

# Fake AI Airbnb Reviews Increased By 209% From 2020 to 2024 According to New Study by Originality.ai

COLLINGWOOD, ONTARIO, CANADA, January 14, 2025 /EINPresswire.com/ -- According to a [new study](#) by [Originality.ai](#), the [most accurate](#) AI content detection tool on the market, AI-generated reviews on Airbnb have skyrocketed, increasing by 209% from 2020 to 2024.

## Key Takeaways (TL;DR):

- From 2020 to 2024 AI Airbnb Reviews Grew By 209%.
- On average 5.3% of Airbnb Reviews from 2020 to 2024 were Likely AI
- AI-generated Airbnb reviews nearly tripled to over 6% in 2023.
- By 2024, the percentage of AI Airbnb reviews surpassed 10%.



These findings highlight an alarming trend: the increasing reliance on AI to craft reviews that can influence consumer decisions in the sharing economy.

## Study Highlights:

The analysis leveraged Originality.ai's advanced AI-detection software to identify patterns indicative of machine-generated text. Researchers examined the scope of AI's influence on the Airbnb review ecosystem.

## Why This Matters:

The sharp acceleration in AI-generated reviews raises questions about the credibility of user-generated content, a cornerstone of platforms like Airbnb. For consumers, it complicates efforts to make informed decisions. For businesses, it presents new challenges in maintaining trust and

transparency.

See the full study here:

<https://originality.ai/blog/ai-airbnb-review-analysis>

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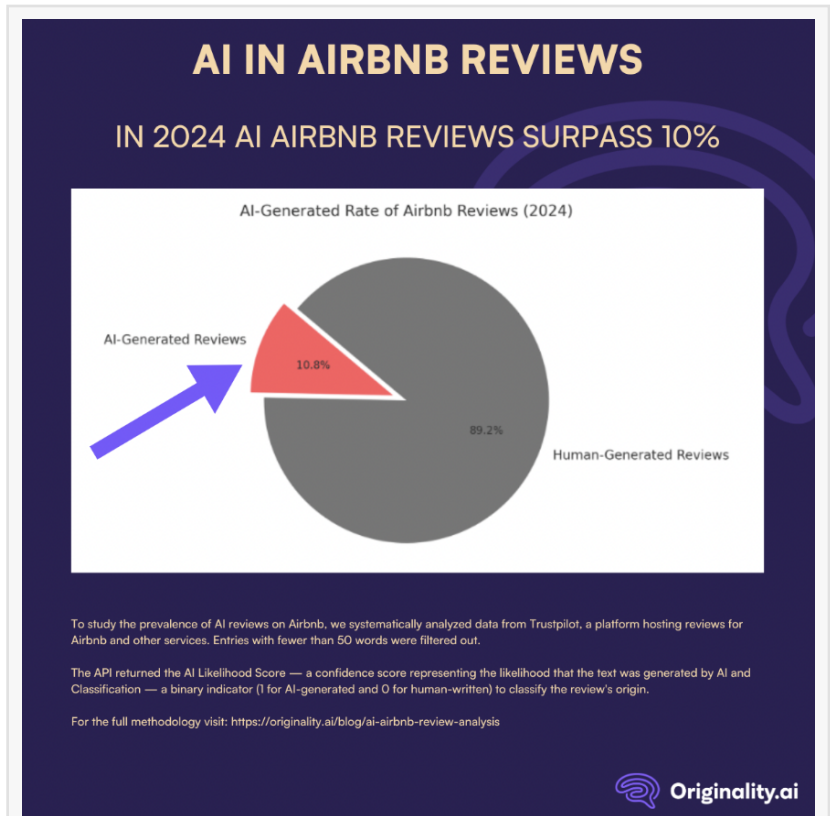
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