

Why reviews matter for you

How to get better reviews and
boost your business



4.5 ★

So fun!



4.8 ★

We loved it!

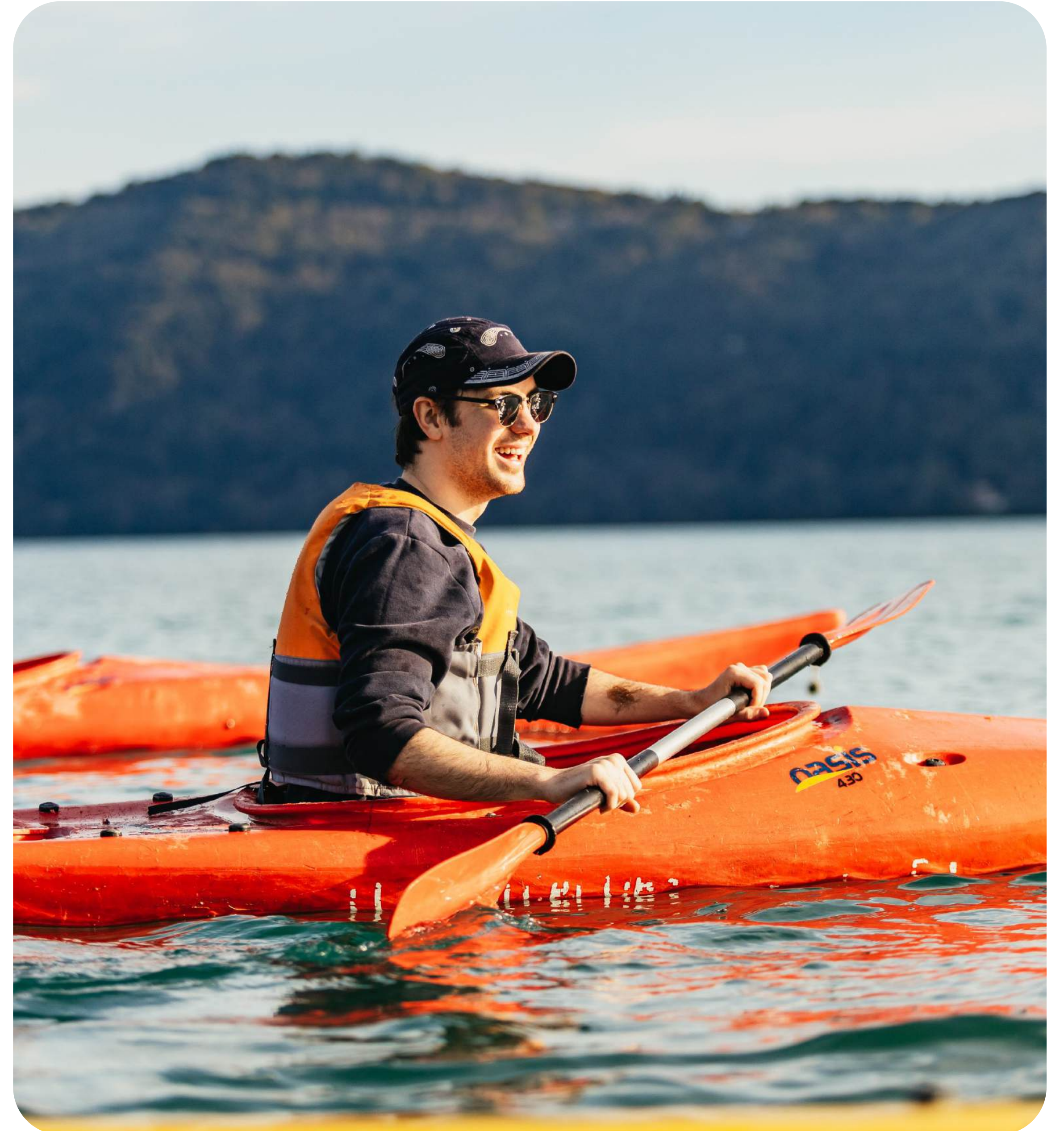


5.0 ★

About this research

The Travel Experience Trend Tracker focuses on the in-destination travel experiences industry. It includes the following data sources:

- Proprietary product and market research by GetYourGuide
- Chattermill data on 3.1M verified GetYourGuide reviews with comments
- GetYourGuide platform data



Reviews are word-of-mouth marketing at scale



They break through the noisy digital landscape. Amid the buzz of social media and marketing channels, reviews champion real feedback from real people. That's why they matter.

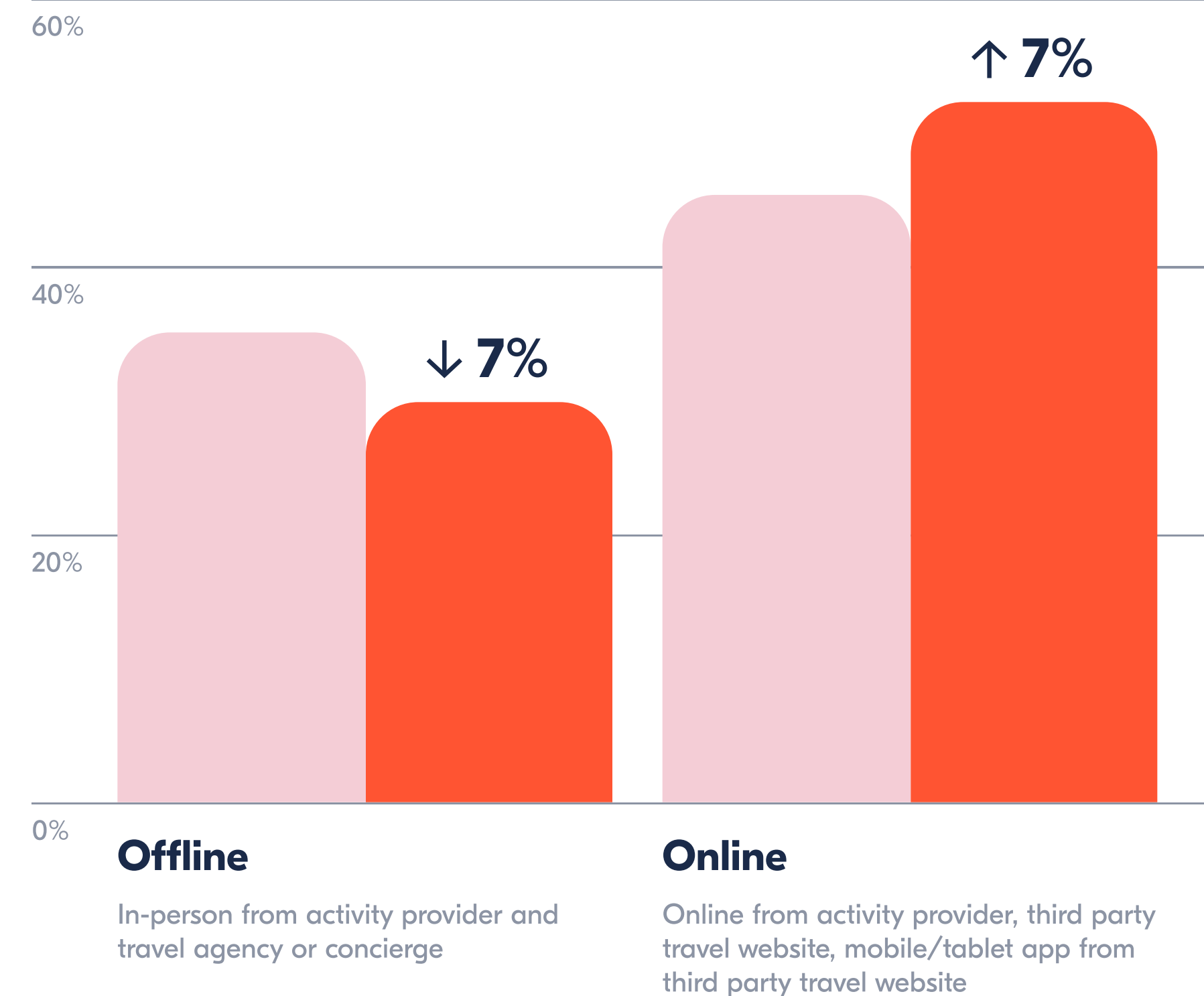
Now inspiration, research, and bookings are online, your digital reputation matters

More customers than ever research and book their travel experiences online.

The digital experience now dominates the entire customer journey, from discovery and inspiration to itinerary planning to booking on OTAs.

