



Of course, some are legit opinions by actual customers who enjoyed the experiences. However, in today's tough marketing battles, many hotels, restaurants, resorts, cruise lines and other travel-related businesses create and post fake positive testimonials.

Las Vegas, where reality rarely happens, is an example of fake customer testimonials. Ongoing resort and hotel ads in many media should serve senior travelers as good examples of fake ads. Included in the exaggerations are vacation packages, hotel rooms, dining, entertainment and other features.

Rule of travel testimonials: Take it all with a grain of salt. Before you book one of the alleged fantastic offers, check with friends and relatives who have recently actually experienced the destinations.