# Content guidelines

Last updated: 24 August 2026

**We know our traveler community values reviews and content created by other travelers and our partners. That’s why it is important to us and to our travelers that content on our site and app is truthful, helpful and safe.**

Any content that you and other users submit or otherwise contribute, including reviews, photos, comments and listings, must comply with these guidelines, so we encourage you to read them carefully. These guidelines are part of our broader polices and terms, including, as relevant, our Terms of Service and our Privacy Statement, which set out in more detail the terms on which you grant us a license to use any submitted content.

These guidelines are updated from time to time and the last date of revisions is stated at the top of this page.

For additional content guidelines that apply to content provided by partners, please also refer to our Partner Provided Content Policy. The Partner Provided Content Policy forms part of these Content Guidelines.

## Reviews

## Overview

We understand the importance of trusted reviews to our travelers. Reviews that you submit to our site should be truthful, contain relevant information reflecting your actual experience and follow these content guidelines.

We moderate all reviews submitted to us and we take reasonable steps to ensure that only those who have booked or provided a travel service, such as a flight, stay, car hire or activity, can post a review of their experience.

We publish and display all reviews (both positive and negative), as long as they comply with these guidelines.

Any reviews not submitted directly to us and verified by us are clearly labelled.

In some cases, you may be able to submit feedback in real time–this means that you will have the option to provide immediate feedback on your hotel, flight, car hire or any activities booked through our site or app.

## Moderation of reviews

We have a range of processes in place (automated tools and/or manual human moderation) that we use to identify content that is not compliant with these guidelines. Any reviews that are found to violate these guidelines will not be published on our site or app or will be removed if already in publication. Where reviews are rejected by our moderation processes, the author is informed by email that the review has been rejected because it does not comply with these content guidelines. In some cases, the author also has an opportunity to re-submit their review for re-moderation.

We do not edit or otherwise modify reviews or responses on a partner or traveler's behalf.

## Eligibility and removal of reviews

## Eligibility conditions

Any reviews published on our site or app must meet the following eligibility criteria and we can reject or remove any review that doesn’t meet these criteria:

- Reviews must be submitted within six months of your stay, car hire, or activity. If you submit more than one review for the same property, we’ll use the most recent one.
- You may not review a property that you own, manage, or are otherwise associated with.
- Your review must relate to your genuine, first-hand experience and must not be generated using AI. If requested, you must provide us with satisfactory evidence of your experience (for example, evidence of your stay in the property you are reviewing; or evidence you were unable to proceed with a stay due to the other party’s late action).

Travelers who attempted to fulfil their booking or participate in their activity can still leave a review. This may include a traveler who:

- Was not offered a room when they arrived at the property or was unable to access the property.
- Left earlier than their scheduled departure day.
- Had their booking cancelled mid-stay/activity.
- Had their booking cancelled by the property partner within 24 hours of check-in.

## Fake reviews

Fake reviews are reviews that don’t reflect a genuine travel experience and are submitted in an attempt to mislead or manipulate other travelers' perception or behavior. Examples of fake reviews include:

- Where a property partner solicits or leaves a review of their own property.
- Reviews submitted in exchange for payment, reward, or incentive in an attempt to manipulate a property’s ratings.

We do not allow the publication of fake reviews on our site. Where we detect fake reviews we will remove them from our site and take appropriate action.

## Review manipulation

We do not allow travelers or partners to use the review process to attempt to extort money or to manipulate review sentiment. For example:

- Travelers may not threaten to use a review against a partner to obtain refunds or additional compensation.
- Partners may not request a positive review in exchange for refunds or ask a guest to revise a review in order to receive additional compensation.
- Partners must not submit, or ask travelers to submit, negative reviews of competitors in order to lower their review ratings.

Where we become aware of such behavior, we will remove manipulated reviews from our site and take appropriate action.

## Incentives

It's important to us and to our travelers that reviews are impartial and honest. Reviews should come directly from the traveler, reflect their unique experience, and be unbiased. Partners must not write reviews on behalf of travelers or offer any incentives to encourage travelers to submit reviews.

From time to time, we may offer our travelers incentives to complete reviews, such as a saving, a coupon or loyalty rewards for use on a future trip. These incentives are made regardless of whether a traveler has submitted a negative or positive review. Where a traveler has received an incentive for submitting their reviews, we will also clearly label the published review as incentivized.

