

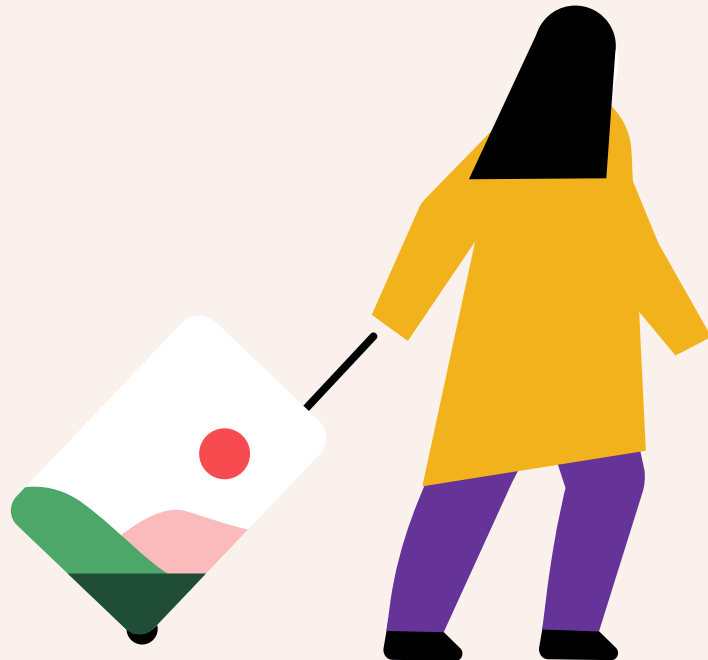
5 Tips to Promote your Travelers' Choice Best of the Best Award



Congratulations!

Based on a full year of reviews and ratings from the people who matter the most—**your visitors**—this coveted award speaks to the exemplary service and experience you provided guests.

Travelers' Choice Best of the Best award winners rank among the **top 1% of listings** on Tripadvisor – something you should be very proud of!



Spread the world

Travelers highly value feedback from other travelers. In fact, 90% of travelers say Tripadvisor makes them feel more confident in their decision, so spread the word about your achievement!

This document outlines **five easy ways** to increase brand awareness, generate excitement, and attract new visitors.

Follow this checklist to promote your win:

- ☐ Send out a press release
- ☐ Boost your marketing materials with the award logo
- ☐ Add the award widget to your website
- ☐ Celebrate on social media
- ☐ Announce your win via email



1. Send out a press release

To help you out, we've created a press release template, which you can find on our [digital assets hub](#).

All you need to do is download and fill in the details (highlighted in yellow) about your property/organization. Then you can announce independently and share with your local media.

Your community will be excited to learn that you have won an award on the world's largest travel platform.

<Insert Name> Wins 2021 Tripadvisor Travelers' Choice Best of the Best Award for <Insert Category Name>

<Insert Name> Recognized Among Best in <Country/Region>, Based on Exceptional Traveler/Diner Reviews

<CITY, STATE> – <Month Date>, 2021 – <Insert Name> today announced it has been recognized as <a/the overall> 2021 Travelers' Choice Best of the Best award winner for <insert category name>, ranking <first/second/third> out of <10/25>. Throughout a challenging year, <insert name> stood out to travelers and provided an amazing experience despite unprecedented circumstances. Based on a full year of Tripadvisor reviews, award winners represent <travelers/diners> ultimate favorites around the globe.

<insert quote from winner>.

"Congratulations to all the winners of the 2021 Travelers' Choice Awards," said Kanika Soni, Chief Commercial Officer at Tripadvisor. "I know the past year has been extremely challenging for tourism businesses. What has impressed me is how businesses adapted to these challenges, implementing new cleanliness measures, adding social distancing guidelines, and utilizing technology to prioritize guest safety. The Travelers' Choice Awards highlight the places that delighted guests more than any others in the past year even as they navigated changing customer expectations and new ways of working. Based on a full year of reviews from customers who visited, this award speaks to the exemplary service and experience you provided guests in the midst of a pandemic."

To see <traveler/diner reviews and popular <dishes/activities/features/amenities> of <insert name>, visit <insert Tripadvisor review page hyperlink>.

