



April 19, 2016

## TripAdvisor Honors the World's Best Islands With Travelers' Choice Awards

### Maui, Hawaii Named #1 Island in the World

#### Travelers Booking Hotels at Award-Winning U.S. Islands During Shoulder Season Can Save Nearly 30% per Night

NEEDHAM, Mass., April 19, 2016 (GLOBE NEWSWIRE) -- [TripAdvisor®](#), the travel planning and booking site, today announced the winners of its Travelers' Choice™ awards for Islands. Award winners were determined using an algorithm that took into account the quantity and quality of reviews and ratings for hotels, restaurants and attractions on islands worldwide, gathered over a 12-month period, as well as traveler booking interest on TripAdvisor.

"With common traits like breathtaking beaches, exciting activities and popular hotels and restaurants, the Travelers' Choice Islands are favorites of the TripAdvisor community," said Barbara Messing, chief marketing officer for TripAdvisor. "While most of these islands have year-round appeal, TripAdvisor hotel booking data shows that bargain-hunters can save nearly 30 percent per night on average when staying at the top U.S. islands during the shoulder season rather than the peak."

For those wondering what these islands offer, TripAdvisor has also identified top-rated hotels as well as popular tours, iconic attractions and upcoming events to offer more insights about great things to discover on these award-winning islands.

#### Top 10 Islands in the U.S:

1. [Maui, Hawaii](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Maui: \$330<sup>1</sup>**

Average seasonal hotel rates<sup>2</sup>: Spring: \$346 Summer: \$339 Fall: \$315 Winter: \$412  
Average shoulder season savings during Fall: 24%

With its golden beaches and enticing bamboo forests, Maui is a popular destination for sun worshippers and nature lovers alike. Travelers will find breathtaking views of the island at the top of the [Haleakala Crater](#), a dormant volcano that marks the highest point on Maui at 10,000 feet above sea level. After a long day at the beach, travelers can reset at the [Montage Kapalua Bay](#) resort, which features a multi-tiered lagoon pool and other luxury amenities.

**Reason to book now:** Maui Film Festival in Wailea, Maui: June 15-19, 2016

2. [Key West, Florida](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Key West: \$319**

Average seasonal hotel rates: Spring: \$400 Summer: \$299 Fall: \$314 Winter: \$443  
Average shoulder season savings during Fall: 29%

Known for its spectacular beaches and laid-back atmosphere, Key West offers travelers a respite from the hustle and bustle of everyday life. Nature lovers will enjoy the [Key West Butterfly and Nature Conservatory](#), which is home to more than 70 species of butterflies and exotic birds. The nearby [Orchid Key Inn](#) is popular with travelers looking for an intimate setting, and was recently named one of the top 10 small hotels in the U.S. according to TripAdvisor's Travelers' Choice Hotels awards.

**Reason to book now:** Turtle Kraals Key West Paddle Classic, located on Higgs Beach: April 30, 2016

3. [Oahu, Hawaii](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Oahu: \$263**

Average seasonal hotel rates: Spring: \$243 Summer: \$278 Fall: \$251 Winter: \$291  
Average shoulder season savings during Spring: 17%

Surfers flock to Oahu every year to catch some of the biggest waves in Hawaii, but this beautiful island has plenty for travelers looking to unwind as well. The award-winning [Hanauma Bay Nature Preserve](#) is a popular draw for tourists and offers some of the best snorkeling on the island. Travelers looking to cap off a long day of exploring can book a stay at [The Modern Hotel](#), which offers luxury shopping, beautiful pools and an on-site spa.

**Reason to book now:** 46<sup>th</sup> Annual Ukulele Festival, located in Kapiolani Park, Waikiki, Oahu: July 17, 2016

4. **[Island of Hawaii](#), Hawaii — Average nightly rate of all hotels bookable on TripAdvisor in Island of Hawaii: **\$270****

Average seasonal hotel rates: Spring: \$278 Summer: \$273 Fall: \$267 Winter: \$315  
Average shoulder season savings during Fall: 15%

Known as the "Big Island" among locals, the Island of Hawaii is home to a variety of volcanoes, waterfalls and beaches, making it a haven for outdoor enthusiasts. Rising almost 14,000 feet above sea level, [Mauna Kea Summit](#) entices travelers with breathtaking views of the island's unique landscape. After a full day of sight-seeing, travelers can relax at the [Four Seasons Resort Hualalai](#), a luxury resort known for its "aloha spirit" and highly-rated on-site restaurants.