Booking channels: Past behavior vs. future preference

■ Past behavior ■ Future preference



Source: Proprietary survey Oct23 N=6277

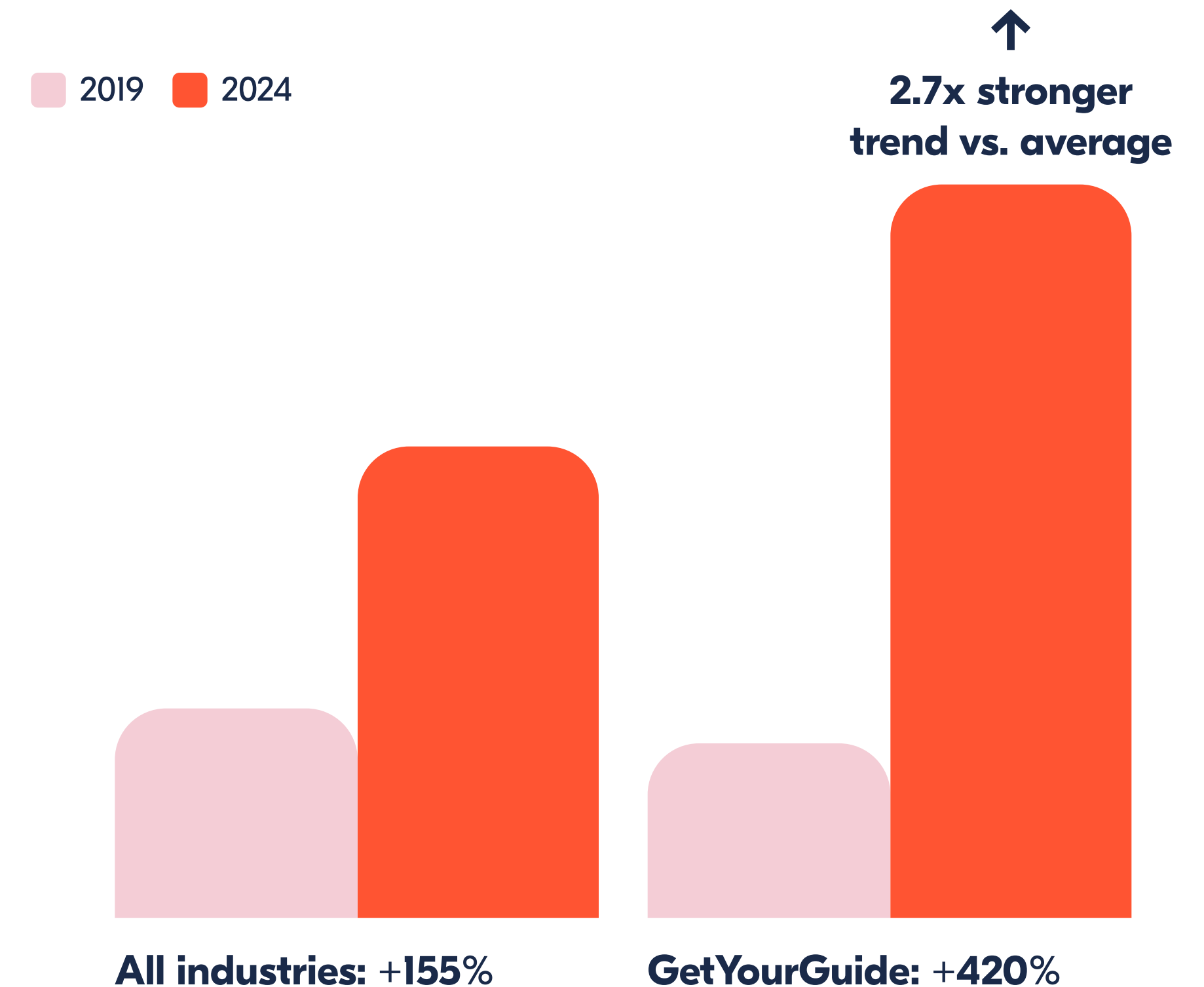
Product reviews in the experience sector have increased drastically

Review numbers across all industries have more than doubled since 2019

- ↑ 2.5x increase in review rate across all industries
- ↑ 5.2x increase in review rate on GetYourGuide

This research suggests that the review rate trend is 2.7x stronger for experiences versus the average across other industries.

Number of online reviews 2019 vs 2024



Source: Chattermill, 2019 vs. 2024, GetYourGuide tour reviews & Trustpilot reviews in multiple industries

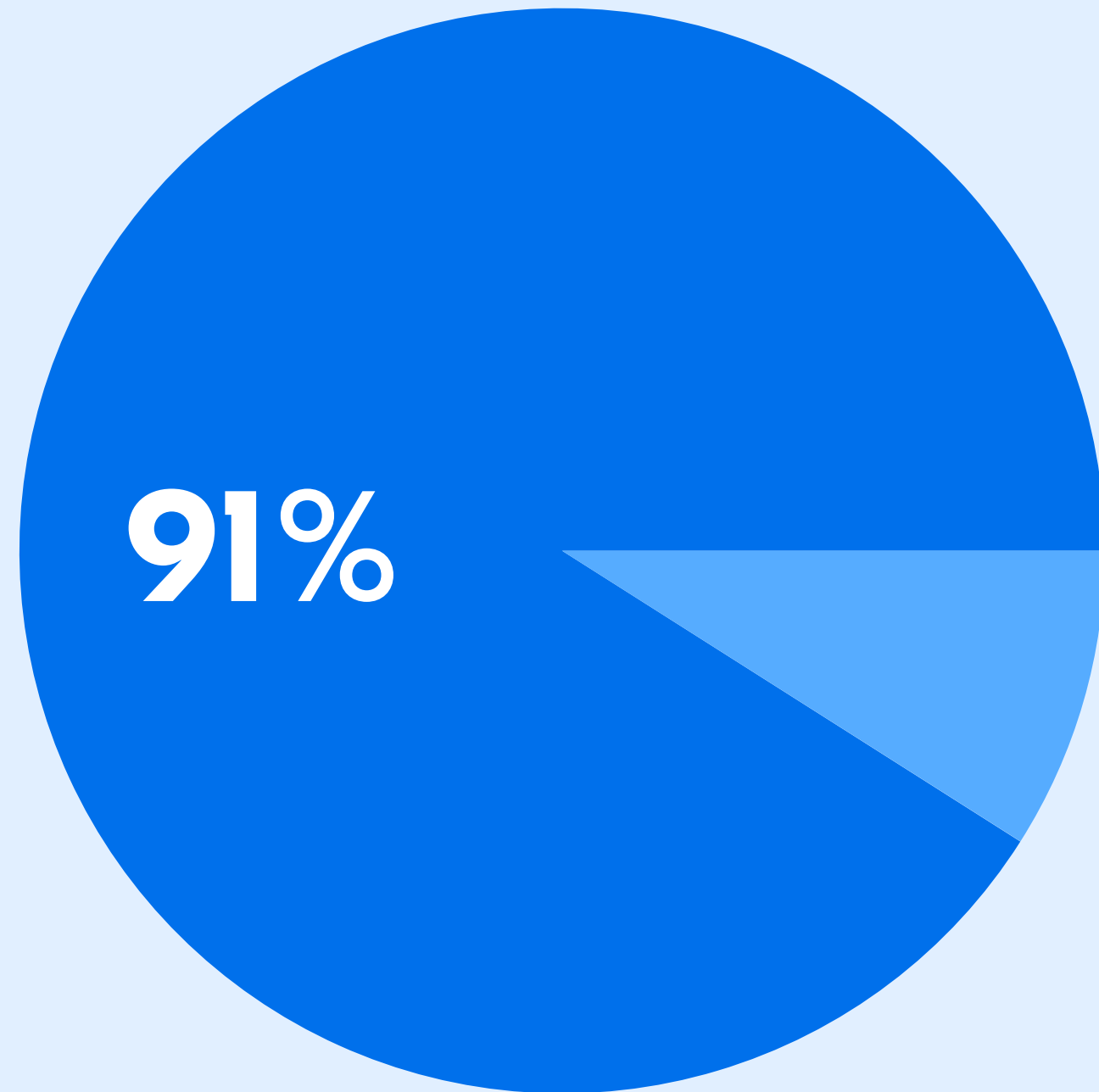
Your customers use reviews to make confident decisions

Reviews — both good and bad — are crucial for customers when making decisions about services they cannot see or test themselves.

For operators without an internationally renowned brand, verified reviews also show that a product or service is legitimate.



Here's the proof



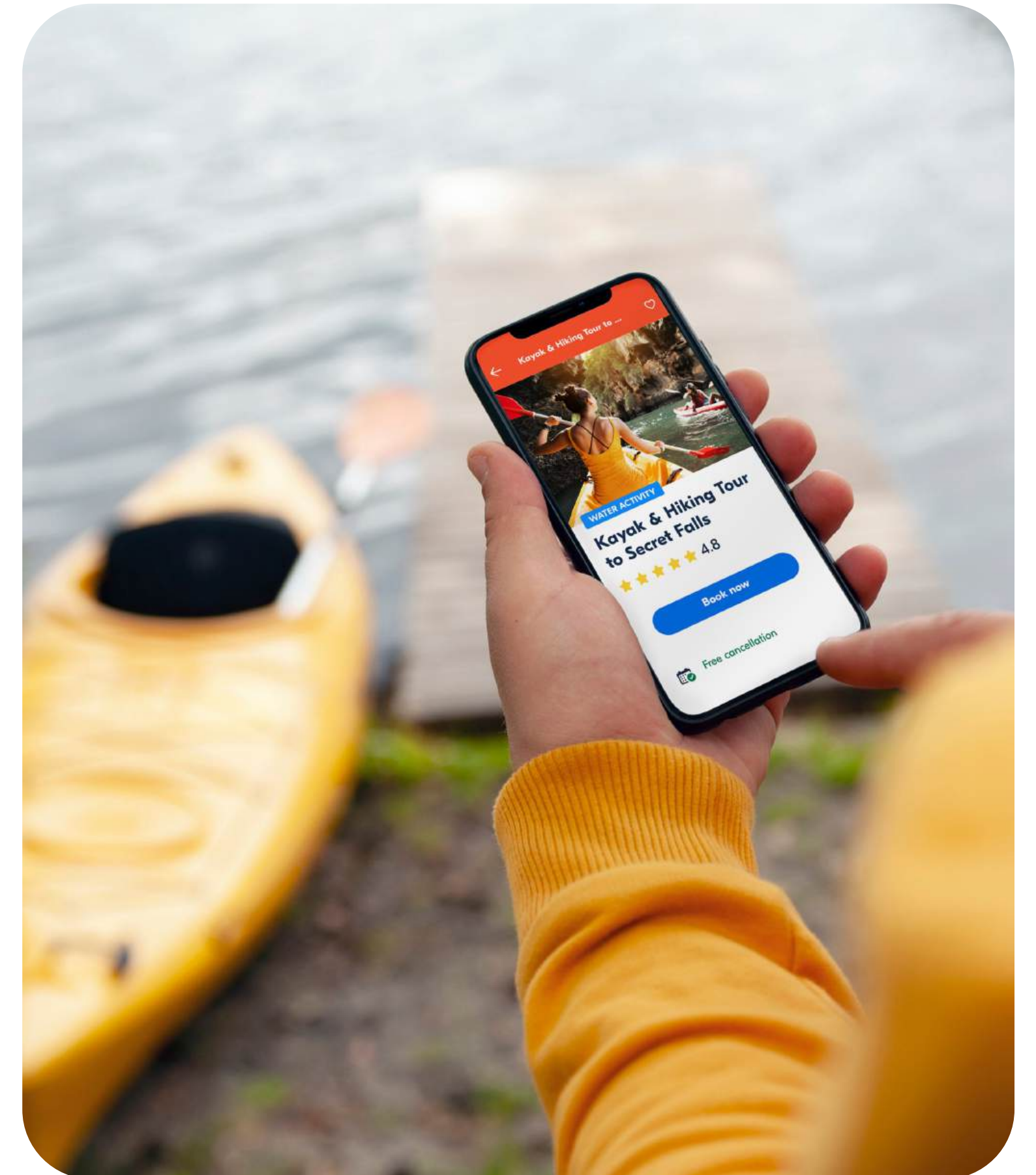
Consumers aged 18-34 trust online reviews as much as personal recommendations