About <insert winner name>
<insert winner boilerplate, if applicable>

About Tripadvisor
Tripadvisor, the world's largest travel platform*, helps hundreds of millions of travelers each month** make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 878 million reviews and opinions of 8.8 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries of Tripadvisor, Inc. (<NASDAQ:TRIP>), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps, including the following websites:

www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.alfondor.com, www.bookatable.co.uk, and www.deliso.com), www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

* Source: SimilarWeb, September 2020

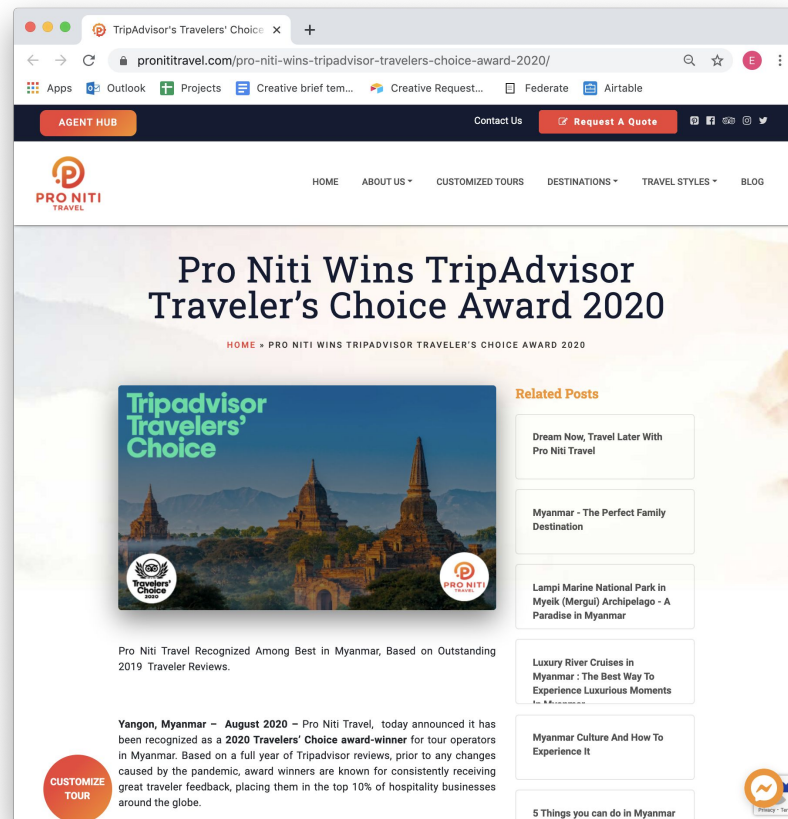


2. Boost your marketing materials with the award logo

Let the world know you're among the Best of the Best by displaying the Travelers' Choice winner logo on your marketing materials.

You can use it on print and digital ads, email signatures, brochures, blog posts, social channels, and on your website.

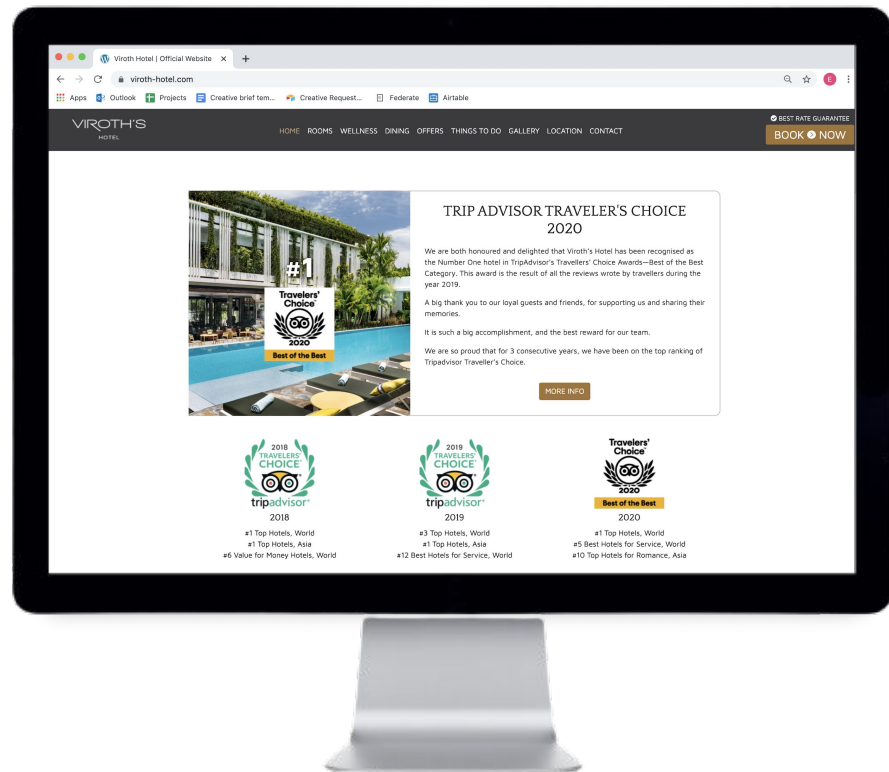
The logo and guidelines for usage are available on the [digital assets hub](#).



