

TripAdvisor Announces Travellers' Choice Favourites Just in Time for Summer Travel, Top Brands Recognised by World's Largest Travel Community

7 May, 2013 - TripAdvisor®, the world's largest travel site*, today announced the winners of its second annual Travellers' Choice® Awards for Travel Favourites.

The awards honour top brands travellers across select global markets prefer to use on their trips. In the UK there were 21 winners in categories ranging from cameras to sunscreen to carry-on luggage. Winners were also announced in the US, France, Germany, India, Italy, Spain, and Russia.

"The TripAdvisor community has spoken and these are the most beloved travel brands from around the world," said Barbara Messing, chief marketing officer for TripAdvisor. "We are thrilled to recognise these world-class brands with Travellers' Choice awards that millions of travellers worldwide rely on for the best travel products for their trips."

2013 UK Travellers' Choice Awards for Travel Favourites

Backpack:	<i>The North Face</i>	Gum & mints:	<i>Extra</i>
Bottled water:	<i>Evian</i>	Hand sanitizer:	<i>Carex</i>
Camera:	<i>Canon</i>	Noise-canceling headphones:	<i>Bose</i>
Car rental agency:	<i>Hertz</i>	Insect repellent:	<i>Jungle Formula</i>
Carry-on luggage:	<i>Samsonite</i>	Lip balm:	<i>Vaseline</i>
Coffee:	<i>Costa</i>	Snack bar:	<i>Cadbury's</i>
Cooler:	<i>Thermos</i>	Sunglasses:	<i>Ray-Ban</i>
Flip-flops:	<i>Havaiana</i>	Sunscreen:	<i>Nivea</i>
GPS device:	<i>TomTom</i>	Swimwear:	<i>Marks & Spencer</i>
Guidebook:	<i>Lonely Planet</i>	Tablet computer:	<i>Apple</i>
		Travel magazine:	<i>National Geographic</i>

"We are absolutely thrilled to be voted by the British TripAdvisor travellers as their preferred brand of swimwear for the second year running. At M&S we design swimwear that aims to flatter and complement a variety of shapes and sizes and make our customers feel confident when on the beach so it is fantastic to receive an award that is voted for purely by them," commented a spokesperson for Marks & Spencer.

For the complete list of 2013 winners of the Travellers' Choice Awards for Travel Favourites, go to <http://blog.tripadvisor.co.uk/>.

Award methodology:

Surveys were conducted in each country using a total panel of more than 3,900 TripAdvisor travelers to select a shortlist of brands/products in each category. A total of 39,898 travelers (including 8,904 UK respondents) then selected their favorites from the shortlists.