↑4x conversion rate

More reviews, more conversions. Customers are nearly 4x as likely to purchase a product with five reviews than a product with none

9/10 customers

Check reviews before making a purchase



Source: Qualtrics, BrightLocal, The Value of Online Customer Reviews, How Online Reviews Influence Sales

Reviews are especially important for the experience industry

Social proof is important for all types of products, but when it comes to experiences, it's crucial.

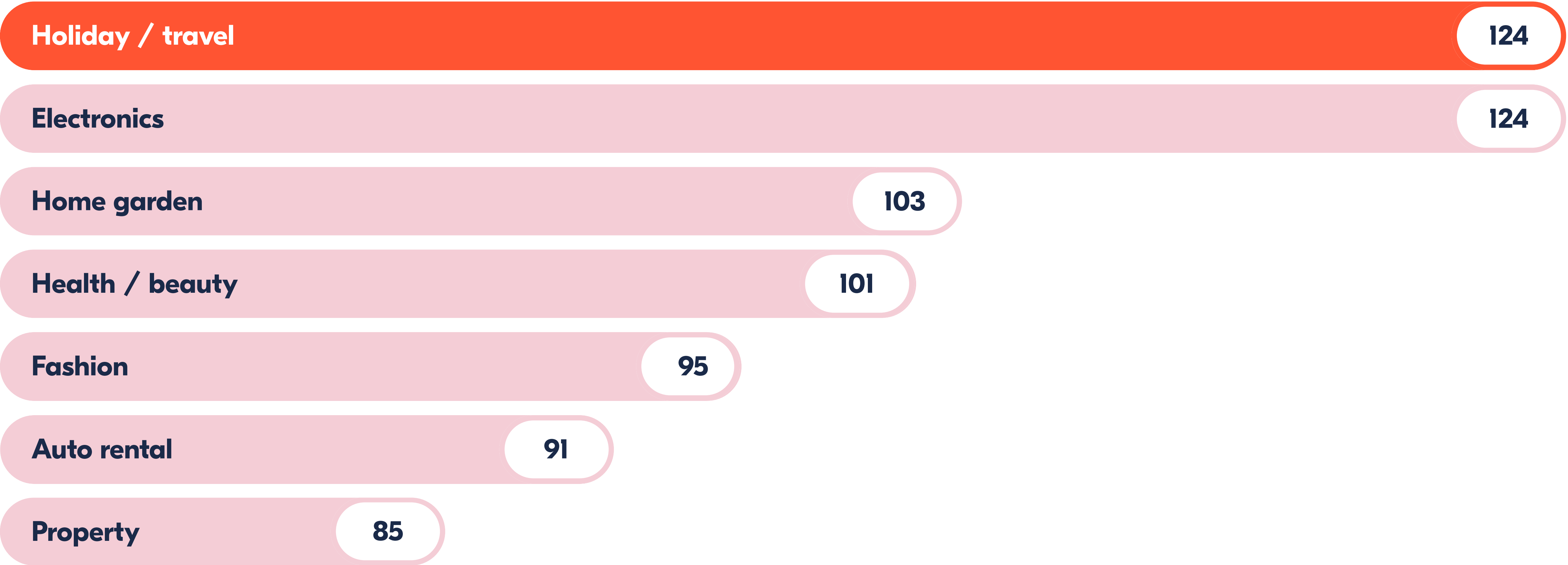
That's because visitors only have a limited time in their destination. There are no 'refunds' on a lived experience, so they only have one chance to get it right.



Review importance varies across sectors

Importance of reviews, index vs. average

24% higher than the average



Source: Responses “Very useful” and “useful”, Trustpilot, Study conducted in Dec. 2023, EU

**“When I plan and research, I need reviews.
I like to see real people’s experiences.
I go to different websites and Instagram
posts to see the reality because the internet
can be misleading.”**

- Loyal GetYourGuide customer on the importance of leaving reviews, 2024

Source: Proprietary GetYourGuide qualitative research 2024

‘Explorers’ are the biggest spenders driving the travel experience industry

These ‘super-spenders’ represent approximately 60% of the entire spend of the leisure travel market.

They’ve kept travelling despite the economic market because they’re avid adventurers. ‘Explorers’ take the most trips and do more activities when they get there, making them your most important target audience.

You can learn more about their behavior and how to market to them in our previous [Travel Experience Trend Tracker](#).

Explorer stats

.....

18% spent more than the average traveler

.....

51% of all travelers are Explorers

.....

60% of the travel experience market is consumed by Explorers

GetYourGuide proprietary research, 2022. Respondents: n:1997 across US, Germany, Spain, UK, conducted by Mizzouri

Explorers are defined by a different set of values

Explorers are:

- Trip maximizers
- Researchers
- Planners
- Always seeking out authentic, immersive experiences

Source: Proprietary GetYourGuide research

For Explorers...

9/10

Researching is part of the fun

1/10

Researching trips is a pain

8/10

I prefer to take care of details myself

2/10

I prefer someone else takes care of the planning details for me

7/10

I book activities when I arrive, to remain flexible

3/10

I book activities before I travel, so it is done

7/10

I rely on local experts and like-minded travelers for recommendations

3/10

I rely on guidebooks and travel sites for recommendations

What Explorers find most helpful when researching

👍 Helps me

Honest customer reviews **60%**

.....
Comprehensive activity descriptions **59%**

.....
Real photos or videos of the activities **55%**

🗨️ Pain points

Dishonest customer reviews **45%**

.....
Lack of information sources **41%**

.....
Identifying insider tips and unique things to do **28%**

Q18. What is helpful for you when searching for activities and things to do on your vacation? | Q19. What is difficult for you when searching for activities and things to do on your vacation?

Source: Germany Regional and Behavioral segmentation Deep Dive; Sep 2022

What your customers look for in reviews

It's not just the average star rating customers look for; the number of reviews and the date they're written are nearly as important.

Descriptions of specific features and photos are also useful for potential customers.

Top 5 most important parts of a travel experience review

Of 12 possible parts...

Average star rating 1st

Number of reviews 2nd

Date of review 3rd

Ratings for specific parts 4th

Photographs from travelers 5th

GetYourGuide proprietary UX research. 2024

How can you use this information?



Automate your CRM

Ensure you're capturing reviews from guests who booked with you directly by sending an email prompt with a link



Prompt on-the-spot

Install or equip your guides with tablets, and hand around at the end of the tour to get reviews then and there



Ask for details

Encourage rich reviews by asking guests what was immersive, surprising, or how they enjoyed a specific story you shared

How can you use this information?



Keep asking

Continue proactively accruing reviews, even if you already have plenty. The more recent reviews, the better



Encourage verified reviews

Customers are more likely to trust verified reviews, so ask them to review on the platform they booked on



