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TRIPADVISOR PR TEAM

mediarelationsta@tripadvisor.com**Ullswater Steamers EARNS 2013 TRIPADVISOR CERTIFICATE OF EXCELLENCE****Honoured as a Top Performing Visitor Attraction as Reviewed by Travellers on the World's Largest Travel Site**

Ullswater Lake District – October 2013 Ullswater Steamers have been sailing on England's most beautiful lake for over 150 years and today announced that it has received a [TripAdvisor](#)® Certificate of Excellence award. The accolade, which honours hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Only the top-performing 10 per cent of businesses listed on TripAdvisor receive this prestigious award.

To qualify for a Certificate of Excellence, businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travellers on TripAdvisor, and must have been listed on TripAdvisor for at least 12 months. Additional criteria include the volume of reviews received within the last 12 months.

Ullswater Steamers is pleased to receive a TripAdvisor Certificate of Excellence," said Rachel Bell, Group Marketing Manager. "We strive to offer our customers a memorable experience, and this accolade is evidence that our hard work is translating into positive reviews on TripAdvisor."

"TripAdvisor is delighted to celebrate the success of businesses around the globe, from Sydney to Chicago, Sao Paulo to Rome, which are consistently offering TripAdvisor travellers a great customer experience," said Alison Copus, Vice President of Marketing for TripAdvisor for Business. "The Certificate of Excellence award provides top performing establishments around the world the recognition they deserve, based on feedback from those who matter most – their customers."

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About Ullswater Steamers

Award winning Ullswater 'Steamers' have been sailing on England's most beautiful lake since 1859, providing the perfect opportunity to combine a cruise with some of the most famous and spectacular walks in the National Park. Open all year*. Download our free app to hear more.

About TripAdvisor

TripAdvisor is the world's largest travel site*, enabling travellers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travellers 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, with more than 200 million unique monthly visitors**, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. 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.holidaylettings.co.uk, www.holidaywatchdog.com,

www.independenttraveler.com, www.jetsetter.com, www.onetime.com, www.seatguru.com,
www.sniqueaway.com, www.smartertravel.com, www.tingo.com, www.travel-library.com, www.travelpod.com,
www.virtualtourist.com, www.whereivebeen.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, January 2013

**Source: Google Analytics, worldwide data, March 2013

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Promoting your recent TripAdvisor award – An introduction to PR

Congratulations

Congratulations on your recent TripAdvisor success. TripAdvisor is the world's largest travel site and your award is the result of consistently great feedback from the people that matter the most, your customers. Hopefully, you'll feel proud of your accolade and want to tell people about it!

Introduction to Public Relations (PR)

Public Relations is all about reputation. It's the result of what you do, what you say, and what others say about you. It is used to gain trust and understanding between an organization and the public - whether that's employees, customers, investors or the local community. Securing positive media coverage is one of the most important parts of PR.

How does it differ from advertising?

With PR, a company or brand does not pay the media channels (newspapers radio etc.) for the media exposure. It's this third-party endorsement that gives PR its power and credibility.

How local PR can help your business

Whether your property has received a TripAdvisor Certificate of Excellence, a Travellers' Choice Hotel Award or is rated number one in your area, it makes sense to let as many people as possible know. Your local media can help you tell your success story and get extra positive publicity for your business, which in turn may result in increased interest and bookings.

How to identify your local media targets

- The first place you should start is with your local newspaper or online news website. Many will be pleased to hear that a local business has been recognized by users of the world's largest travel site.
- Once you've identified your local newspaper call them up and ask for the name of their travel reporter. If they don't have a dedicated travel journalist, ask who would be the best contact for your story. On some occasions (especially if the award is very recent) it may be a general news reporter.
- For some local newspapers their business reporter will be the best contact to pitch your story to as they may be interested in writing an article from a local business success story angle.

How to develop a press release

- Depending on the type of TripAdvisor success you have there may be a press release template you can use. Even if there isn't a template suitable for you it's still good to use these as a guide to see what makes a good press release.
- There are a few simple rules to remember when writing a press release that will increase your chances of coverage:
 - Keep it short and simple
 - Draft a concise headline. It should be brief, clear and to the point: an ultra-compact version of the press release's key point. News release headlines should have a "grabber" to attract readers. Think about the kind of headlines the newspaper would use. Headlines are written in bold and are typically larger than the press release text.

- A first paragraph (two to three sentences) should sum up the press release and the further content must elaborate on it.
- Communicate the 5 Ws and the H. For example:

Who – Who are you (name of your property)?

What – What's the award you've won?

When - When did you win the award?

Where – Where are you located?

Why – Why are you pleased to have received the award?

How – How should the media contact you?

How to pitch to your local media

- Send your release by e-mail, and use formatting sparingly – do not include images in the first instance because most journalists dislike large attachments. Instead include a note at the end saying 'Please contact us for further information or high resolution images'.
- Use your headline as the subject line of the e-mail. If you've written a good "grabber" headline, this will help your message stand out in the editor's e-mail inbox
- A quick follow-up call the next day can help develop a press release into a full story, but it is very important not to hound the reporters. Not all press releases will result in coverage.

Additional pitching tips

- You may offer the journalist the opportunity to extend the story by inviting them to photograph your property. A strong photograph of the owner outside the property can really help tell the story and adds a human interest angle.
- You could give the journalist the opportunity to extend the story further by offering a complimentary press trip to your property. Assist by providing story 'hooks' such as: 'TripAdvisor users have voted our hotel the number one in [your town/city], why not come and stay and see for yourself'
- 'We have just been awarded a TripAdvisor Certificate of Excellence, come and find out why'
- If a journalist isn't familiar with your immediate local area it can also help to develop a tourist itinerary factoring in local points of interest and attractions. This could assist a reporter in building the story into a more in-depth travel feature and help promote your property.

Capitalizing on the positive coverage

- It's important to remember that not every media pitch will be successful, but if you do receive some positive coverage make the most of it.
- Add a "what the media is saying about us" section to your own website and include newspaper clips and links to online coverage
- Amplify the coverage even further if you have a Twitter account by Tweeting a link to media coverage to further promote the good news. If your property has a Facebook page or presence on any other social network site share your good news there too.

If you require further PR guidance please email the TripAdvisor media relations team:
mediarelations@tripadvisor.com