Characters
Dec 2021 • Family

When my son (who is disabled) was 5 we went to Disneyland and all he wanted to do was meet the storm troopers. After waiting our turn to take a picture with them they looked right at him turned and walked away. He was devastated and cried for quite some time. Yesterday at universal we were waiting in line for bumblebee and right as we got to the front the security ended pictures. So we decided to walk over and take a picture off to the side. Bumblebee stopped the security and made sure that my son got to say hi. This was such an amazing moment. It almost made me cry. With being disabled my son has always been at the back of the crowd. Well not here. All the characters were SO awesome and welcoming. Definitely coming back. To whoever plays bumblebee, thank you!



Written December 9, 2021
This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.


Review of
Universal Studios Hollywood
📍 Los Angeles, CA


**Jessica Stacy** 

All the characters were SO awesome and welcoming. Definitely coming back. To whoever plays bumblebee, thank you!

Long Form Reviews offer detailed, paragraph-length assessments of a place over 140 characters. These describe traveler experiences in detail. Going back to the hotel example, you would be able to comment on everything from the check-in experience to amenities to giving staff shout-outs.

You can find all of the above types of feedback on Tripadvisor. We'll dive into how these different reviews matter in Section Two.

**rva_dweller**
3 contributions



Incredible dinner in a beautiful setting
Sep 2021


My boyfriend and I came across Ad Hoc as we were walking around one night and were immediately charmed by the warm and inviting interior from the sidewalk. When thinking of a nice restaurant to book for a date, we immediately thought of Ad Hoc. From the beginning of the meal the staff were friendly, attentive, and went out of their way to make our meal spectacular. The interior is stunning with floor to ceiling bottles of wine and soft, warm lighting. We each had a fixed menu, me the fish menu and him the truffle menu, both with the wine pairing. Everything was deliciously prepared and presented beautifully. By the end of the meal we were so full but everything was so tasty that we couldn't resist having a bite of each of the three different sweet desserts they brought out for us. To top it off, they thanked us for coming by with giving us a small bottle of olive oil to take home. We could not have asked for a better meal or more friendly staff. Thank you Ad Hoc for a wonderful time!


Written October 27, 2021
This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

Review of **Ad Hoc**
📍 Rome, Italy

**rva_dweller** 

We could not have asked for a better meal or more friendly staff. Thank you Ad Hoc for a wonderful time!

**oots412**
221 contributions





Totally worth it
Dec 2021

Believe the hype. We loved the entire experience a few days ago. We went for dinner on Thursday night- we arrived just about 7pm and had a short 10-15 minute wait. The dining areas are great spaces. Very spread out and comfortable. Our server was Anthony and he was very helpful answering questions and taking care of us. The food was top notch. Of course we finished with the key lime pie. I am not really a big merengue fan so I ate some of it, but the pie part was outstanding. A band was playing and we sat and listened to them until they finished up. A great find evening in key west.

Written December 21, 2021
This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

Review of **Blue Heaven**
📍 Key West, Florida Keys

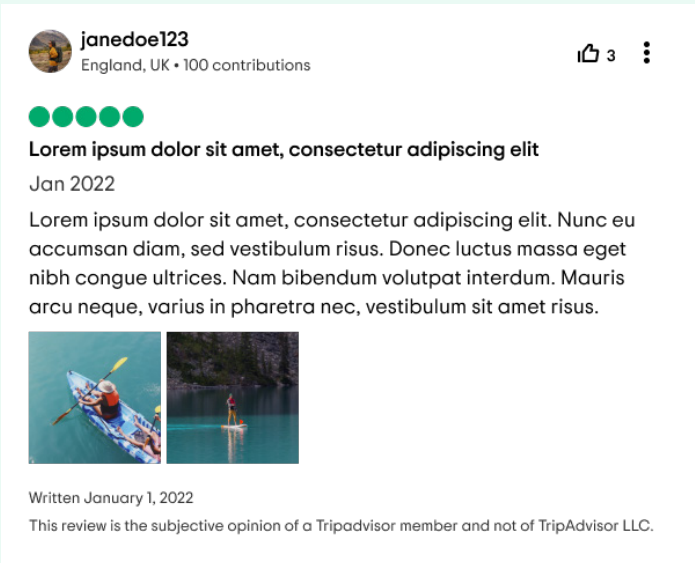
**oots412** 

Our server was Anthony and he was very helpful answering questions and taking care of us. The food was top notch.

What Makes a Review Helpful?