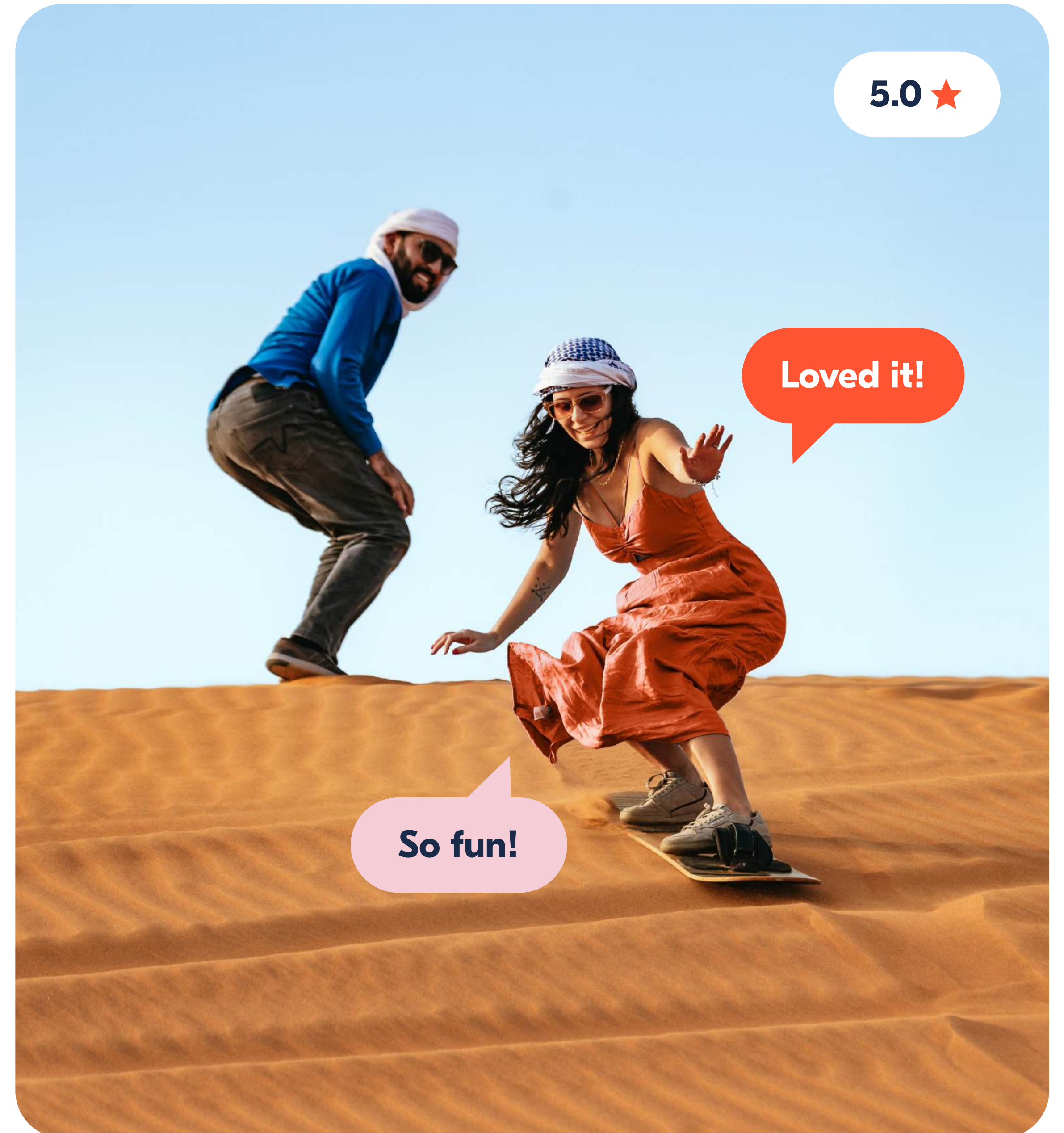
Frequent photo ops

Guide customers throughout your tour with good photo opportunities, and mention how useful it is to show in a review

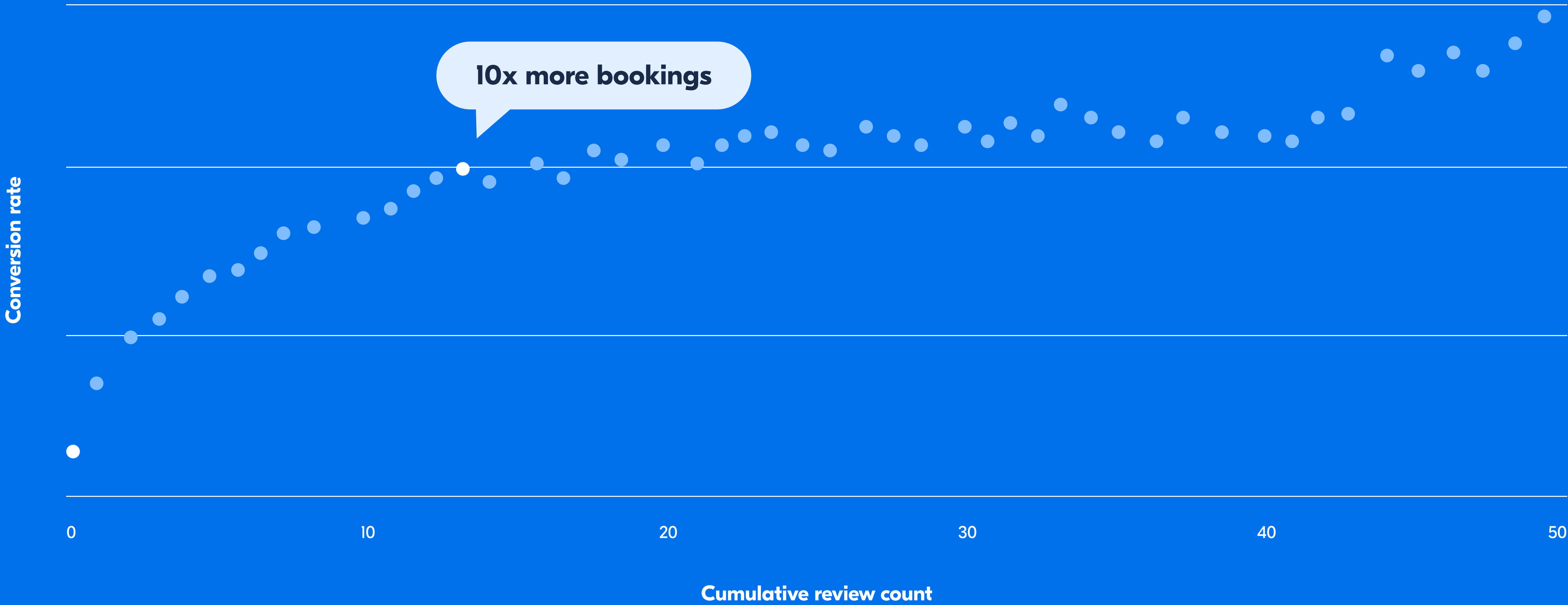
More is more when it comes to reviews

Reviews tell potential customers and algorithms that your product is legitimate and popular by fueling major search engines, including AI searches.

From 30 reviews, conversion rate starts to even out, but going from 0 to 3 reviews improves conversion rate threefold. So it's important to get up to at least 30 on every product.



How number of reviews impacts conversion rate



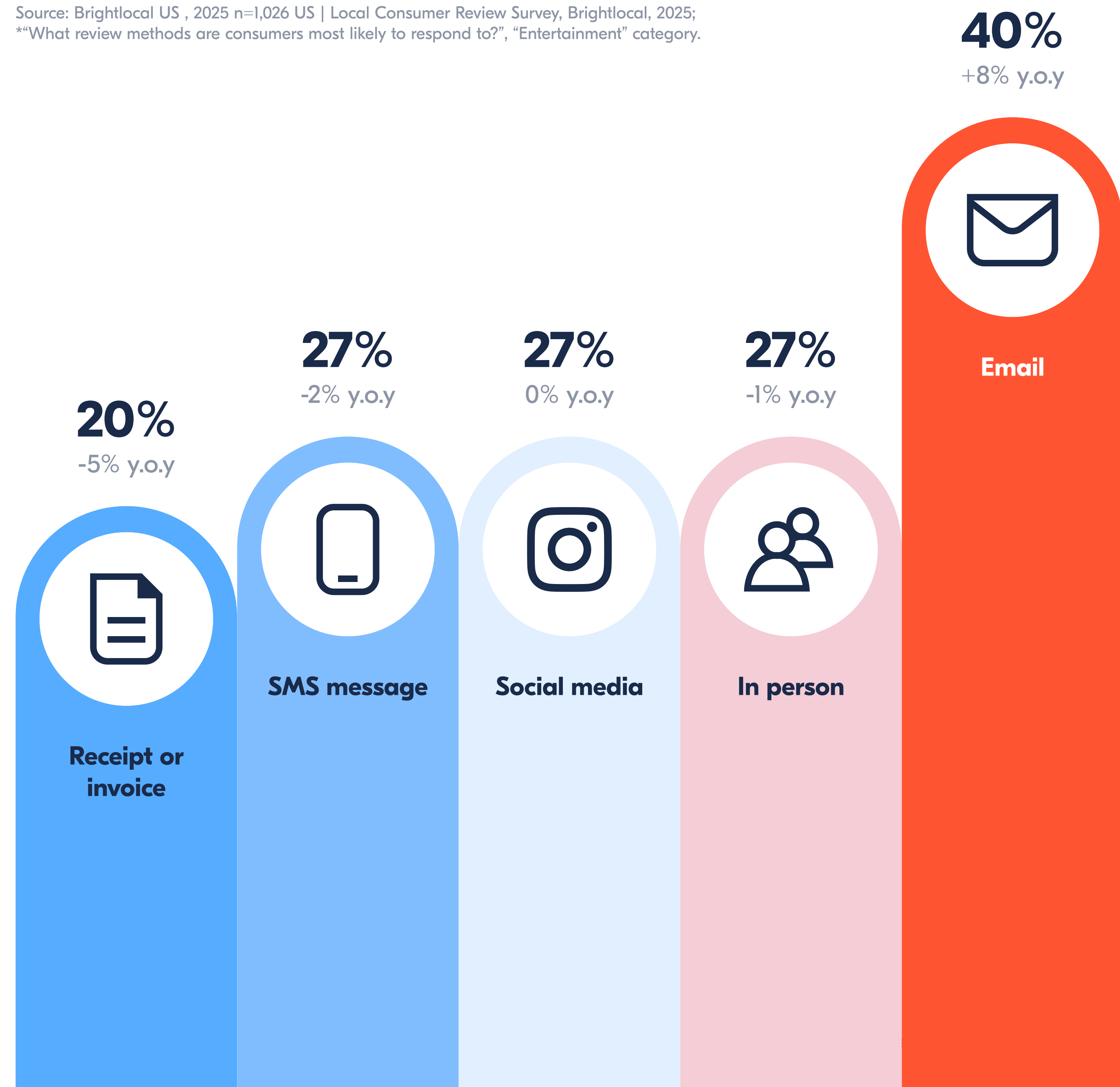
GetYourGuide booking data, 2024

How should you ask for a review?

