

Tripadvisor Announces 2015 Travellers' Choice Favourites Awards Highlight Travellers' Top Products and Services Based on Feedback from the TripAdvisor Community

[TripAdvisor®](#), the world's largest travel site*, today announced the winners of its fourth annual Travellers' Choice awards for Travel Favourites, highlighting the top products and services that help travellers have a perfect trip. There are winners from around the globe, in Canada, France, Germany, Italy, Russia, Spain, the UK and the U.S., across dozens of categories including airline, rental car agency, transportation app, GPS device, luggage, and outerwear.

"TripAdvisor has identified the Travellers' Choice Favourites as recommended by our insightful global community," said Barbara Messing, chief marketing officer for TripAdvisor. "These award-winning products and services, voted on by our community, are the 'must have items' to consider bringing on your next trip."

Travellers' Choice Favourites

There are 40 category winners in the UK all listed below. Winners include some perennial favourites that have won their category each year since the inception of the Travellers' Choice Favourites in 2012. These brands include:

- **Compact digital camera:** Canon
- **GPS device:** TomTom
- **Guidebook:** Lonely Planet
- **Headphones:** Apple
- **Luggage:** Samsonite
- **Insect repellent:** Jungle Formula

2015 UK Travellers' Choice Awards for Travel Favourites

Airline:	<i>British Airways</i>	Luggage:	<i>Samsonite</i>
Backpack / daypack:	<i>The North Face</i>	Mouthwash:	<i>Listerine</i>
Batteries:	<i>Duracell</i>	Music app:	<i>iTunes</i>
Camping gear:	<i>The North Face</i>	Outdoor equipment store:	<i>Go-Outdoors</i>
Cold prevention:	<i>Lemsip</i>	Outerwear:	<i>The North Face</i>
Flu/cold medicine:	<i>Lemsip</i>	Ski equipment:	<i>Salomon</i>
Compact digital cameras:	<i>Canon</i>	Coffee:	<i>Costa</i>
Cough drops:	<i>Locketts</i>	Razor:	<i>Gillette</i>
Car rental agency:	<i>Hertz</i>	Saline solution:	<i>Simply Saline</i>
Earbuds:	<i>Apple</i>	Scuba gear:	<i>ScubaPro</i>
Electric razor:	<i>Phillips</i>	Guide book:	<i>Lonely Planet</i>
eReader:	<i>Kindle Fire</i>	Sport / equipment luggage:	<i>Nike</i>
Eye drops:	<i>Clear Eyes</i>	Sunburn treatment:	<i>Nivea</i>
Floss:	<i>Wisdom</i>	Toothbrush:	<i>Oral-B</i>
Fishing gear:	<i>Shimano</i>	Toothpaste:	<i>Colgate</i>
GPS device:	<i>TomTom</i>	Shaving cream:	<i>Gillette</i>
GPS watch:	<i>TomTom</i>	Soap:	<i>Dove</i>
Guide book:	<i>Lonely Planet</i>	Sunscreen or suntan lotion:	<i>Nivea</i>
Hand sanitiser:	<i>Carex</i>	Hairdryer:	<i>Babyliss</i>
Insect repellent:	<i>Jungle Formula</i>		

For the complete list of 2015 winners of the Travellers' Choice Favourites, go to:<http://blog.tripadvisor.co.uk/2015/02/26/announcing-2015-travellers-choice-favourites-awards/>

Award methodology:

Online surveys were conducted in each country and asked local travellers to select their favourite brands when they travel from a variety of brands/products in each category. 188,198 travellers worldwide (including 28,000 UK respondents) participated in the selection process.

<https://tripadvisor.mediaroom.com/2015-03-03-TRIPADVISOR-ANNOUNCES-2015-TRAVELLERS-CHOICE-FAVOURITES>