

TripAdvisor Announces 2014 Certificate Of Excellence Winners Windermere named best performing town in UK

TripAdvisor, the world's largest travel site, announces today the winners of its annual Certificate of Excellence awards. Now in its fourth year, the award celebrates hospitality excellence and is given only to establishments – eateries, accommodations and attractions – which consistently achieve outstanding traveller reviews on TripAdvisor.

This year, UK businesses again excelled in the awards, with Windermere revealed as the UK town where visitors are most likely to find a TripAdvisor Certificate of Excellence winner.

In second place is Llandudno in Wales, and taking third position is Perth in Scotland.

Yorkshire is also well represented this year as it is revealed that the county is home to four of the top ten destinations where you're most likely to find a Certificate of Excellence winner in the UK, while Scotland boasts three of the top ten. When it comes to restaurants specifically, Ilfracombe in Devon takes the top spot this year.

Establishments across the globe are awarded the Certificate of Excellence and represent the upper echelon of businesses listed on the website. As of this year, holiday rentals are now also eligible to receive the award.

"TripAdvisor is pleased to honour exceptional hospitality businesses for consistent excellence," said Marc Charron, President of TripAdvisor for Business. "The Certificate of Excellence award gives top performing establishments around the world the recognition they deserve, based on feedback from those who matter most – their customers.

"Windemere's success in this year's Certificate of Excellence awards is a great testament to the quality of the hospitality businesses the town has to offer", continued Charron.

Ian Stephens, Managing Director of Cumbria Tourism, said, "We are delighted that Windermere has been so highly recognised and voted the number one town in the UK where you are most likely to find a TripAdvisor Certificate of Excellence. TripAdvisor is such a fundamental part of the tourism industry and as it is based purely on independent reviews it makes the results of the poll even more significant."

Top 10 UK towns or cities where you're most likely to find a Certificate of Excellence winner:

1. Windermere, Cumbria
2. Llandudno, Conwy
3. Perth, Perth and Kinross
4. Ayr, Ayrshire
5. Fort William, Highlands
6. Blackpool, Lancashire
7. Scarborough, Yorkshire
8. York, Yorkshire
9. Harrogate, Yorkshire
10. Bridlington, Yorkshire

According to a recent PhoCusWright study of 12,225 respondents from around the world, TripAdvisor awards can tip the scale for businesses and help set them apart from their competitors: 65 percent of respondents are more likely to book hotels that receive awards from TripAdvisor**.

Certificate of Excellence winners were selected using a proprietary algorithm. This takes into account reviews, ratings and volume and recency of reviews. Businesses must also maintain an overall TripAdvisor bubble rating of at least four out of five. A

business' tenure and popularity ranking are also factored into the algorithm.

Winning properties can showcase their success a number of ways, including displaying the Certificate of Excellence at their establishment, displaying the award on their website or by promoting the achievement locally.

For more information on the Certificate of Excellence program as well as access to promotional services and tips for successful PR campaigns, please visit the [TripAdvisor Management Centre](#).

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**Calculated from the percentage of businesses listed on TripAdvisor winning awards within that destination. Only destinations with a minimum of 250 businesses listed were included in the analysis.*

***According to PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. December 2013.*

<https://tripadvisor.mediaroom.com/2014-05-21-TRIPADVISOR-ANNOUNCES-2014-CERTIFICATE-OF-EXCELLENCE-WINNERS>