



TripAdvisor Announces the "Most Excellent" Places to Travel Worldwide

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World's Largest Travel Site Recognizes Tourism Destinations with the Most TripAdvisor Certificate of Excellence Recipients

NEEDHAM, Mass., May 29, 2018 /PRNewswire/ -- TripAdvisor®, the travel planning and booking site, today announced the "Most Excellent" global tourism destinations that have the highest percentage of TripAdvisor Certificate of Excellence recipients. Now in its eighth year, the Certificate of Excellence is given to accommodations, restaurants and experiences that deliver great service and consistently achieve high traveler reviews on TripAdvisor.



"TripAdvisor is the place consumers go to plan and book their trips, and study after study has shown the site's impact on travel purchasing decisions," said Neela Pal, vice president, brand marketing, TripAdvisor. "When travelers see a Certificate of Excellence sticker or certificate on display, they immediately know that the business has a track record of offering highly rated guest or diner experiences. Now, with our 'Most Excellent' lists, we're excited to reveal the destinations where travelers are most likely to encounter these excellent businesses."

TripAdvisor determined¹ which destinations had the highest percentage of Certificate of Excellence recipients across the following categories:

MOST EXCELLENT CITIES

"Most Excellent" Cities Overall	
1.	Key West, USA
2.	Reykjavik, Iceland
3.	Edinburgh, UK
4.	Marrakech, Morocco
5.	Amsterdam, The Netherlands
6.	Dublin, Ireland
7.	Bali, Indonesia
8.	Krakow, Poland
9.	Glasgow, UK
10.	New Orleans, USA

"Most Excellent" Cities for Restaurants	
1.	Key West, USA
2.	Reykjavik, Iceland
3.	Bali, Indonesia
4.	Cabo San Lucas, Mexico
5.	Venice, Italy
6.	Florence, Italy
7.	Edinburgh, UK
8.	Amsterdam, The Netherlands
9.	Dublin, Ireland
10.	Krakow, Poland

"Most Excellent" Cities for Experiences	
1.	Punta Cana, Dominican Republic
2.	Cabo San Lucas, Mexico
3.	Playa del Carmen, Mexico
4.	Benidorm, Spain
5.	Reykjavik, Iceland
6.	Nashville, USA
7.	Myrtle Beach, USA
8.	Key West, USA
9.	Cancun, Mexico
10.	Tenerife, Spain

"Most Excellent" Cities for Accommodations	
1.	Chicago, USA
2.	Stockholm, Sweden
3.	Munich, Germany
4.	San Francisco, USA
5.	Singapore
6.	Marrakech, Morocco
7.	Frankfurt, Germany
8.	Hamburg, Germany
9.	Washington DC, USA
10.	Taipei

MOST EXCELLENT COUNTRIES

"Most Excellent" Countries Overall	
1.	Iceland
2.	Ireland
3.	United Kingdom
4.	Greece
5.	Morocco
6.	France
7.	The Netherlands
8.	Italy
9.	Portugal
10.	Belgium

"Most Excellent" Countries for Restaurants	
1.	Iceland
2.	Greece
3.	Ireland
4.	United Kingdom
5.	Portugal
6.	France
7.	Italy
8.	Spain
9.	The Netherlands
10.	Hungary

"Most Excellent" Countries for Experiences	
1.	Iceland
2.	Greece
3.	Mexico
4.	Portugal
5.	Morocco
6.	Vietnam
7.	United Kingdom
8.	Brazil
9.	Thailand
10.	Chile

"Most Excellent" Countries for Accommodations	
1.	Singapore
2.	United Arab Emirates
3.	Morocco
4.	Iceland
5.	Ireland
6.	United Kingdom
7.	Australia
8.	Greece
9.	Canada
10.	Indonesia

Certificate of Excellence Methodology

Certificate of Excellence winners were selected using a proprietary algorithm that takes into account the quality, quantity, and recency of user reviews, as well as the business' tenure on the site. Recipients must maintain an overall TripAdvisor rating of at least four out of five, have a minimum number of reviews and have been listed on TripAdvisor for at least twelve months. A business must be listed for the full 12-month qualifying period between April 1 to March 31 to be considered. Recipients are announced only once a year in late May.

"Most Excellent" Methodology

"Most Excellent" cities and countries were calculated as a percentage of businesses listed on TripAdvisor that received a Certificate of Excellence recognition within that destination during the qualifying period. Cities must have had a minimum of 1,000 businesses (i.e., accommodations, restaurants, experiences) listed on TripAdvisor. Country markets must have had a minimum of 5,000 businesses listed on TripAdvisor.

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With over 630 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.5 million accommodations, airlines, attractions, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 455 million average monthly unique visitors**, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ: TRIP) own and operate a portfolio of websites under 20 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.iens.nl and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.vacationhomerentals.com and www.viator.com.

* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2017

** Source: TripAdvisor log files, average monthly unique visitors, Q3 2017

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