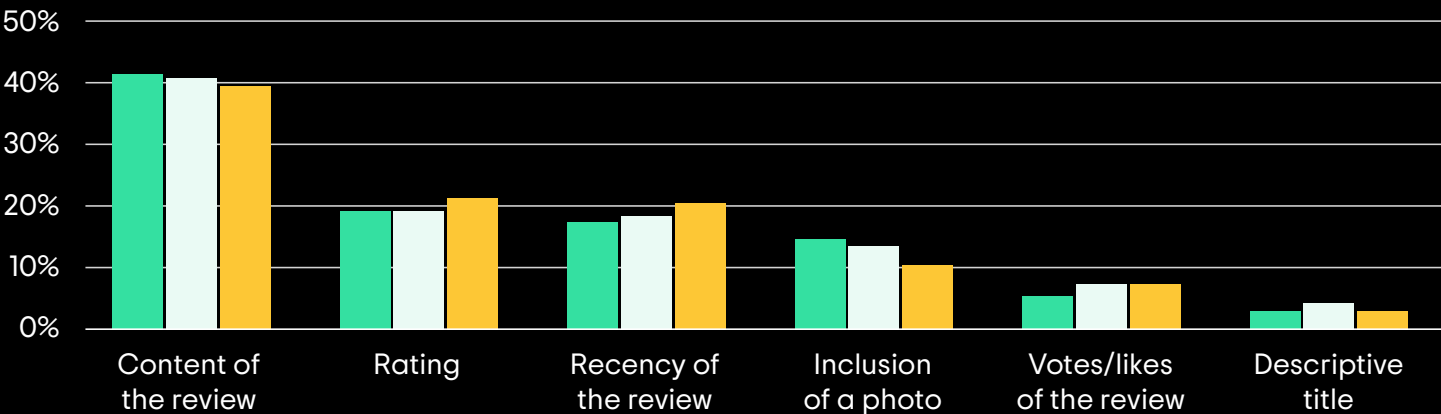
Reviews, especially long form reviews, often contain several elements:

- Descriptive title
- Bubble rating
- Recency of the review
- Review content (long-form description)
- Photos
- Likes or helpful votes from other travelers



Most important review attributes

Content is most important across all points of interest, suggesting that respondents prefer thorough, detailed information. Recency of the review is more important for restaurants compared to other points of interest.



Q2.5 Which of the following do you find most important when looking at an online review for an accommodation? (N=3000)
Q4.5 Which of the following do you find most important when looking at an online review for an attraction? (N=2999)
Q6.5 Which of the following do you find most important when looking at an online review for a restaurant? (N=3001)

While bubble rating is easy to scan and understand, it's the content of the review that matters most to travelers. For accommodations, attractions, and restaurants, 40% of respondents chose long form written review content as the most important element, followed by rating.

What subject matter within the content are travelers looking for? With accommodations, cleanliness mattered the most (57%) which is unsurprising considering the pandemic. Elements like service and amenities ranked slightly lower in importance, and much-touted features like early check-in (9%) or wifi (15%) at the bottom.

Accommodations: Most Important Review Elements

Cleanliness is the most important element that respondents look for in an accommodation review. Elements like service and amenities are ranked lower in importance—these are likely viewed as “nice-to-have” features that are less impactful to an individual’s stay.

Top 10 Important Elements	Total	AMER (N=600)	EMEA (N=1200)	APAC (N=1200)
Cleanliness	57%	62% D	57%	54%
Location	37%	40%	31% J	43%
Value	34%	32%	41% D	29%
Rooms	30%	25%	34% D	28%
Safety	21%	26%	16% J	24%
Service	19%	19%	20%	19%
Amenities	18%	23%	12% J	22%
Wifi	15%	13%	12%	18% D
Quality of food	14%	8%	22% D	9%
Early/late check-in	9%	8%	6%	12% D

D/J indicates statistically higher or lower than other 2 regions at 95% confidence

Not shown: Atmosphere (8%), Beach (7%), Pool (6%), Noise level (6%), Room service (4%), On-premise restaurant (3%), Spa (3%), Availability of tours (2%), Medical services (2%)

Q2.6 Below is a list of different elements you may find in a review of an accommodation. Please select up to the three most important elements that you look for in a review. (N=3000)

Cleanliness is the most important element that respondents look for in an accommodation review.

For attractions, travelers look specifically for the description of the location (44%) and the admission fee (36%) to get a sense of what the attraction is about and whether it fits into their budget. There’s a lot of variability in points of interest within destinations, so this makes sense. Most travelers also jump on attractions later in the planning process than, say, accommodations. Considerations of near-term events like the weather and information in reviews about advance booking came in at the bottom of traveler interest (both at 14%).



Restaurants: Most Important Review Elements

Food is the most important element when looking at a restaurant review, particularly in AMER. Over half of respondents also consider service and value to be core elements of a review. Logistical components (e.g., wait time, parking reservation process) are significantly less important across all regions. Value is more important in EMEA, mirroring accommodation findings-perhaps this groups is more pennywise.

