



Tripadvisor Digital Services Act Transparency Report

17 February 2025

OPENING

Tripadvisor is an online travel platform focused on helping travellers benefit from the best of the internet—scale, reach, and the wisdom of crowds. Founded in 2000 as a platform for traveller reviews and feedback, Tripadvisor has long recognized the preeminent importance of user trust and has consistently been an industry leader in promoting the integrity of the reviews and user-generated content hosted on the platform. Our leadership is the result of focused work and investment in the people, processes and tools that reinforce confidence in the content hosted by our platform.

As you read this report, which has been prepared in accordance with the European Union’s Digital Services Act (DSA), it is important to consider that Tripadvisor’s content moderation and Trust & Safety program has long operated transparently and to meet the specific needs of the travel community.¹ Tripadvisor has established policies and practices that manage the user generated content appearing on the platform to ensure content on our platform is accurate, helpful, and safe for our community.

TRIPADVISOR’S APPROACH TO TRUST AND SAFETY

Tripadvisor’s Trust and Safety program is built with a specific audience in mind – travellers and travel businesses. To ensure the content appearing on the platform is relevant to the travel community, Tripadvisor employs and evolves detailed policies and community guidelines that govern reviews and user generated content on our platform.² Unlike other platforms that host content for varied internet user segments, Tripadvisor’s policies and guidelines were established with a specific community of internet users in mind: travellers/diners and travel/restaurant businesses. That means Tripadvisor’s Trust and Safety program is designed to host only content that meets the specific needs of the travel community.

¹ “2023 Tripadvisor Review Transparency Report.” Tripadvisor LLC. (April 11, 2023). <https://www.tripadvisor.com/TransparencyReport2023>.

² “Trust and Safety at Tripadvisor.” Tripadvisor LLC. <https://www.tripadvisor.com/Trust>.



Automated tools providing valuable platform-relevant screening protections.

Tripadvisor uses advanced screening technology to provide sophisticated analysis of content contributed by our users. Notably, every review submitted to the Tripadvisor platform is analysed using a proprietary technology system aimed at detecting violations of our policies.

Tripadvisor leverages a layered approach to content moderation, including human moderators.

When Tripadvisor's advanced screening technology can neither entirely reject nor clear a review to be posted, our team of experts assesses the submission through a process to determine whether content meets our community guidelines.³ This team of expert moderators around the world undergo intensive training periods focused on Tripadvisor policies, processes and trends specific to our platform. This approach to training includes a mix of foundational knowledge, hands-on practice, and continuous learning. We rely on this team's expertise to help analyse and address the more concerning content appearing on our platform.

The Tripadvisor community plays an important role. The Tripadvisor community, including business owners and travellers, is encouraged to use our content flagging system to help identify and support Tripadvisor's review of content potentially violating policies. Furthermore, in accordance with the DSA, we respond to concerns raised by Trusted Flaggers, who are designated by Digital Service Coordinators as experts trained in detecting certain types of content. In 2024, Tripadvisor received one Trusted Flagger report. The reported content was determined to be an unlawful advertisement and was removed.

Tripadvisor's detection work never stops. Tripadvisor's expert team of Trust and Safety professionals takes proactive steps to continuously evaluate the content in our system. As we collect more data and become ever-more sophisticated in our techniques and technology, we will remove content that has been posted when new details like patterns of fraud or policy violations emerge. This can result in content appearing on our site being removed by Tripadvisor at a later date.