Look at recent trends to help you formulate the most effective communication strategy when asking for reviews.

Email is the preferred channel, so set up a great email persuading your customers to leave a review. Use direct links and prompts to make it as easy as possible.

Source: Brightlocal US , 2025 n=1,026 US | Local Consumer Review Survey, Brightlocal, 2025;
*“What review methods are consumers most likely to respond to?”, “Entertainment” category.



When should you ask for a review?

7/10 people think businesses should ask for a review within one week of completing the activity, with the sweet spot at three days.

Set your CRM calendar to prompt customers within a week of doing the activity, AB testing which days and channels work best for you.

Source: Local Consumer Review Survey, Brightlocal, 2025; “When do consumers think a business should contact them with a request to write a review?”, “Entertainment” category.

25%

Any time within three days

19%

Any time within a week

10%

The same day

19%

The following day

No preference

Within 2 weeks

I don't want a reminder

After 2 weeks

**“Very rare [that I leave reviews].
Mainly because I'll forget to do it.
If I got a reminder, I would. A lot of people
only leave bad reviews. We need more good
ones so people can make good choices.”**

- Loyal US customer on the importance of leaving reviews, 2024

Quality vs. quantity: What matters most?

Having lots of reviews is important, but one thousand three star reviews doesn't send a great message.

To understand the quality and value of your offering, your customers use your average rating.

What matters most? Well, the answer is both. Here's why.

Source: GetYourGuide booking data, 2024

15 vs. 0 reviews

↑4x

Spots higher in search rankings

↑4.5x

Bookings per number of views

↑10x

Views of your product page

3.2 vs 4.2 stars

↑39%

Conversion rate on average



What is conversion rate?

Your conversion rate is the percentage of people who book your activity after visiting your product page. In marketing, this is called “traffic.”

For example, if your conversion rate is 2%, then 2 people out of every 100 who landed on your product page booked your tour.

Increasing traffic (number of people looking at your product) is crucial to growing your bookings.



Case study

How one experience creator grew their revenue by increasing reviews

Here’s the proof. Look at how this tour provider’s conversion rate and revenue improves in relation to the amount of positive reviews they got last year.

Over the entire summer period, it represents an incremental lift of €25,000.

Reviews to revenue New activity in 2024



How can you use this information?



Ask after every tour

Make sure guides ask verbally. If you're using other channels, use strong CTAs and test which ones convert better



Send reminder in three days

50% of guests review between two and six days after doing the activity, with the sweet spot at three days. Update your CRM calendar



Get reviews everywhere

Ensure you have reviews across multiple platforms for maximum coverage and visibility

How can you use this information?



Make it easy

Create a scannable QR code that links directly to the review site



Focus on new activities

Put extra effort into new products: activities with 15 reviews can get approximately 10x more bookings than one with none



Use physical prompts

No human guides? Include physical review prompts on your invoices, tickets, or at the exit of your venue

Review insights based on activity type

Understand what the main delighters and detractors are in your category to improve your overall review rating.

An overview of GetYourGuide reviews

3.1M

Total no. of reviews in 2024
with comments

4.6 ★

Average review rating

66

Possible review categories

84%

Of all reviews were for activities
with a guide

98%

All reviews about guides
were positive (!)

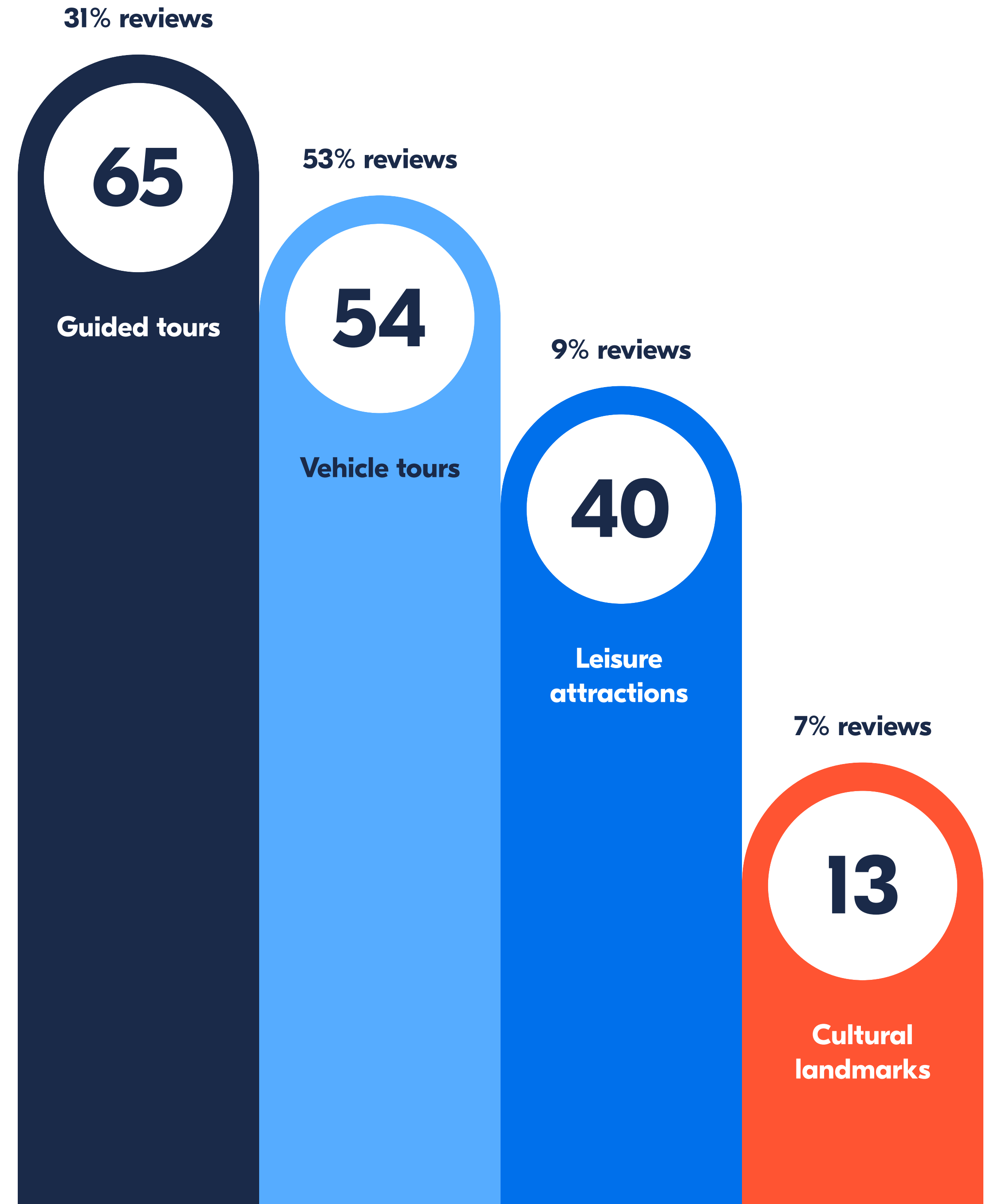
#1

Delighter across all review
categories was the guide

Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews with comments

How positively do customers rate different activities when they leave comments?

