

## **BEST WESTERN PLUS NOVATO OAKS INN AWARDED TRIPADVISOR CERTIFICATE OF EXCELLENCE FOR FIVE CONSECUTIVE YEARS**

### **Inducted into 'Hall of Fame' of Five-time Certificate of Excellence Winners on the World's Largest Travel Site**

**Novato, CA – October, 22<sup>nd</sup> 2015** – Best Western PLUS Novato Oaks Inn today announced that it has been recognized as a [TripAdvisor](#)® Certificate of Excellence Hall of Fame winner. The Certificate of Excellence award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler reviews on TripAdvisor. The 'Hall of Fame' was created to honor those businesses that have earned a Certificate of Excellence for five consecutive years. Winners include accommodations, eateries and attractions located all over the world that have continually delivered a superior customer experience.

“Being awarded the TripAdvisor Certificate of Excellence five years in a row and inducted into the 'Hall of Fame' is a true source of pride for the entire team at the Novato Oaks Inn and we'd like to thank all of our past guests who took the time to complete a review on TripAdvisor,” said Michelle Duffy, General Manager at the Novato Oaks Inn. “There is no greater seal of approval than being recognized by one's customers. With the TripAdvisor Certificate of Excellence based on customer reviews, the accolade is a remarkable vote of confidence to our business and our continued commitment to excellence.”

“Winning the TripAdvisor Certificate of Excellence for five consecutive years is a remarkable feat. TripAdvisor is pleased to induct five-time award winners into the 'Hall of Fame',” said Marc Charron President, TripAdvisor for Business. “By putting a spotlight on businesses that are focused on consistently delivering great service to customers, TripAdvisor not only helps drive an improvement to hospitality standards around the world, it also gives businesses both large and small the ability to shine and stand out from the competition.”

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account the quality, quantity and recency of reviews and opinions submitted by travelers on TripAdvisor over a 12-month period as well as business's tenure and ranking on the Popularity Index on the site. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

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## **BEST WESTERN PLUS NOVATO OAKS INN**

### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from 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 340 million unique monthly visitors\*\*, and more than 225 million reviews and opinions covering more than 4.9 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide. 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 24 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) and [www.besttables.com](http://www.besttables.com)), [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), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

\*\*Source: Google Analytics, average monthly unique users, Q1 2015

**Travis Long**

**Sales Manager**

**415-883-4400**

[travisl@reneson.com](mailto:travisl@reneson.com)