**Reason to book now:** 5<sup>th</sup> Annual Big Island Chocolate Festival, located at Hapuna Beach Prince Hotel: May 13-14, 2016

5. **[Mount Desert Island](#), Maine — Average nightly rate of all hotels bookable on TripAdvisor in Mount Desert Island: **\$195****

Average seasonal hotel rates: Spring: \$130 Summer: \$230 Fall: \$171 Winter: \$115  
Average shoulder season savings during Spring: 44%

Mount Desert Island is home to Acadia National Park and draws millions of visitors each year with its unique wildlife and stunning views. Travelers willing to break a sweat can climb [Cadillac Mountain](#), which marks the highest point on the east coast and is a popular spot to watch the sunset. [The Bayview](#), a quaint oceanfront hotel in nearby Bar Harbor, is well-liked among travelers for its continental breakfast and shuttle service to popular hiking spots.

**Reason to book now:** National Trails Day, located at the Park Headquarters: June 4, 2016

6. **[Hilton Head](#), South Carolina — Average nightly rate of all hotels bookable on TripAdvisor in Hilton Head: **\$298****

Average seasonal hotel rates: Spring: \$271 Summer: \$328 Fall: \$214 Winter: \$155  
Average shoulder season savings during Fall: 35%

You don't have to be a golfer to enjoy a visit to Hilton Head. From lush greenery to inviting beaches, the island is home to a wide variety of nature preserves and parks. Travelers can hit the [Hilton Head Island Bike Trails](#) to explore the area's natural beauty at their own pace before settling in at the [Inn & Club at Harbour Town - Sea Pines Resort](#). The award-winning property sits on 5,000 acres and offers personal butler service and valet parking.

**Reason to book now:** 20<sup>th</sup> Annual Rib Burnoff and Barbecue Fest, located at The Coastal Discovery Museum at Honey Horn: May 14, 2016

7. **[Amelia Island](#), Florida — Average nightly rate of all hotels bookable on TripAdvisor in Amelia Island: **\$255****

Average seasonal hotel rates: Spring: \$262 Summer: \$262 Fall: \$222 Winter: \$194  
Average shoulder season savings during Fall: 15%

With its historic landmarks, white-sand beaches, world-class golf courses and top-rated spas and restaurants, Amelia Island offers something for everyone. After exploring Civil War landmarks and soaking up some sun at [Fort Clinch State Park](#), travelers can unwind at [The Seaside Amelia Inn](#), which is located just steps away from downtown Fernandina. Guests rave about the hotel's daily southern home-style breakfast and convenient beach access.

**Reason to book now:** Isle of Eight Flags Shrimp Festival, located in Fernandina Beach, Florida: April 29, 30, and May 1, 2016

8. **[Marco Island](#), Florida — Average nightly rate of all hotels bookable on TripAdvisor in Marco Island: **\$312****

Average seasonal hotel rates: Spring: \$410 Summer: \$297 Fall: \$271 Winter: \$419  
Average shoulder season savings during Fall: 35%

One of Florida's "Ten Thousand Islands," Marco Island is home to sun-kissed beaches and a variety of water sports and tours. Nature lovers and thrill seekers can experience the island's mangrove forests and diverse wildlife during a guided excursion with [Dreamlander Tours](#). Travelers looking for rest and relaxation can book a stay at the [Marco Island Marriott Beach Resort, Golf Club & Spa](#) to experience world-class spa treatments and championship golf.

**Reason to book now:** 40<sup>th</sup> Annual Great Dock Canoe Race, located in Crayton Cove, Naples: May 14, 2016

9. **[Chincoteague Island](#), Virginia — Average nightly rate of all hotels bookable on TripAdvisor in Chincoteague Island: **\$157****

Average seasonal hotel rates: Spring: \$108 Summer: \$192 Fall: \$114 Winter: \$82  
Average shoulder season savings during Spring: 44%

Known for the wild ponies that call it home, Chincoteague Island also boasts peaceful beaches and some of the freshest seafood around. Visitors can walk or bike the trails of the [Chincoteague National Wildlife Refuge](#) to experience the island's diverse ecosystem of dunes, marshes and maritime forest. The family-owned [Refuge Inn](#) is just minutes from the nature reserve and provides guests with a free continental breakfast, bike rentals and an indoor pool.