Tours with guides are both highest and most frequently rated with comments



Reviews vary significantly by activity type



Cultural landmarks

Top delighters

- Overall quality
- Guide knowledge
- Logistics

Top detractors

- Value for money
- Crowds
- Technology



Leisure attractions

Top delighters

- Entertainment value
- Overall quality
- Variety/accessibility

Top detractors

- Value for money
- Crowds
- Time to location



Vehicle tours and day trips

Top delighters

- Guide quality
- Guide knowledge
- Guide attitude

Top detractors

- Pacing
- Value for money
- Not as advertised



Guided tours

Top delighters

- Guide knowledge
- Guide quality
- Quality of activity

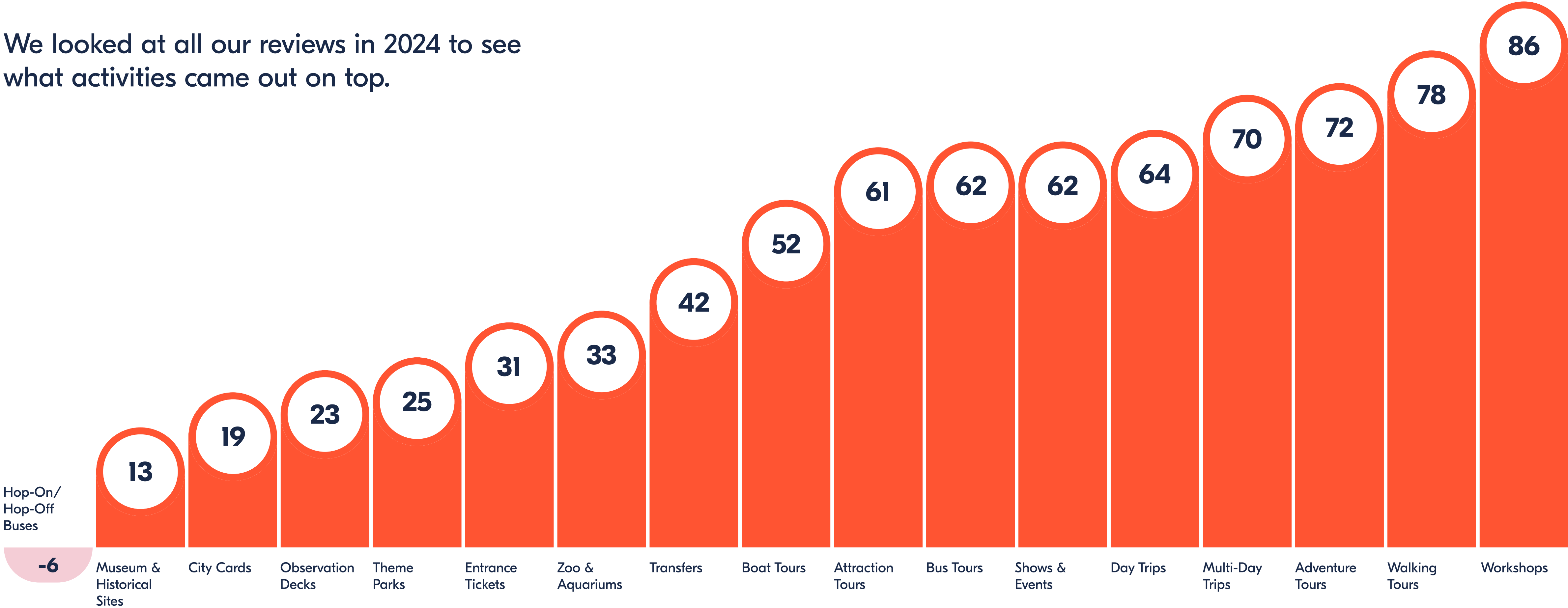
Top detractors

- Logistics
- Value for money
- Not as advertised

Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews with comments

Overall customer satisfaction by product category

We looked at all our reviews in 2024 to see what activities came out on top.



Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews with comments

What do customers mention in positive reviews?

What are the key delighters in your category?



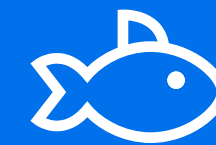
Day and multi-day trips: Guide

Customers mention their guide's friendliness, knowledge, and attitude.



Theme parks: All ages

Guests appreciate activity options available for both children and adults.



Zoos and aquariums: Accessibility

Visitors appreciate access for electric wheelchairs, elevators, and strollers.



Shows and events: Service

Customers enjoy great entertainment, friendly staff, and food quality.

What do customers mention in positive reviews?

What are the key delighters in your category?



Museums and galleries: Logistics

Guests love attractions that effectively manage queue and crowds.



Workshops: Quality

Customers appreciate friendly guides and praise the food quality in cooking classes.



Other guided tours: Knowledge

Customers praise friendly, engaging guides who demonstrate insider knowledge.



Observation decks: Staff

Besides the stunning views which were by far the main drawcard, guests mentioned particularly friendly staff.

What do customers mention in negative reviews?

What are the detractors in your category?



Day and multi-day trips: Pacing

Customers would prefer more time at each site.



Theme parks: Value

Guests feel that the experience does not justify the costs.



Zoos and aquariums: Variety

Customers found the locations to be lacking in both size and variety.



Shows and events: Catering

Many found food quality mediocre, poorly prepared, or limited.

What do customers mention in negative reviews?

What are the detractors in your category?



Museums and galleries: Crowding

Skip-the-line queues are ineffective, and customers had issues with crowds, especially in Europe.



City/walking tours: Logistics

Customers mentioned lack of communication, late guides, and struggling to find the meeting point.



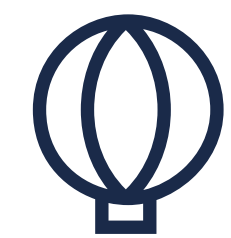
Other guided tours: Knowledge

Guests felt that the guides often delivered only basic information.



Observation decks: Crowd management

Guests noted inconsistencies in managing flows of people, which created frustration and feelings of unfairness.



Key detractors for leisure attractions

Percentage of negative reviews which mentioned...



Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews. Detractor topics for leisure attractions, listed in order of number of reviews.

Value, time and crowds



No seats free with charging points available. The only available seats were in the food area. The seats were worn out... really disappointing.



Very overcrowded, queues were huge... should be a limit to how many people are allowed inside.

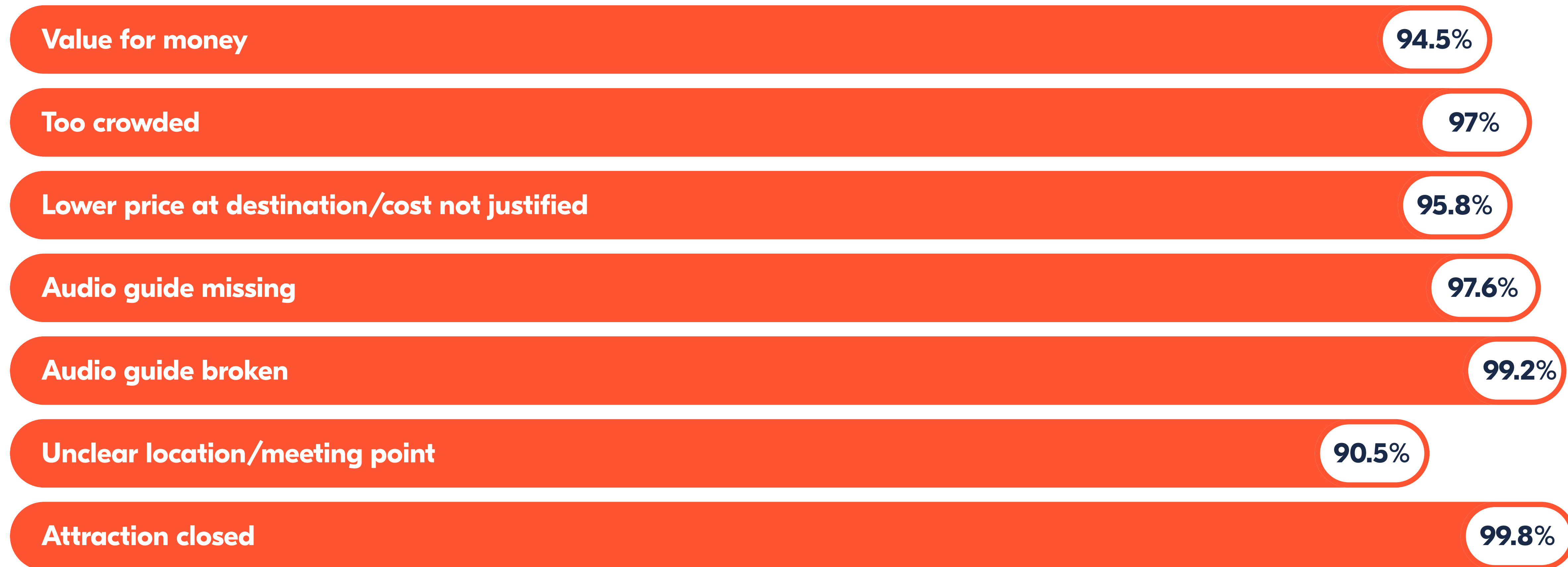


The tour is short and the price is high. There are better things to do in the city for the same price.

Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews.

Key detractors for cultural landmarks

Percentage of negative reviews which mentioned...



Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews. Detractor topics for cultural landmarks, listed in order of number of reviews

Tech, time and crowds



Too many people don't allow a quiet and meaningful visit. The guides should communicate through headphones... it's annoying for those who do not have a guide.



Skip the line shouldn't mean waiting in line for 30 minutes. We wanted the express tour for an hour and the tour took much longer.



Uninteresting audio guide and far too many people. Skip-the-line queue wastes time, the normal queue is shorter.

Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews.

Key detractors for vehicle tours

Percentage of negative reviews which mentioned...



Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews. Detractor topics for vehicle tours, listed in order of number of reviews

Transport, quality, and value for money



To see stuff without understanding it is a shame. The acoustics were bad, and you can do the same cheaper at other vendors.



The activity mentioned 4 hours, it lasted 3. A 45 minute pause in a cafeteria is not necessary in winter; should adapt the activity according to the seasons.

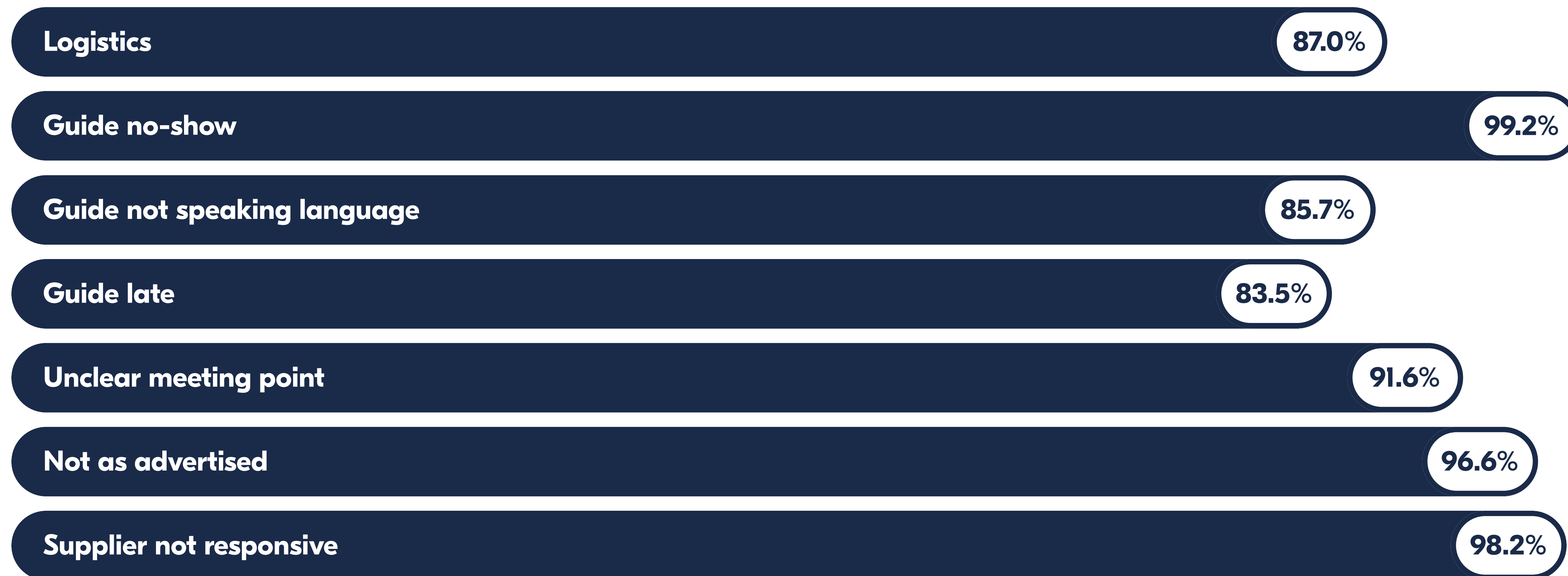


What the plan says isn't what you do. There are too many stops in tourist shops. We spent a lot less time visiting [what we wanted to see]!

Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews.

Key detractors for guided tours

Percentage of negative reviews which mentioned...



Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews. Detractor topics for walking tours, listed in order of number of reviews



Superficial content and poor logistics



Why do you not pick up the phone? We didn't ask you to wait, we asked you to send us the next location of where you will be heading... terrible!



They could allow more time. It didn't make sense to stop in a convenience store when the main thing is the mountain.

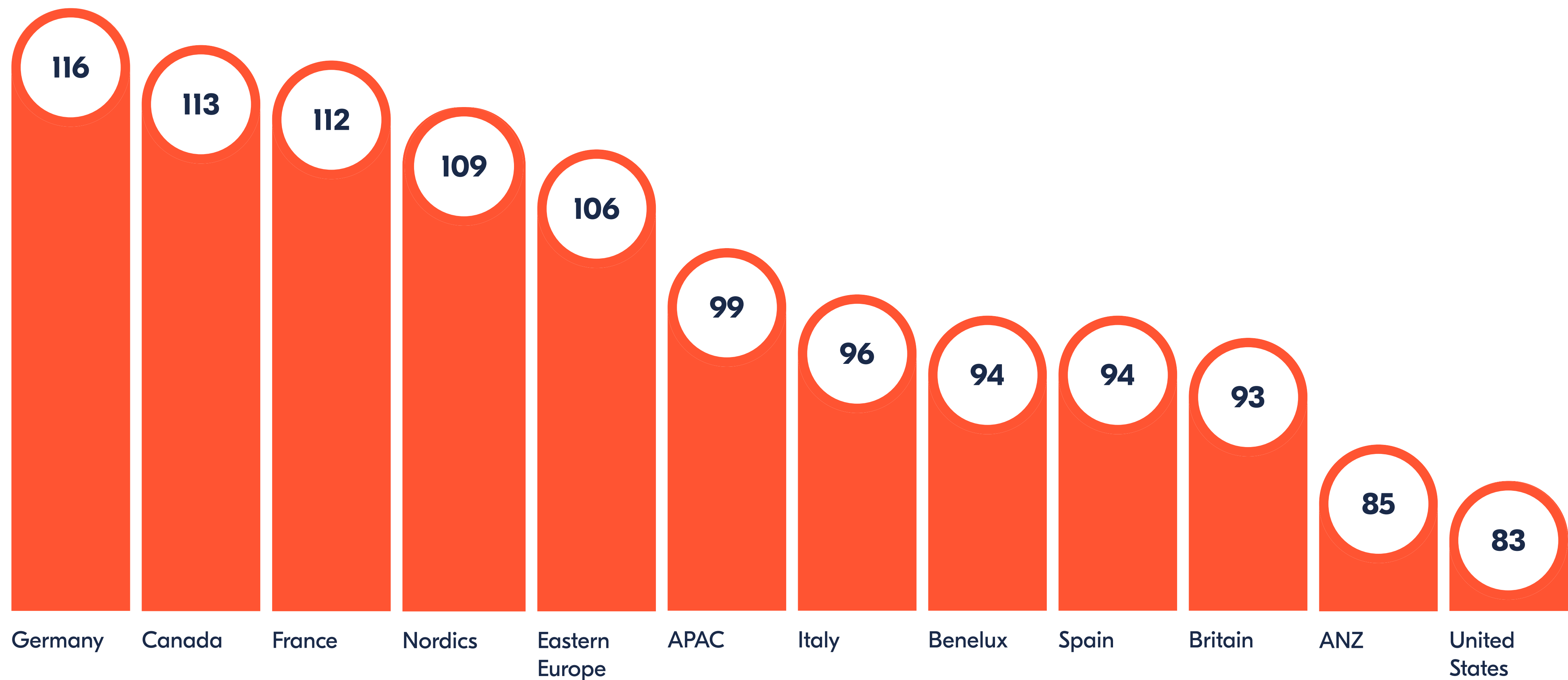


Guide should have a small speaker and mic for big crowds. It's so loud in the old town, they had to scream the whole time.

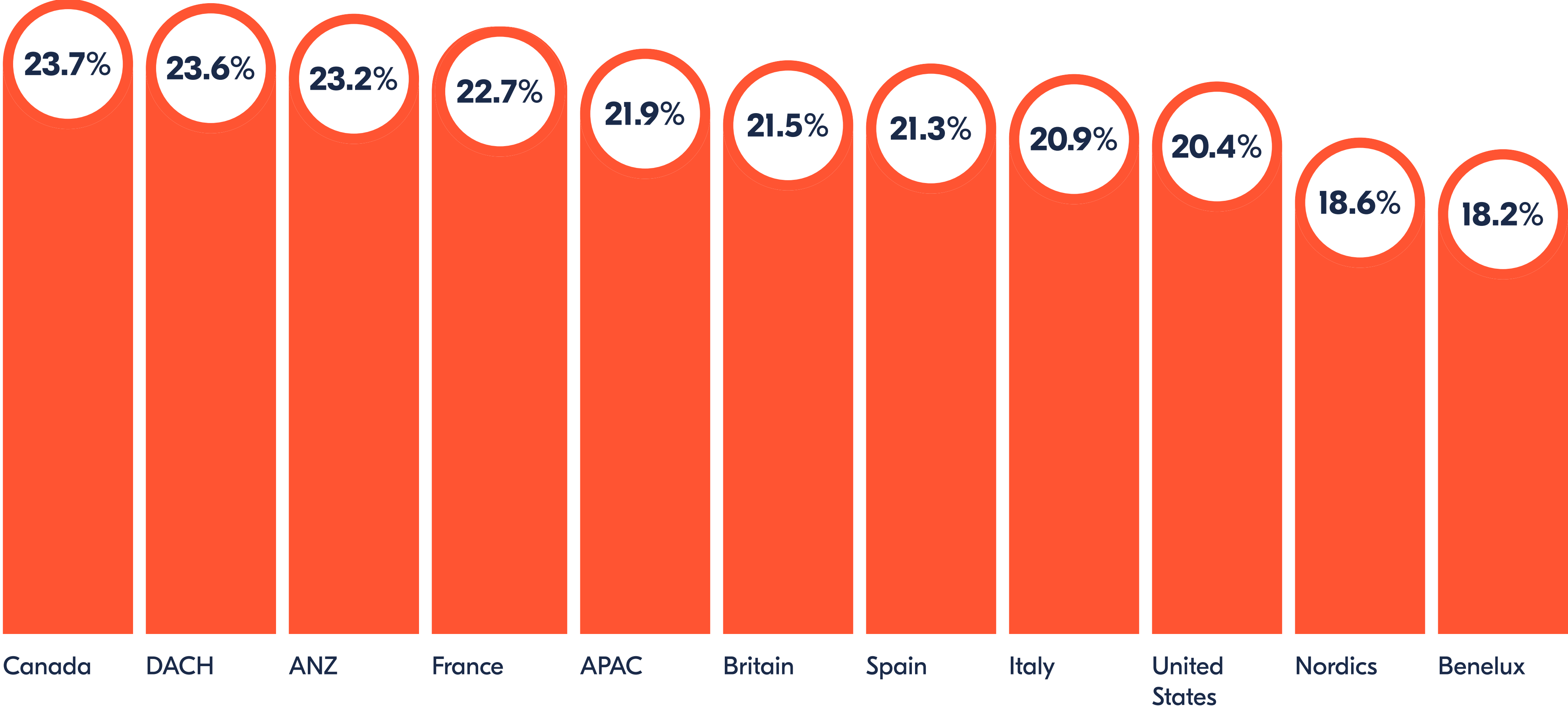
Source: Chattermill, Tour Experience Insights, February 2025, sample: 2024 tour reviews.

Which customers leave the most reviews?