We do not allow the publication of concealed incentivized reviews on our site. Where we detect concealed incentivized reviews, we will remove them from our site and take appropriate action.

## Removal of reviews

A traveler or partner may contact Customer Services to remove their published reviews or responses.

For example, we may reject or remove reviews and partner responses to review in the following circumstances:

- The review or response contains personal data about another person, for example their full name or address.
- The review or response is proven to be fake or was provided fraudulently.
- The review or response is offensive, unlawful or contains any prohibited content as set out in these guidelines.
- There is evidence the traveler did not fulfil or attempt to fulfil their booking.
- The traveler is found in violation of any applicable partner rules.
- The review is a duplicate submission.
- The review is for the wrong property, unit, or activity (except where the traveler is relocated by a partner and their only option is to review the original property).

We do not remove reviews simply because they contain negative content.

## Reviews of travel services

## Review of accommodation

If you have booked accommodation on our site, we will send you an email or a push notification inviting you to review your stay. You can review an accommodation if you stayed there or if you arrived at the accommodation but didn't actually stay there. You may also review an accommodation if you had your booking cancelled by the property partner within 24 hours of check-in.

If you choose to leave a review, each completed section (such as sub-scores for cleanliness or service) will be progressively auto submitted to us. If you do not complete all sections of the review, it will be auto submitted for publication after 21 days.

## Scoring

Travelers can provide an overall score for the property they are reviewing on a straightforward scale of 1–5. To get the property review score we display, we convert all scores received to a score out of 10 and then add up all the published reviews and divide that by the total number of published review scores.

Travelers can also submit sub-scores for specific aspects and features of a property or stay, such as cleanliness, staff, breakfast or location. The overall scores and these sub-scores are submitted by travelers separately, so they may be different.

To ensure reviews are relevant and helpful to travelers, we remove accommodation reviews after three years (except in cases where a property has only a limited number of reviews).

## Partner responses

Property partners can respond to reviews. This allows property partners to address any issues raised and highlight any remediation or property improvements they made. We do not facilitate direct contact by property partners with reviewers.

Partner responses are subject to the same moderation process as traveler reviews.

Where a property, activity, or car partner genuinely considers that a review does not meet the criteria and requirements set out in these guidelines, that partner may either submit a review dispute form to us via their partner services tools, or contact Customer Service. We may also consider requests by property partners for reviews to be removed in the context of a property ownership change or completion of major renovations.

### Vrbo

For holiday rental reviews submitted through our Vrbo sites or app, our moderation process has some specific features. We operate a 'two-way review system', in which:

- Once either the traveler or partner submits a review, the other party has 14 days to submit a review.
- We publish each review (provided they comply with our overall content guidelines) at the same time.
- If, after 14 days of the first review being submitted, the other party has not submitted their own review, we will publish the submitted review (and no additional reviews can be submitted in relation to the stay).

## Transfer of Vrbo reviews

Vrbo partners may request the transfer of historical reviews to their Vrbo property listing for the same property if they purchase or acquire the rights to manage the property. The previous property owner/manager's permission is not required for the transfer. Any transfer of reviews will be for all reviews, both positive and negative.

If reviews are transferred following this process, we will clearly label any transferred reviews with a notation that the review relates to a different management or ownership.

## Reviews of car hire

If you have booked a hire car, we will send you an email or a push notification inviting you to review your experience after you have picked up your car. If you choose to leave a review, each completed section will be progressively auto submitted to us for publication.

We ask travelers if they had either a positive or negative experience with the pick-up and vehicle. We then create a cumulative score based on positive/negative feedback on both these points.

Travelers can also submit a positive or negative score for specific aspects of their hire, such as pick up location, pick-up time and vehicle condition. The overall scores and these sub-scores are submitted by travelers separately, so they may be different.

We generally display an overall percentage of positive customer ratings for car hire providers, based on hires made with that provider. To ensure reviews are relevant and helpful to travelers, we remove car hire reviews after 12 months.

## Review of local activities and attractions

If you have booked an activity, we will send you an email or a push notification after you have completed your activity inviting you to review your experience. If you choose to leave a review, each completed section will be progressively auto submitted to us for publication.

Overall or headline review scores are a simple average of all related final scores of published reviews.

## Unverified reviews

From time to time, we may also display reviews and review scores which have not been submitted directly to us and have not been verified by us.

