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TripAdvisor Announces 2013 Travelers' Choice Beaches Awards

Top Beach Spots in the U.S. and World Named According to Millions of Travelers

NEWTON, Mass., Feb. 20, 2013 /PRNewswire/ -- <u>TripAdvisor</u>, the world's largest travel site*, today announced the winners of its 2013 Travelers' Choice Beaches Awards. Based entirely on feedback from millions of TripAdvisor travelers, 276 winning beaches were named around the world. Dedicated lists highlight travelers' favorite beaches in Africa, Asia, Caribbean, Central America, Europe, Middle East, the U.S. and more.

To view the multimedia assets associated with this release, please click: <u>http://www.multivu.com/mnr/57949-tripadvisor-announces-2013-travelers-choice-beaches-awards</u>

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"For those planning their summer vacations, spring break trips, or just looking for a weekend escape from the winter doldrums, take inspiration from TripAdvisor travelers that have visited these beaches and given them the highest levels of praise," said Barbara Messing, chief marketing officer for TripAdvisor. "These beaches provide some of the finest spots around the globe to enjoy water activities, sun and sand."

Top 10 Beaches in the U.S.:

- 1. Ka'anapali Beach, Lahaina, Hawaii
- 2. Siesta Key Public Beach, Sarasota, Florida
- 3. Gulf Islands National Seashore, Pensacola, Florida
- 4. Fort De Soto Park, Tierra Verde, Florida
- 5. Lanikai Beach, Kailua, Hawaii
- 6. Wailea Beach, Wailea, Hawaii
- 7. Assateague Beach, Assateague Island, Virginia
- 8. La Jolla Cove, La Jolla, California
- 9. Laguna Beach, Laguna Beach, California
- 10. Hanauma Bay Nature Preserve, Honolulu, Hawaii

Top 10 Beaches in the World:

- 1. <u>Rabbit Beach</u>, Lampedusa, Italy
- 2. <u>Grace Bay</u>, Providenciales, Turks and Caicos
- 3. Whitehaven Beach, Airlie Beach, Australia
- 4. Baia do Sancho, Fernando de Noronha, Brazil
- 5. Flamenco Beach, Culebra, Puerto Rico
- 6. Playa de las Catedrales, Ribadeo, Spain
- 7. Lopes Mendes Beach, Ilha Grande, Brazil
- 8. Horseshoe Bay Beach, Southampton Parish, Bermuda
- 9. Eagle Beach, Aruba
- 10. Rhossili Bay, Swansea, Wales

For the complete list of winners from the 2013 Travelers' Choice Beaches Awards, more reviews and candid traveler photos, go <u>www.tripadvisor.com/TravelersChoice-Beaches</u>.

To see the best hotels for luxury, service and more, as honored in TripAdvisor Travelers' Choice Awards for Hotels from January, go to <u>http://www.tripadvisor.com/TravelersChoice-Hotels</u>.

Note to Editors

Awards selection:

The Travelers' Choice Beaches Awards are based on the quality and quantity of traveler reviews and ratings for beaches on TripAdvisor gathered over a 12-month period since the 2012 awards.

About TripAdvisor

TripAdvisor[®] is the world's largest travel site,* enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 60 million unique monthly visitors*, and over 75 million reviews and opinions. The sites operate in 30 countries worldwide, including China under <u>daodao.com</u>. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 69 million unique monthly visitors.** TripAdvisor, Inc.'s travel media brands include <u>www.airfarewatchdog.com</u>, <u>www.bookingbuddy.com</u>, <u>www.cruisecritic.com</u>, <u>www.everytrail.com</u>, <u>www.familyvacationcritic.com</u>, <u>www.flipkey.com</u>, <u>www.holidaylettings.co.uk</u>, <u>www.holidaywatchdog.com</u>, <u>www.independenttraveler.com</u>, <u>www.onetime.com</u>, <u>www.seatguru.com</u>, <u>www.sniqueaway.com</u>, <u>www.smartertravel.com</u>, <u>www.tingo.com</u>, <u>www.travel-library.com</u>, <u>www.travelpod.com</u>, <u>www.virtualtourist.com</u>, <u>www.whereivebeen.com</u>, and <u>www.kuxun.cn</u>.

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2012

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