



Certificate of Excellence Recipients Represent Top 10 Percent of Businesses Listed on World's Largest Travel Site

NEWTON, Mass., May 23, 2013 /PRNewswire/ -- TripAdvisor®, the world's largest travel site, today announced the 2013 Certificate of Excellence award recipients. Now in its third year, the award celebrates hospitality excellence and is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor. Winners of the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website, with only the top 10 percent receiving the prestigious award.

The Certificate of Excellence award is given to outstanding hospitality businesses that have received praise and recognition in reviews by TripAdvisor travelers. Winners of the award range from one-room bed and breakfasts to 6,000-room hotels, from bakeries to Michelin star restaurants and hidden attractions to world-renowned parks and museums.

"We're delighted to celebrate the success of hospitality businesses around the world, from Auckland to San Francisco, Hong Kong to Paris, which are consistently offering travelers an outstanding customer experience," said Stephen Kaufer, president and CEO, TripAdvisor. "The Certificate of Excellence award provides top performing establishments the recognition they deserve, based on feedback from those who matter most – their customers."

To qualify for the Certificate of Excellence, businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers on TripAdvisor. Additional criteria include the volume of reviews received within the last 12 months.

The Certificate of Excellence program does not replace the TripAdvisor Travelers' Choice® Awards, but is an extension of the TripAdvisor recognition of highly rated businesses, as reviewed by travelers on the world's largest travel site.

About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.