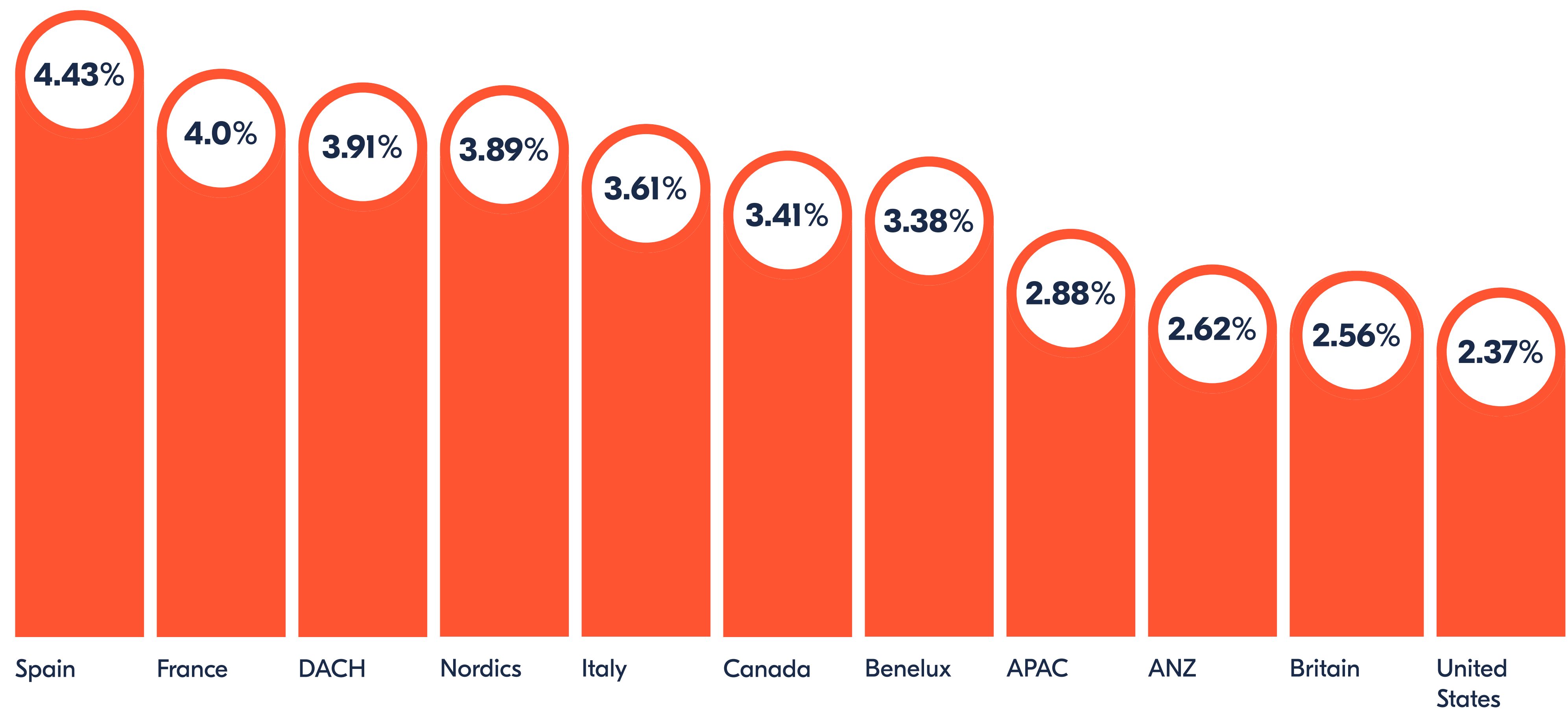
Average review rate, indexed by source market



Which source market has the highest proportion of 5-star reviews?



Who leaves negative reviews the most?



What are your customers from different countries looking for?

The good news is that positives are very similar across all source markets; people praise a high-quality experiences, engaged and knowledgeable guides, and seeing something unexpected. However, the pain points differ across countries.

Top detractors for...

Spain

- Value for money
- Language
- Activity/guide lateness

France

- Value for money
- Crowds
- Language

Outlier: Technology

Germany

- Crowds
- Value for money
- Information

United States

- Logistics
- Lack of information
- Activity/guide lateness

Outlier: Discomfort due to weather

How can you use this information?

✓ **Tailor your products**

Focus on guest experience according to different source markets. If Germans are most sensitive to crowds, schedule German language tours at quiet times and give recommendations about when to visit in German product descriptions.

✓ **Manage expectations up front**

Address unavoidable pain points within your tour. Even if queues and transport times are necessary, manage expectations upfront by letting guests know how long each part of the experience will take.

✓ **Turn detractors into delighters**

Address concerns in creative ways. For example, can you overcome language barriers through tech solutions, information panels, or high-quality audio guides? Can you turn queuing time into a fun moment?



How can you use this information?

✔️ **Avoid negative reviews**

Assess your (and your competitors') feedback to understand complaint trends. Resolve common issues quickly, and then communicate these in your marketing. Keep an eye on crowd-easing measures.

✔️ **Introduce a surprise factor**

Guests don't leave a positive review to say nothing went wrong...they leave positive descriptions when you exceed expectations, including peak moments and surprises, and give them something to talk about.

✔️ **Identify the biggest potential gains**

Analyze patterns across different source markets. Are there groups that need immediate attention? Small improvements, plus tailored prompts and CTAs, help drive immediate impact.



Our goal is to help you succeed

We're on a mission to help tour operators and attractions provide unforgettable experiences to engaged travelers across the globe.

Stand out with resources like this

This report is designed to empower you with insights and tips to help you get better reviews, and more of them.

In order to provide an outstanding traveler experience, we ensure all our products meet a high standard. That's why we share customer review insights in our Supplier Portal, and use them as a part of our curation process.

This way, we guarantee that your experiences will be in good company, driving more trust from your customers, and elevating your brand.



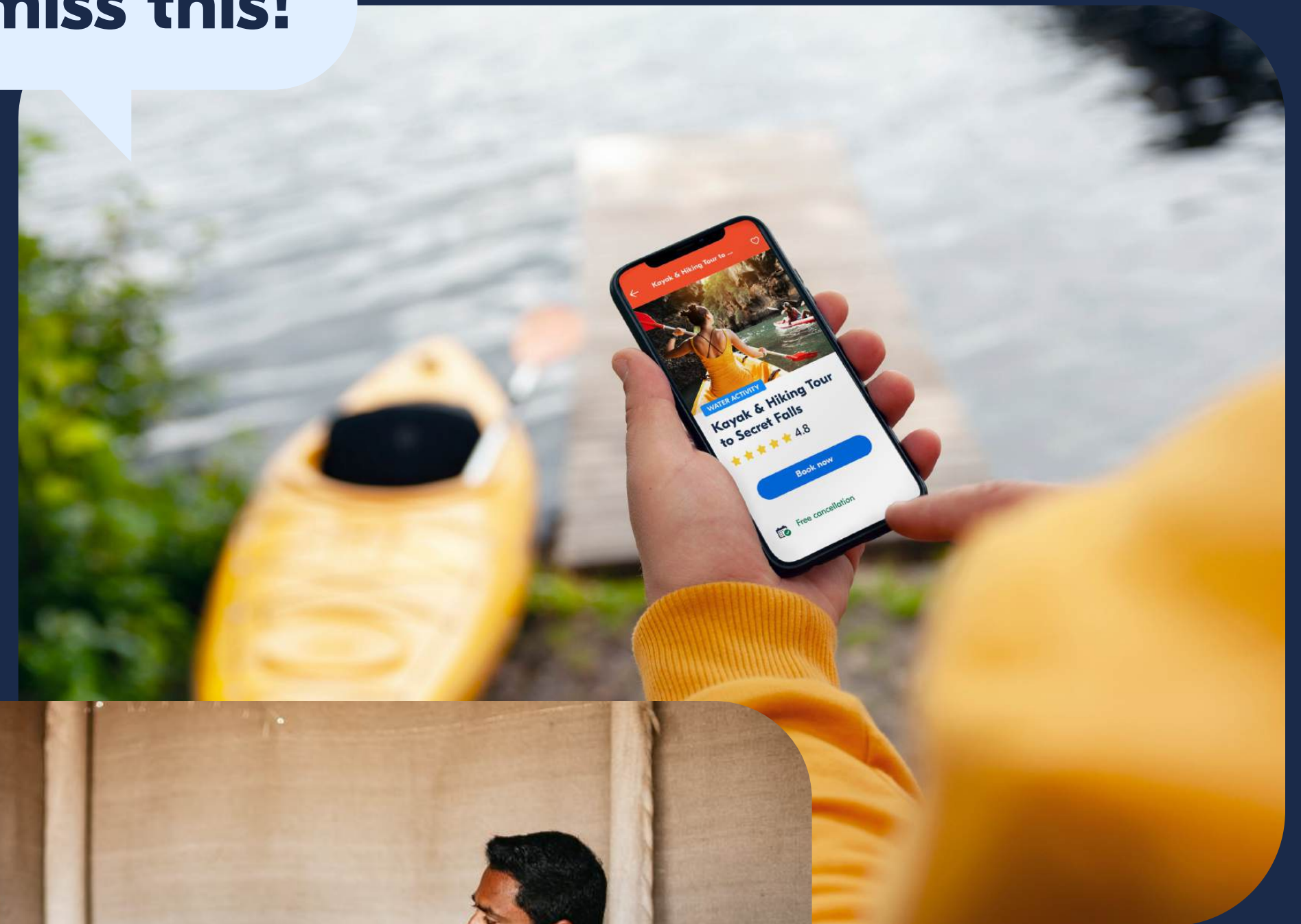
Leverage GetYourGuide's trusted platform

GetYourGuide proudly partners with thousands of creators and suppliers to share more than 150,000 experiences worldwide. With offices across four continents, we work with industry partners to shape the travel sector globally.

Revolutionize the industry with us.

With over 9M verified reviews and an average activity review rating of four stars, travelers trust us with their vacations.

Don't miss this!



5.0 ★

This research is part of a series to help you grow your business

Has this report given you some good ideas and useful information? There's more where that came from. Check them out here.

- Distribution strategy: The digitization of the industry and new customer needs
- Understanding the experiences industry: How people decide where to go
- Marketing strategy: How people decide what activities to do
- Performance optimization: How people decide what to book

