

TripAdvisor Celebrates The Travel Essentials British Holidaymakers Prefer Favourite travel brands and products - as voted for by the world's largest travel community

LONDON, UK – 4 September, 2012 – [TripAdvisor](#)[®], the world's largest travel site*, today announces the winners of its inaugural Travellers' Choice Awards for Travel Favourites. The awards honour the essential things that travellers insist on having with them wherever they go, from luggage and cameras to e-readers and sunscreen.

The Travellers' Choice Awards for Travel Favourites are based on the votes of thousands of travellers from the UK and around the world. This year, the awards cover 15 categories, with winning travel brands and products in the UK, United States, France, Italy, and Spain.

Barbara Messing, chief marketing officer for TripAdvisor, commented: "We asked the world's largest travel community to tell us what they simply can't travel without, and so our Travellers' Choice Awards for Travel Favourites were born. The valuable feedback from our vast community has enabled us to recognize these favourite brands and we're delighted to award the winners with the prestigious TripAdvisor Travellers' Choice seal of approval."

UK's Travellers' Choice Awards for Travel Favourites

| Category | Winner |
|------------------|-----------------|
| Camera | Canon |
| Coffee | Costa |
| e-Reader | Kindle |
| GPS / Satnav | TomTom |
| Headphones | Sony |
| Insect Repellent | Jungle Formula |
| Luggage | Samsonite |
| Magazine | Private Eye |
| Rain Jacket | The North Face |
| Sunglasses | Boots |
| Sunscreen | Boots |
| Swimwear | Marks & Spencer |
| Travel Guide | Lonely Planet |
| Travel Magazine | Lonely Planet |
| Walking Shoes | Traveller |
| | Clarkes |

Lainey Franks, VP Marketing at Lonely Planet Americas, says: "We are thrilled that Lonely Planet was recognised in the Travellers' Choice Awards. Lonely Planet is the number one travel publisher in the world and we are honoured to have such loyal fans passionate about our brand."

For the complete list of 2012 winners of the Travellers' Choice Awards for Travel Favourites, go to www.tripadvisoruk.blogspot.co.uk

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Award methodology:

Surveys were conducted in each country using a total panel of more than 7,000 TripAdvisor travellers to select a shortlist of brands/products in each category. A total of 23,706 travellers (including 5,276 Britons) then selected their favourites from the shortlists.

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