

TRIPADVISOR REMOVED OVER 2.7 MILLION FAKE REVIEWS IN 2024



Tripadvisor removed more than 2.7 million fake reviews in 2024—a jump from two million the year before—and detailed this in their 2025 Transparency Report. Apparently, moderators looked at roughly 4.2 million reviews at some point, either before or after they hit the site.

They manage reviews with a mix of automated checks, hands-on oversight, and feedback from regular users. Out of the 31.1 million reviews in 2024, about 87.8% breezed through the automated system and landed online. **At the same time, roughly 7.3% were nixed by tech-based filters, while human reviewers flagged around 4.9% for further scrutiny.**

It turns out that a good chunk—some 54%—of the fake reviews came from what’s known as "review boosting." That’s when businesses or their allies drop in positive reviews to jack up ratings. In that same year, Tripadvisor even sent warnings to nearly 9,000 businesses that were prodding customers or staff to churn out glowing reviews.

There’s also what they call member fraud—when an individual user posts a review that breaks the rules. Just over 39% of these counterfeits were cases of vandalism, and then there were the paid reviews, making up about 4.8% and another 2.1% in different categories.

On the artificial intelligence front, Tripadvisor has been busy, too. Last year, they pulled down 214,000 reviews that were flagged as AI-generated. This move is all about keeping traveler trust intact. Sure, AI brings benefits, but ditching those auto-generated reviews helps prevent a “sea of sameness” and gives genuine, fresh opinions room to shine. **The recent numbers go up from 2023, when they removed a record two million fraudulent reviews, compared to 1.2 million in 2022.**

The fight against fake reviews is far from over. Their latest report even shows a 34% drop in fake review attempts compared to the previous year. The platform remains pretty committed to its trust-first approach—even if a couple of slips in punctuation or phrasing remind us that perfection isn’t always the goal.

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