Top 10 Important Elements	Total	AMER (N=600)	EMEA (N=1201)	APAC (N=1200)
Food	80%	87% D	79%	78%
Service	56%	67% D	54%	53%
Value	55%	40% J	63% D	56%
Location	28%	28%	25%	31%
Atmosphere	25%	29% D	24%	23%
Wait time	19%	19%	20%	19%
Parking	8%	6%	8%	8%
View	6%	6%	5%	7%
When best to dine	6%	6%	5%	7%
Reservation Process	6%	6%	5%	7%

D/J indicates statistically higher or lower than other 2 regions at 95% confidence. Not shown: Tip policy (2%)

Q6.6 Below is a list of different elements you may find in a review of an restaurant.

Please select up to the three most important elements that you look for in a review. (N=3001)

Food is the most important element when looking at a restaurant review

For restaurants, details about food are top priority (80%), unsurprisingly, while logistical elements like parking (8%), wait time (19%), and when best to dine (6%) didn't matter as much.

Travelers on Tripadvisor dig into what reviewers are saying - beyond whether it was a positive or negative experience. They want to know, what made it special? What's the best dish they can't miss? They're looking for guidance, not just a snapshot of the experience itself. Tripadvisor gives them a way to get that guidance from travelers who have been in their shoes before, harnessing the wisdom of the crowds to make their travel decisions.



How Reviews Help Travelers Make Decisions



Basílica de la Sagrada Família



Chelly & Art



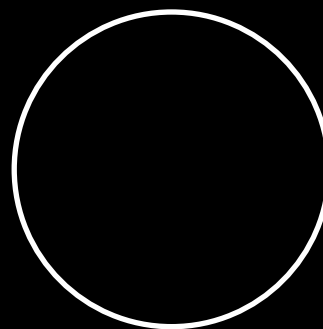
It's truly a magical place & I can't wait to go back when it's finished in 2026!

By the Numbers



3 out of 4

respondents said online reviews were extremely or very important when making travel decisions



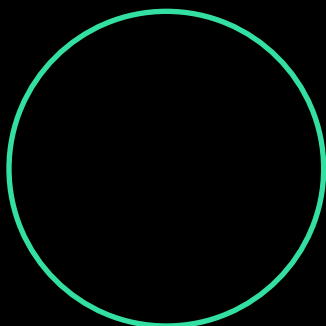
76%

prefer long form reviews when booking accommodations



68%

are more likely to book after reading a long form review



Reviews Matter Around the World

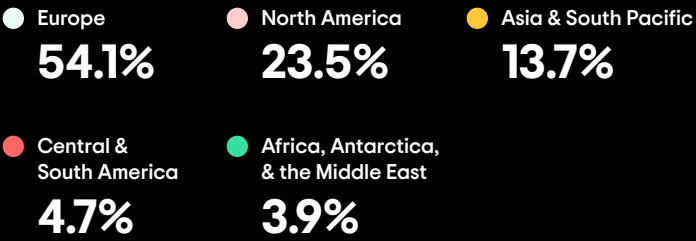
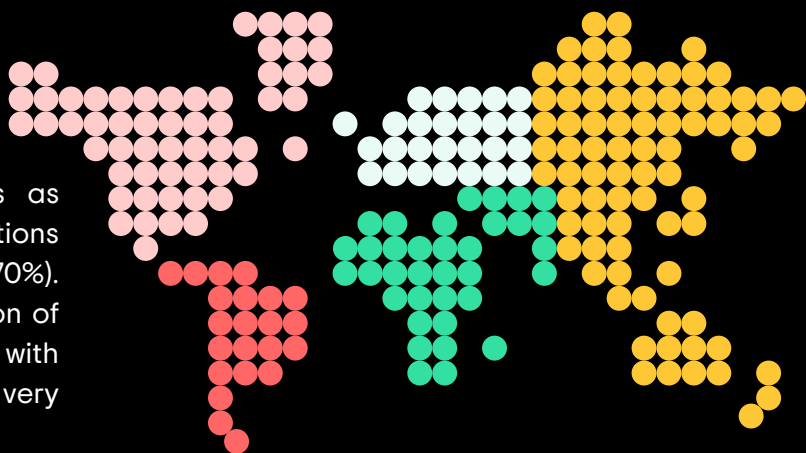
Online reviews remain a key driver for travel planning and decision making.

The majority of respondents rated reviews as “extremely or very important” for accommodations (82%), attractions (77%), and restaurants (70%). Breaking it down by region, a higher proportion of APAC travelers believe in the power of reviews, with a whopping 85% saying they were “extremely or very important” for accommodations.

Travelers submitted reviews in 2020 from every continent: 54.1% of submissions were for customer experiences that took place in Europe, 23.5% in North America, 13.7% for Asia and the South Pacific, 4.7% in Central and South America, and 3.9% in Africa, Antarctica, and the Middle East.

While travelers use a variety of tools at their disposal to plan their trips, it’s reviews that help them find joy and confidence in the planning process that’s been turned completely upside-down by the COVID-19 pandemic.