3. Add the award widget to your website

Your award is a big deal, so make sure travelers know about it as soon as they navigate to your website. The free Travelers' Choice Best of the Best widget links guests directly to your Tripadvisor page, where they can get a feel for your property/organization and browse the reviews that helped you win this award.

Go to tripadvisor.com/widgets to easily download the code. You can find more information in [the help center](#).

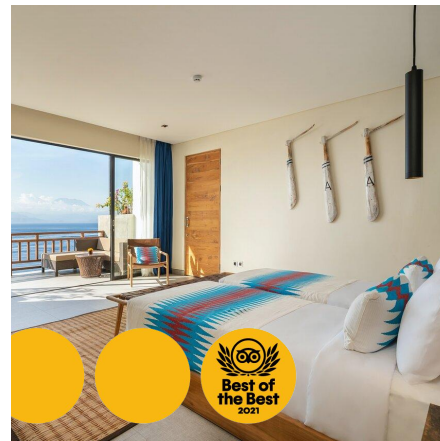
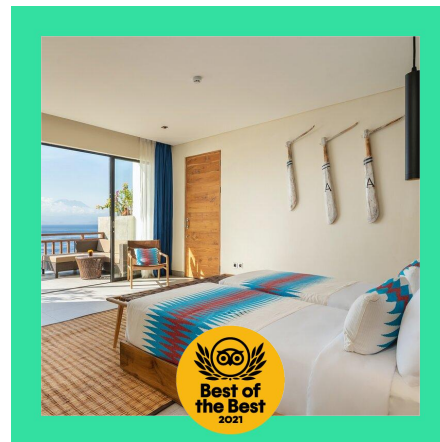


4. Celebrate on social media

Spread the word on social media! Here are our top tips for making a splash.

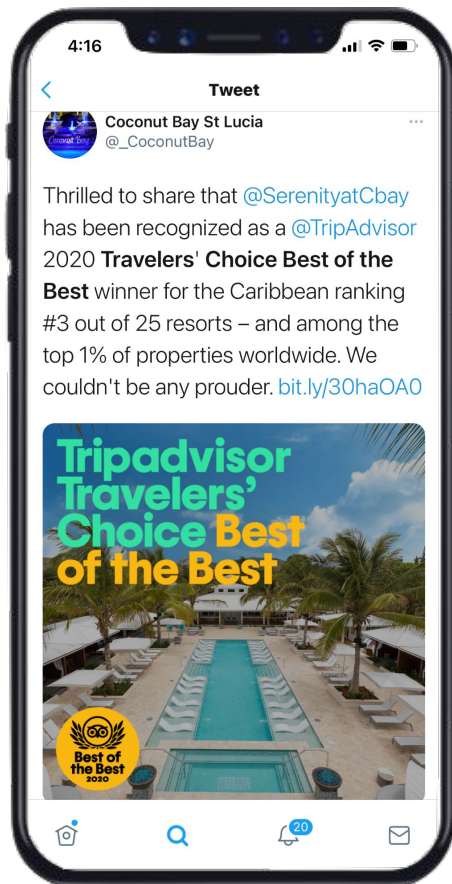
- Use the hashtag #TravelersChoice and tag @Tripadvisor to maximize your impact
- Create a special cover photo and profile photo with the award logo
- Update your "About section" on your Facebook page, Instagram profile, and Twitter bio to note you're a Travelers' Choice Best of the Best winner for 2021

We've provided a few fun frames on the [digital assets hub](#) that will show off your win.