³ "Content and Community Guidelines." Tripadvisor LLC.
<https://www.tripadvisor.com/Trust-llmsjBtituuk.html>



Tripadvisor is responsive to Member State authorities. Tripadvisor prioritizes claims by governments to remove illegal or policy-violating content appearing on our site. In 2024, Tripadvisor received 44 information orders and no takedown orders from EU Member State authorities. Of those contacts, orders fell into three subject matter categories: 1.) investigating allegedly defamatory reviews; 2.) investigating criminal activity by a Tripadvisor member but outside of Tripadvisor; and 3.) no legal reason given. Member States Issuing orders in 2024 included:

- France - 14
- Germany - 13
- Italy- 13
- Spain - 3
- Portugal - 2

Transparency ensures Tripadvisor’s processes and policies are working. While this is the first transparency report Tripadvisor has submitted under the requirements established under the DSA, Tripadvisor has for years been an industry leader in providing transparency around our Trust & Safety policies, processes, and progress. Notably, Tripadvisor was the first review platform to issue a Review Transparency Report in 2019, explaining our content moderation policies and practices and detailing the volume and trends of the review fraud targeting our platform.⁴ As an update to this 2019 report, Tripadvisor publishes updated Review Transparency Reports, which are archived at [tripadvisor.com/trust](https://www.tripadvisor.com/trust).⁵ We look forward to releasing our 2025 Review Transparency Report in March 2025.

Tripadvisor’s commitment to Trust and Safety extends beyond its own platform. When it comes to bad actors online, the challenges facing one platform can create challenges for all platforms hosting reviews. Drawing on our two decades of review-hosting experience, in 2022, Tripadvisor convened the first conference of review hosting platforms to elevate best practices for addressing fake reviews.⁶ This conference led to the launch of the Coalition for Trusted Reviews (CFTR), which is the

⁴ “2019 Tripadvisor Review Transparency Report.” Tripadvisor LLC. (September, 17, 2019). https://www.tripadvisor.com/Trust-lseNku4YFzjo-Transparency_report.html.

⁵ “2023 Tripadvisor Review Transparency Report.” Tripadvisor LLC. (April 11, 2023). <https://www.tripadvisor.com/TransparencyReport2023>.

⁶ “The #1 Top-Rated 5* Conference on Earth: A Gathering of Professionals Fighting Fake Reviews.” Tripadvisor LLC. (October 25, 2022). https://www.tripadvisor.com/Trust-lkMJkkMDGxFk-Fraud_summit_registration.html.



first-ever cross-industry collaboration committed to protecting access to trustworthy consumer reviews worldwide.⁷ Together, CFTR members are defining best practices for hosting online reviews and strengthening fake review detection efforts, with the goal of stopping fake reviews at the source.

QUANTITATIVE REPORT

Notices Submitted Through Notice and Takedown Mechanisms

Name	Total	Reason Submitted by Users	Action Taken	Type of Illegal Content Concerned
Median Seconds To Take Action	62,878	Notices of Illegal Content	Remove	10,130
			Restricted To Private	1
Notices Processed Using Automated Means	153,363	Notices of Violation of Terms and Conditions	Remove	248,785
			Restricted To Private	21
Notices Submitted by Trusted Flaggers	1	Grand Total		258,937
				Grand Total

Own Initiative Restrictions

Restriction Type	Detection Method	Type of Content Concerned
Account Restriction	Items Detected Solely Using Automated Means	Illegal
Provision Of Service Restriction	Items Moderated	Violation Of Terms and Conditions
Visibility Restriction	Grand Total	Grand Total
Grand Total		

Complaints Received Through Internal Appeals System

Complaint Type	Appeal Decision	Name	Total
Publication Dispute	Denied		9,267
Removal Dispute	Granted	Median Seconds To Take Action	86,526
Grand Total	Grand Total		12,525

Account Restrictions

Name	Total
Restriction Due to Illegal Content	1,219
Restriction Due to Unfounded Appeals	0
Restriction Due to Unfounded Votes	0

⁷ "About Us." Coalition for Trusted Reviews. (Accessed 30 January 2025). <https://www.coalitionfortrustedreviews.com/>



CLOSING

In summary, TripAdvisor’s content moderation and Trust & Safety transparency efforts go far beyond this publication. To gain a more holistic understanding of our platform-relevant approach to Trust and Safety, including our content moderation policies and processes, we encourage you to explore TripAdvisor’s Trust and Safety Website, www.tripadvisor.com/trust. We also recommend our most recent [Review Transparency Report](#), where you can learn more about how we ensure content on our platform is accurate, helpful, and safe for our community.