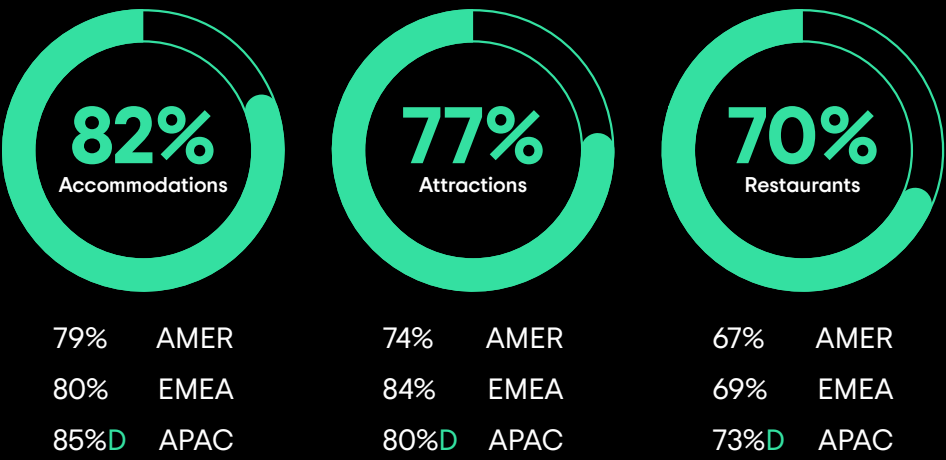
As we look to the future and travelers set out on trips once again, travelers say they want to invest more time in the planning process – when we



asked travelers in 2020 what their plans were for 2021, three quarters (74%) said they would spend more time choosing a destination, two thirds (66%) wanted to spend more time reading reviews, and 72% said they would spend more time choosing an accommodation.

Importance of online reviews when looking to book...

Extremely or very important



D/J indicates statistically higher or lower than other 2 regions at 95% confidence
Q2.2 In general, how important are online reviews when you’re looking for an accommodation to book? (N=3000)
Q4.2 In general, how important are online reviews when you’re looking for an attraction to book? (N=2999)
Q6.2 In general, how important are online reviews when you’re looking for a restaurant to book? (N=3001)

Long Form Reviews Offer the Most Value

Of the three types of reviews, it's long form reviews that travelers prefer when making decisions — especially when it comes to accommodations (76%).

SNIPPET:

just a few words,
less than 140 characters

Lorem ipsum dolor

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

RATING:

bubble or star rating,
0 characters

Lorem ipsum dolor



LONG FORM:

multiple sentences, more than 140 characters

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu accumsan diam, sed vestibulum risus. Donec luctus massa eget nibh congue ultrices. Nam bibendum volutpat interdum. Mauris arcu neque, varius in pharetra nec, vestibulum sit amet risus. Maecenas tincidunt lacinia nulla scelerisque faucibus. Integer dignissim consequat aliquet. Sed sed orci tristique, aliquam est ac, pretium felis. Maecenas sollicitudin aliquam nisi, eu ornare.

Q. Which of these would you most prefer if you were making a decision to book accommodations?

9%

PREFER SNIPPETS

15%

PREFER RATINGS

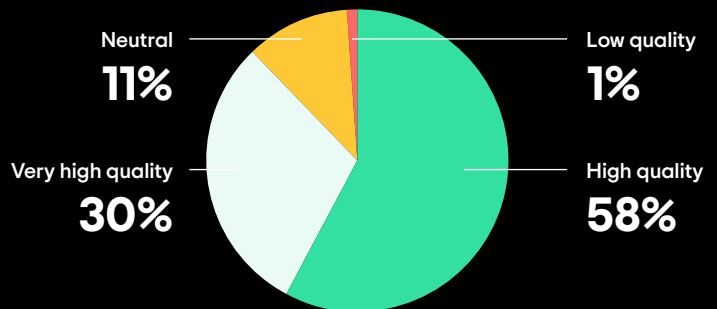
76%

PREFER LONG FORM REVIEWS

That's because long form reviews are consistently seen as higher-quality than other types of review ratings, with 88% of respondents rating them as high or very high quality.

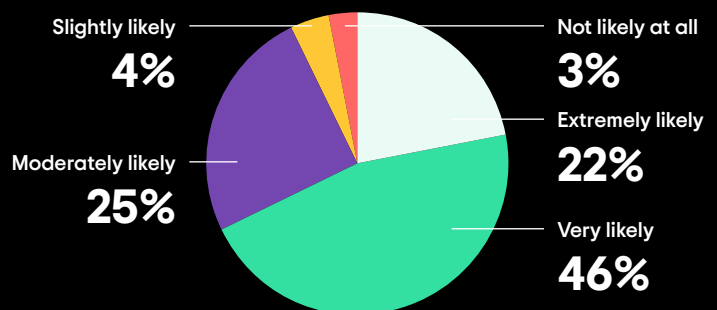
Long form reviews influence the planning and decision making stages the most - in comparison to ratings or snippets - and long form reviews lead to bookings.

