tripadvisor*

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World's Best Islands Recognized As TripAdvisor Travelers' Choice Award Winners

Top Islands Revealed Based on Reviews and Opinions of Millions of Travelers on TripAdvisor

NEWTON, Mass., Feb. 19, 2014 /PRNewswire/ -- <u>TripAdvisor</u>, the world's largest travel site*, today announced the winners of its Travelers' Choice Islands. In its second year, the annual awards recognize more than 100 islands globally, including top 10 lists for Africa, Asia, the Caribbean, Europe, South America, the South Pacific, and the U.S.

To view the multimedia assets associated with this release, please click: <u>http://www.multivu.com/mnr/63177-tripadvisor-travelers-choice-award-winners-world-s-best-islands</u>



"There is something transporting about an island vacation, and these Travelers' Choice Islands winners will help travelers find their next escape," said Barbara Messing, chief marketing officer for TripAdvisor. "From the coral reefs of Ambergris Caye to the beaches of Ko Tao, these winning islands have been highly rated from travelers around the globe."

Travelers' Choice Island winners are determined based on the quality and quantity of the most highly-rated hotels, restaurants, and attractions listed for each island on TripAdvisor gathered during a 12-month period.

Top 10 Islands in the World:

- 1. Ambergris Caye, Belize
- 2. Providenciales, Turks and Caicos
- 3. Bora Bora, French Polynesia
- 4. Marco Island, Florida
- 5. Lewis and Harris, Scotland
- 6. Naxos, Greece
- 7. Aitutaki, Cook Islands
- 8. Nosy Be, Madagascar
- 9. Easter Island, Chile
- 10. Ko Tao, Thailand

Top 10 Islands in the U.S.:

- 1. Marco Island, Florida
- 2. Chincoteague Island, Virginia
- 3. Anna Maria Island, Florida
- 4. San Juan Island, Washington

- 5. Maui, Hawaii
- 6. <u>Kauai</u>, Hawaii
- 7. Island of Hawaii, Hawaii
- 8. Nantucket, Massachusetts
- 9. Hilton Head, South Carolina
- 10. Key West, Florida

For the complete list of winners from the 2014 Travelers' Choice Islands, as well as reviews and candid traveler photos, go to <u>www.tripadvisor.com/TravelersChoice-Islands</u>.

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

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, reaching more than 260 million unique monthly visitors** in 2013, and more than 125 million reviews and opinions covering more than 3.7 million accommodations, restaurants and attractions. The sites operate in 34 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 20 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2013 **Source: Google Analytics, worldwide data, July 2013











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