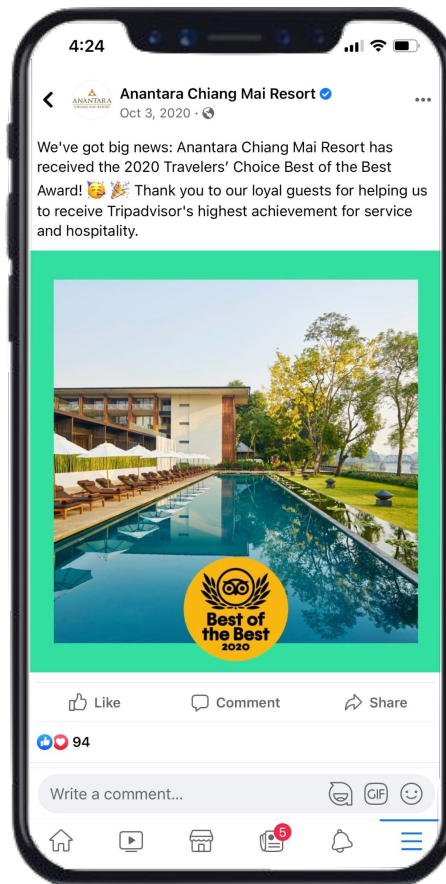


4. Celebrate on social media – examples

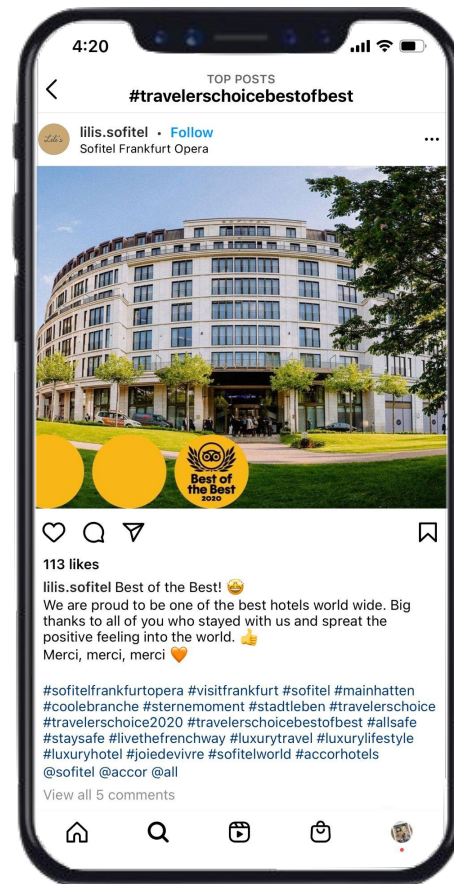
Twitter



Facebook



Instagram



5. Announce your win via email

Share the happy news to your email list. Try including quotes from your favorite reviews on Tripadvisor, thanking visitors for the great feedback, and encouraging them to visit again soon.

In any follow-up email marketing communications, be sure to include a mention of your award. This can be as simple as an award logo somewhere in the email or in your email signature.

Example of an award mention in email signature:



Get started here: <https://brandfolder.com/tripadvisor-tc-botb-2021>

"This accolade is an incredible honor and we thank our guests for sharing their experiences with the Tripadvisor community. Winning this award is made possible by each member of the French Quarter Inn Hotel team, as our staff is truly dedicated to providing the highest quality of service and fostering genuine relationships with everyone who walks through the hotel's doors. We take great pride in delivering on our commitment to creating a 'home away from home' environment, and we love seeing guests come back to stay with us because of this."

- **Carlo Carroccia**, Dual General Manager, French Quarter Inn & The Spectator Hotel

"This is quite an honor as Tripadvisor each year combs through reviews, ratings, and saves from travelers everywhere, and uses that information to award the very best with the Travelers' Choice award. This selection puts Hotel Maya in an exclusive group and we couldn't be happier for our guests and team members."

- **Greg Guthrie**, General Manager, Hotel Maya - a DoubleTree by Hilton