Quality of Review



88% of respondents rated long form reviews as of high or very high quality

Likely to Book Accommodation

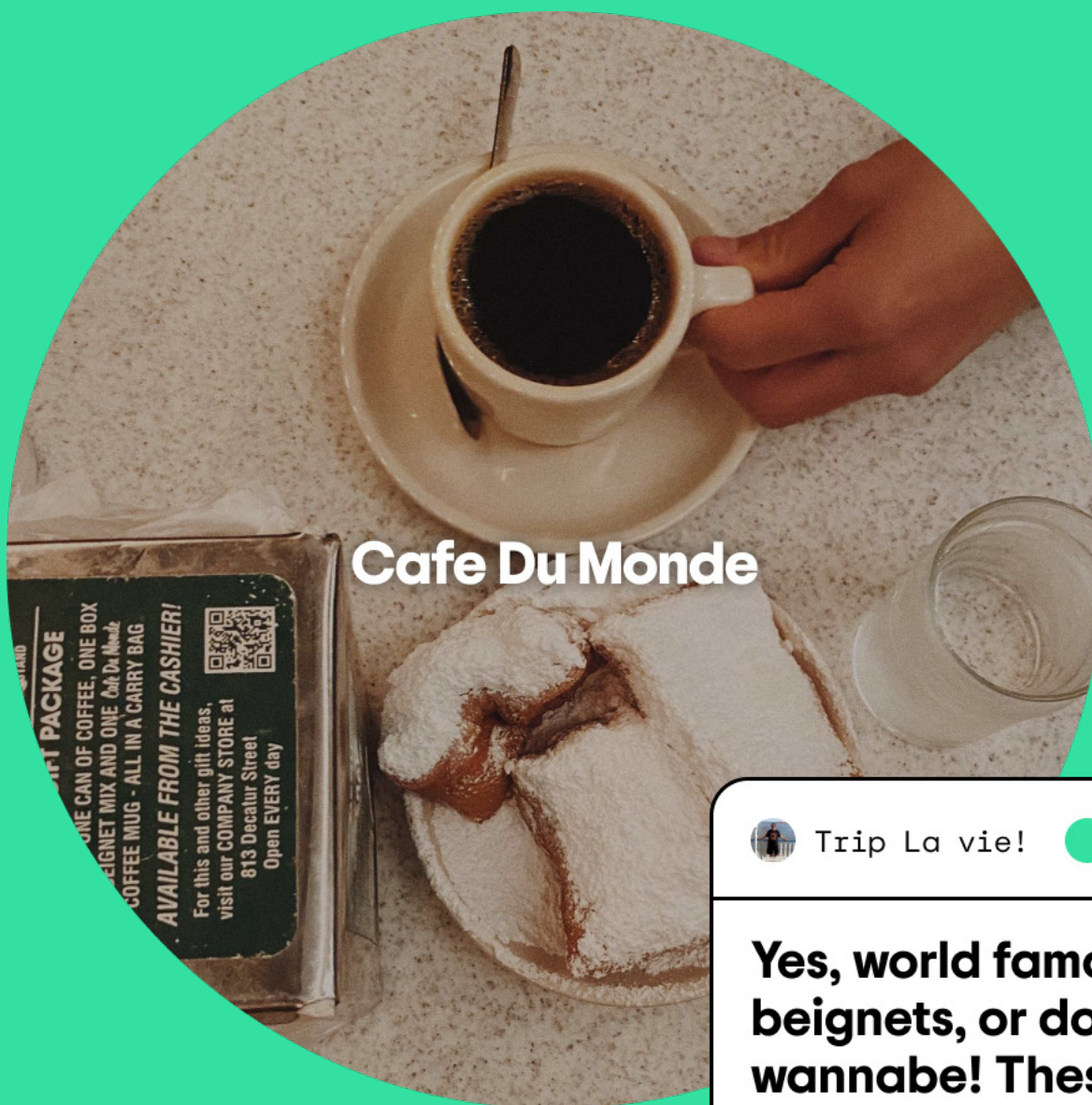


68% would be very or extremely likely to book the accommodation after seeing a long review

As a result, it's long form reviews that offer the most value to travelers when they're ready to make their booking decision. 68% said they were likely or very likely to book an accommodation after reading a long review.

This higher propensity to book makes sense when you think about how detailed long form reviews can be. Travel, by definition, requires a leap into the unknown — and long form reviews provide the context and color to feel confident about that leap, whether it's traveling domestically or booking that bucket-list international trip.

The Power of Tripadvisor Reviews



Trip La vie!



Yes, world famous beignets, or donut wannabe! These are hot off the plate, sugary and so tasty!

