

CONSUMERS RAISE THREE CHEERS FOR TRIPADVISOR

World's largest travel website takes home three consumer-voted travel awards

London, UK – 4 November 2011 – TripAdvisor®, the world's largest travel website, has been awarded three accolades in recent days:

- Best Travel Website from The Telegraph Travel Awards
- Best Travel Information/Review Site, also from the BTAs
- Best Travel and Tourism Smart Phone App from the British Travel Awards (BTA)

"We're proud and very pleased to receive these three awards," commented Barbara Messing, TripAdvisor CMO. "Each of these awards was voted for by the public, so it's a tremendous honour to see how highly the site, and user-generated reviews, are valued by British travellers. We would also like to thank the millions of reviewers who have contributed to making TripAdvisor the world's largest and most relevant travel planning tool."

TripAdvisor took home Best Travel Website from The Telegraph Travel Awards in late October following feedback from over 23,000 readers, while the two accolades from the British Travel Awards were received on 2nd November and took into account over 70,000 votes.

TripAdvisor has over 50 million users and over 50 million reviews and opinions on hotels, restaurants, attractions and tours all over the world. For more information visit www.TripAdvisor.co.uk.

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For more information please contact Laurel Greatrix / lgreatrix@tripadvisor.com / 0777 801 3639

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