### Vrbo

Some Vrbo reviews come from a traveler submitting a review directly to one of our property partners outside our site or processes, or submitted to Vrbo in accordance with a previous moderation process. These reviews are not verified by the moderation processes outlined in these guidelines. We may still display these reviews; however, to be eligible for publication, those reviews must be either:

- From a property partner, which is required to share with us only verified reviews that meet our overall content guidelines; or
- Submitted to Vrbo in accordance with our previous moderation process, which required a valid reservation code from a booking made with one of our property partners.

Each of these types of Vrbo reviews are clearly marked in our reviews display.

## Viator and Get Your Guide activity reviews

In addition to our verified activities reviews, we display some reviews of activities gathered in partnership with the well-known travel websites Viator and Get Your Guide. While we do not verify reviews coming from Viator and Get Your Guide, they must meet our overall content guidelines to be published on our site or app.

These reviews are clearly marked as originating from Viator or Get Your Guide in our reviews display.

### Review scores from other travel websites

Some properties don't have any reviews from our travelers who booked on our site or app yet, such as those new to our site. For these properties, we will display an average score using reviews from other well-known third-party travel websites only until the properties receive a review on our site. We don't display any written content of reviews from these other websites.

We can't verify reviews from other sites to confirm if they meet our review criteria, however, these reviews scores are imported from well-known third-party travel websites. If a review score is provided on a scale of 1 to 5, we may double it to align with our review scoring on our sites.

Any review scores imported from a third-party travel site are clearly marked in our reviews display.

### General content guidelines

### Prohibited content

We do not allow content that is misleading, harmful or offensive on our site or apps.

Content you submit for publication cannot include the following:

- Content that is not directly related to offering, managing, and supporting travel, or relaying your travel service experience (for example, property listings must only relate to the subject property; property listings should not direct users to third-party websites; and your profile description must relate only to you).
- Content that is fake, misleading, deceptive, is provided fraudulently, or exaggerates or omits material details that would affect a traveler's expectations or decision-making.
- Content that uses generative AI to mislead, misrepresent, or fabricate information, to including by using AI-generated or AI-edited content to misrepresent a property, or to create false allegations of traveler damage or wrongdoing.
- Advertising of Expedia Group competitor products or services or any other products or services unrelated to the property being advertised on our platform.
- Any content which you do not have the legal right to publish.
- Profanity or other objectionable content (such as content that is pornographic, obscene, profane, illegal, offensive, discriminatory, objectionable, threatening, promotes violence, harm or any other dangerous or illegal activity, or depicts any nudity or sexual activity).
- Close-up or otherwise identifiable photos of or identifying information about specific children or any third parties without their consent (or a parent or legal guardian's consent in the case of a child under 18 years of age).
- Personal data, such as phone numbers, credit card details, physical addresses, email addresses or information that can be linked to a specific individual.
- Unapproved HTML tags, URLs, links, QR codes, #hashtags, or social media handles.
- Quoted material from websites, books, magazines, newspapers or other sources.
- Content that is unlawful or infringes on any copyright, trademark or other intellectual or other proprietary rights of another person, or
- Property rates, rate ranges or other pricing information in reviews.

If we identify content that does not comply with the requirements set out in these Content Guidelines, our Terms of Service, or any other Expedia Group Marketplace Policy, we will take appropriate action.

### Guidance on creating content

Below are some useful pointers to keep in mind when creating and submitting content:

- Focus on your experience. Be honest, informative, unique and detailed.
- Use good grammar, spelling and common sense.
- Reviews and comments on reviews, are not the place to ask for help or voice frustration with us or our service. We welcome reviews relating to your travel experience, however if you need to contact us or raise a complaint please reach out to our Customer Support.
- Don't use plagiarized content or the experiences of others. You may not cut and paste from other review sites or travel sources.

### Photo submission guidance

There are some technical aspects that you should keep in mind when submitting photos:

- Images must be in BMP, PNG, GIF or JPEG format.
- File size must be 5mb or less.
- Image must be at least 60 pixels tall.
- Image must be at least 60 pixels wide.

### Reporting content

### Content on our sites

If you believe content posted on our sites might be illegal or might breach these guidelines, please contact Customer Support. If you are logged into our site or app, you are also able to report any concerning reviews by clicking on the ‘report review’ flag provided next to individual published reviews.