By the Numbers



100%

Tripadvisor reviews for accommodations are long form

688

characters is average length of a review for accommodations



Reviews on Tripadvisor are

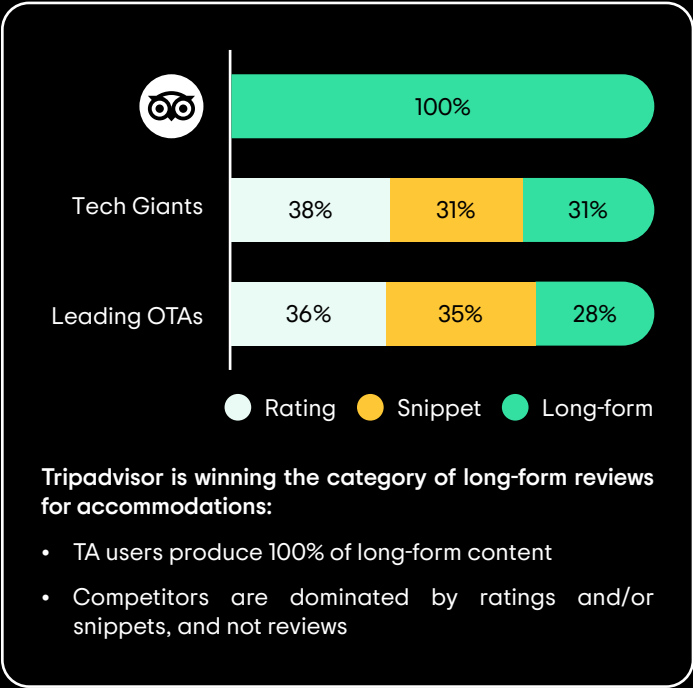
3x longer than than the leading OTAs and online tech giants



When travelers submit accommodation reviews to Tripadvisor, 100% of those reviews must be long form and include a snippet and bubble rating, making Tripadvisor the go-to platform for high quality, detailed accommodation reviews that help travelers feel confident and excited about their upcoming plans.

In fact, our analysis shows that Tripadvisor features the largest amount of long-form reviews in the travel industry.

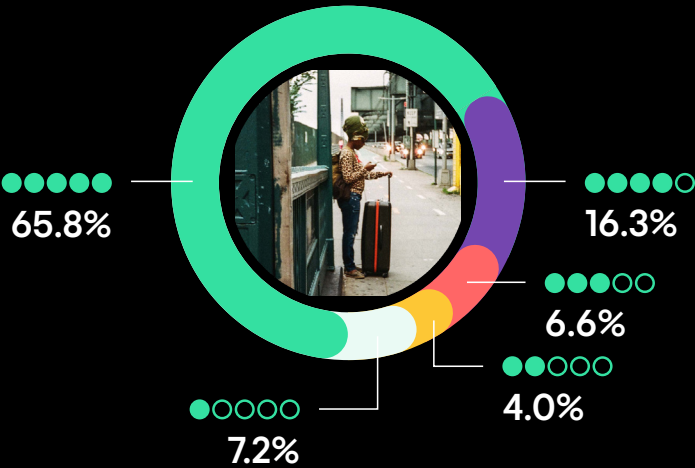
No other competitor offers a majority of long-form reviews like Tripadvisor



Travelers on Tripadvisor Share Positive Experiences

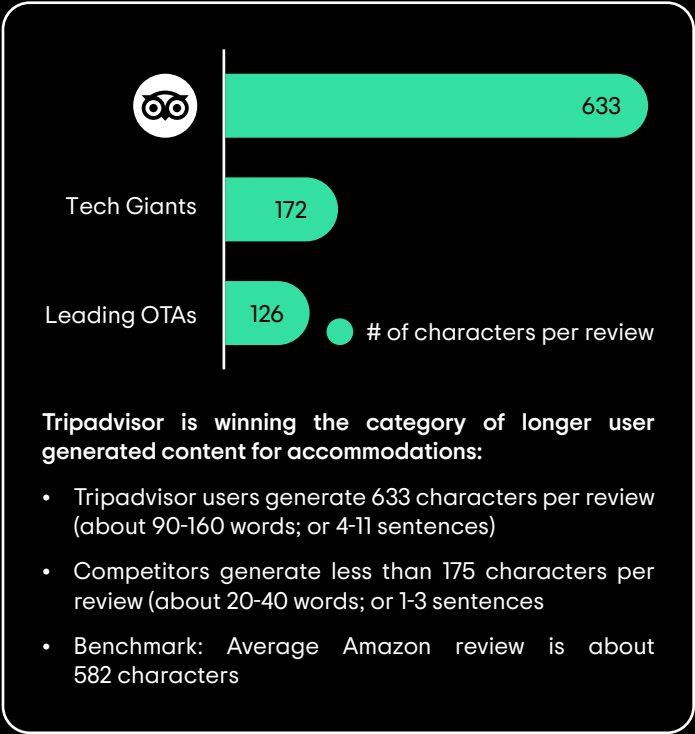
The majority of travelers submitting reviews on Tripadvisor do so to share their positive experiences and reward businesses that make their experience special.

Percentage of reviews by rating



In fact, one-bubble ratings represent only 7.2% of reviews submitted in 2020. More than eight out of ten reviews (82%) received 4 or 5 bubbles and nearly two-thirds of all reviews received 5 bubbles (65.8%).