**Reason to book now:** 48<sup>th</sup> Annual Chincoteague Seafood Festival, located at Tom's Cove Park: May 7, 2016

10. [Mackinac Island, Michigan](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Mackinac Island: \$298**

Average seasonal hotel rates: Spring: \$239 Summer: \$337 Fall: \$289 Winter: N/A  
Average shoulder season savings during Spring: 29%

With its limestone bluffs, 19<sup>th</sup> century architecture and world-famous fudge, Mackinac Island offers visitors a little bit of everything. Travelers will enjoy the peaceful beauty of [Mackinac Island State Park](#), where automobiles have been banned since 1898. No trip to the island is complete without a stay at the historic [Grand Hotel](#), which offers unhampered views of the Straits of Mackinac from the world's largest porch.

**Reason to book now:** 68<sup>th</sup> Annual Mackinac Island Lilac Festival: June 3-12, 2016

### Top 10 Islands in the World:

1. [Maui, Hawaii](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Maui: \$330**  
Average seasonal hotel rates: Spring: \$346 Summer: \$339 Fall: \$315 Winter: \$412  
Average shoulder season savings during Fall: 24%
2. [Santorini, Greece](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Santorini: \$224**  
Average seasonal hotel rates: Spring: \$166 Summer: \$256 Fall: \$195 Winter: \$186  
Average shoulder season savings during Spring: 35%
3. [Jamaica, Caribbean](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Jamaica: \$235**  
Average seasonal hotel rates: Spring: \$262 Summer: \$234 Fall: \$227 Winter: \$304  
Average shoulder season savings during Fall: 25%
4. [Providenciales, Turks and Caicos](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Providenciales: \$463**  
Average seasonal hotel rates: Spring: \$604 Summer: \$424 Fall: \$451 Winter: \$697  
Average shoulder season savings during Fall: 35%
5. [Bali, Indonesia](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Bali: \$102**  
Average seasonal hotel rates: Spring: \$92 Summer: \$106 Fall: \$99 Winter: \$99  
Average shoulder season savings during Spring: 13%
6. [Majorca, Spain](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Majorca: \$163**  
Average seasonal hotel rates: Spring: \$145 Summer: \$173 Fall: \$162 Winter: \$200  
Average shoulder season savings during Spring: 28%
7. [Mauritius, Africa](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Mauritius: \$193**  
Average seasonal hotel rates: Spring: \$216 Summer: \$185 Fall: \$236 Winter: \$286  
Average shoulder season savings during Spring: 24%
8. [Phuket, Thailand](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Phuket: \$67**  
Average seasonal hotel rates: Spring: \$77 Summer: \$65 Fall: \$84 Winter: \$126  
Average shoulder season savings during Spring: 39%
9. [Bora Bora, French Polynesia](#) — **Average nightly rate of all hotels bookable on TripAdvisor in Bora Bora: \$635**  
Average seasonal hotel rates: Spring: \$593 Summer: \$649 Fall: \$642 Winter: \$558  
Average shoulder season savings during Spring: 9%

10. **[Fernando de Noronha, Brazil](#) — Average nightly rate of all hotels bookable on TripAdvisor in Fernando de Noronha: \$394**

Average seasonable hotel rates: Spring: \$375 Summer: \$401 Fall: \$423 Winter: \$450  
Average shoulder season savings during Spring: 17%

For the complete list of winners from the 2016 Travelers' Choice Islands, as well as reviews and candid traveler photos, go to: [www.tripadvisor.com/TravelersChoice-Islands](http://www.tripadvisor.com/TravelersChoice-Islands).

TripAdvisor is the world's largest travel site\*\*. Travelers can read millions of reviews and opinions and book their next trip at: [www.tripadvisor.com](http://www.tripadvisor.com).

**Notes to editors:**

<sup>1</sup>Average nightly rates of all bookable properties in each destination are based on TripAdvisor pricing data for April 1 through September 30, 2016, aggregated from booking partners, including online travel agencies and direct hotel suppliers.

<sup>2</sup>Average seasonal hotel rates are based on TripAdvisor data for December 31, 2015 through November 30, 2016, for all hotels on each island. Rates are aggregated from booking partners, including online travel agencies and direct hotel suppliers.

**About TripAdvisor**

TripAdvisor® is the world's largest travel site\*\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors\*\*\*, and 320 million reviews and opinions covering 6.2 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 23 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl), [www.besttables.com](http://www.besttables.com) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), and [www.virtualtourist.com](http://www.virtualtourist.com).

\*\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2015

\*\*\*Source: TripAdvisor log files, Q3 2015

**CONTACT:**

Ellie Botelho  
(781) 800-5542  
ebotelho@tripadvisor.com