# Concerns grow over authenticity of travel reviews among holidaymakers



A recent survey has revealed significant concerns among holidaymakers regarding the authenticity of travel reviews, with many feeling misled by exaggerated or false information. The study, which surveyed 2,000 individuals, found that one in five holidaymakers believe they have made booking decisions based on misleading reviews.

The findings highlighted that a third of respondents felt their chosen destination did not meet the descriptions provided in promotional materials. Similarly, another third expressed disappointment with their hotel accommodations, stating that the rooms did not match the advertisements. The scope of dissatisfaction extends to various aspects of travel, with 20 per cent of participants noting that the variety of food options fell short of expectations. Further, 18 per cent found the beach locations to be farther than indicated, while another 20 per cent were disappointed by promised views that did not materialise as expected.

The Daily Star reports additional disappointments experienced by holidaymakers that included the dimensions of swimming pools, the availability of activities, and proximity to the airport. Alarmingly, a quarter of those surveyed suspected that images they had encountered were either artificially enhanced or entirely generated by artificial intelligence.

The survey also revealed a marked shift in consumer behaviour, indicating that 70 per cent of participants would be less inclined to book through platforms if they suspected the presence of untrustworthy reviews. Furthermore, a third of those who identified what they believed to be fake or AI-generated reviews have taken action by reporting them.

Bogi Nils Bogason, CEO of Icelandair, commented on the pesquisa, stating, "We believe real experiences, captured by photographers and locals, resonate more with travellers and help set accurate expectations compared to something that has been created by AI." He highlighted the significance of authenticity in the tourism sector, expressing that while artificial intelligence can play a role in the industry, it is essential to maintain the human element of travel experiences. "Nothing can beat the real thing," Bogason remarked, underscoring the value of exploratory journeys.

Additionally, he noted that authenticity and transparency are fundamental to their corporate culture, with a mission to showcase Iceland's genuine beauty and assist travellers in making informed decisions.

The survey results indicate that two-thirds of holidaymakers now prioritize personal recommendations from friends or family over reliance on online reviews and ratings. Bogason reiterated the importance of promoting genuine experiences amidst a backdrop of increasing digital manipulation. He stated, "At a time when artificial intelligence and digital manipulation are becoming increasingly prevalent, we want to take a stand for real, unfiltered experiences that showcase the beauty and spirit of destinations such as Iceland."

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.getyourguide.press/blog/2023-travel-trends-u-s-travelers-aim-to-experience-destinations-as-locals-and-crave-more-authenticity> - Highlights U.S. travelers' desire for authentic experiences and local immersion, reflecting broader trends in prioritizing genuine travel experiences.
* <https://adventure.com/the-authenticity-dilemma-authenic-travel> - Examines the concept of 'authenticity' in travel and how it affects consumer expectations and experiences, reflecting the complexity of authenticity in tourism.
* <https://research.skift.com/reports/how-authentic-experiences-shape-the-new-tourism-economy> - Discusses the importance of authentic experiences in the tourism sector, aligning with consumer preferences for genuine and local encounters.
* <https://travel.usnews.com/features/how-to-spot-fake-hotel-reviews> - Provides insights into spotting fake reviews, which can lead to consumer dissatisfaction if not addressed, highlighting the issue of misleading content in travel bookings.
* <https://www.statista.com/statistics/515157/travel-reviews-influence-purchase-decisions/> - Highlights the influence of online reviews on travel booking decisions, emphasizing the impact of trustworthy versus untrustworthy reviews.