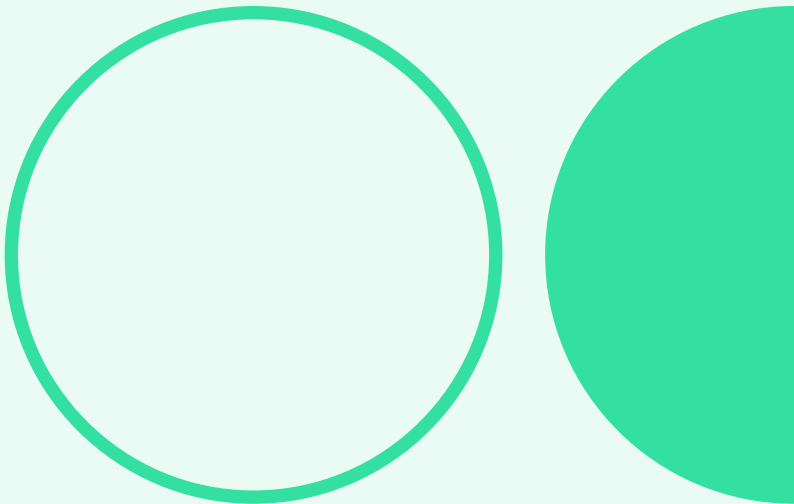
Tripadvisor's reviews are 3 times longer than competitors'



Tripadvisor is winning the category against leading OTAs and online tech giants, with reviews that are 3x longer than those on any other platform. Travelers want to show off the best of the best, and they go into detail, averaging 688 characters per review.

How Business Owners Feel About Tripadvisor

Hoteliers, restaurateurs, and tour operators strive to always make their guests feel at home. That’s the definition of good hospitality. Reviews give them a lens into how they’re performing – and based on a 2021 owner’s survey, 43% rated Tripadvisor the most reliable platform for consistent feedback, citing it as more detailed (30%), more accurate (39%), and more likely to catch fake reviews (40%).



Relevance of Tripadvisor in the industry

On which review platforms have you received **detailed** feedback that you used to improve the customer experience?



We beat Google by 12 points

Rank the following review platforms according to how **accurate** a picture they present of your business?



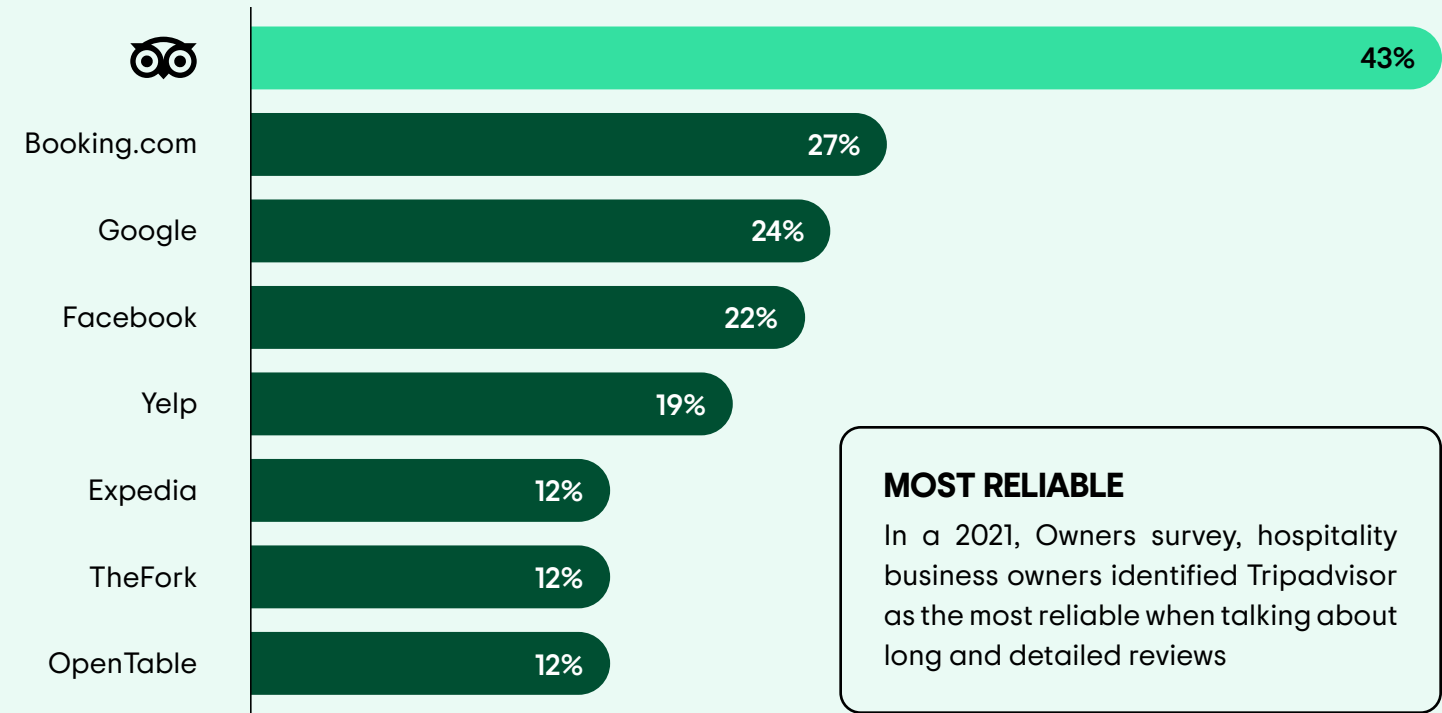
We beat Facebook by 12 points

Rank the following review platforms according to how strongly they are taking action to **catch and remove fake reviews**?



We beat Booking.com by 15 points

Q: Rank the following review platforms according to how many detailed customer reviews of your business can be found on each



Reviews Travelers Can Trust

Tripadvisor takes the integrity and security of our reviews seriously. Our moderation team works tirelessly alongside our proprietary review screening system to make sure that every piece of content travelers posted to the Tripadvisor platform complies with our community standards.

Tripadvisor employs a sophisticated, two-stage system for screening reviews to ensure they meet community standards:

Pre-posting moderation occurs after a traveler submits a review but before it goes live on the site or app. This process algorithmically screens reviews, automatically eliminating any content that violates Tripadvisor's guidelines, contains misinformation, or spam. One hundred percent of the traveler reviews submitted to Tripadvisor are screened through this proprietary review analysis system.

After-posting moderation investigates concerns raised by Tripadvisor users about reviews already posted to the site. Our team of moderators operates around the clock in 28 languages to respond quickly to concerns — in 2020, they responded to 85% of cases within 4 hours.

In 2020, our team removed more than two million review submissions — just 8.6% of all submissions — either automatically by our advanced review process or through manual moderation. There are a number of reasons why Tripadvisor rejects or



removes reviews, ranging from community standards violations (such as the use of profanity) to fake review activity.

Looking specifically at fake reviews, only a very small fraction of all review submissions — 3.6% — were determined to be fraudulent, totaling 943,205 reviews. Of those, Tripadvisor prevented 67.1% of all fake review submissions from ever making it onto the platform in the first place.

At Tripadvisor, we believe that the only way for travelers to feel confident about their travel decisions is to make sure all of our content upholds our community standards, which is why we take review moderation seriously. We know that trust is earned, not given — which is why we continue to take actions as a platform in service of the global travel community and our partners.

Read more in our 2021 Review Transparency Report www.tripadvisor.com/TransparencyReport2021

Tripadvisor prevented 67.1% of all fake review submissions from ever making it onto the platform in the first place

Conclusion



johnnybahama10



We had an amazing time in Las Vegas and staying at the Venetian made our experience that much better!



Travel grants us new perspectives as we leap into the unknown. Whether it's trying a completely new dish, losing yourself in a new city, or simply taking some time for some much needed rest and relaxation, travel changes us.

But taking this leap isn't always easy for travelers. By definition, going somewhere new and unfamiliar leaves comfort zones behind. Add to that managing the logistical details that getting from A to B requires — rules, regulations, public health requirements, reservations, and more — and travel can be overwhelming.

As the leader in hosting long-form, detailed reviews that travelers can trust, we know a thing or two about taking the leap. With guidance from millions of Tripadvisor users, travelers can feel confident that they're going to make the most of their trip, and break through the noise to find the joy and anticipation of planning a trip once again.

That's the power of reviews.



Methodology

Phase 1:

Conducted a 3rd party research study in Q3 2021. The online general population survey - deployed by Qualtrics - gathered responses from 9,000 consumers across five countries - U.S., U.K., Italy, Singapore, and Australia. Conditions of respondents:

- Must be 18-75 years old
- Must not work in travel / tourism industry
- Must have taken a personal / leisure trip in the past 2 years
- Must have used a travel website in the past 2 years
- Must be primarily responsible for trip planning / booking or share responsibility.

Phase 2:

Tripadvisor analyzed a competitive data set of reviews across the largest online review platforms

2.9M reviews analyzed

- 492K Hotels
- 2.4M Restaurants

Published between 2018-2021

16k properties

- 1.7K Hotels
- 14K Restaurants

Phase 3:

Conducted a 3rd party survey - deployed by Qualtrics - in 5 major markets (United States, United Kingdom, Italy, France and Spain) to assess hotel (274) and restaurant (815) owners' perception of Tripadvisor and how we compare against other platforms across five main areas:

- Business Sentiment and 2021 predictions
- Response to Covid-19
- Covid-19 support
- Trust & Content
- Relationship with and usage of Tripadvisor

Review Transparency Report

www.tripadvisor.com/TransparencyReport2021

