

## <STEAMTOWN HERITAGE RAIL CENTRE AWARDED 2015 TRIPADVISOR CERTIFICATE OF EXCELLENCE

### Recognised as a Top Performing Attraction as Reviewed by Travellers on the World's Largest Travel Site

Peterborough, South Australia – 20<sup>th</sup> May 2015 – Steamtown Heritage Rail Centre today announced that it has received a [TripAdvisor](#)® Certificate of Excellence award. Now in its fifth year, the award celebrates excellence in hospitality and is given only to establishments that consistently achieve great reviews on TripAdvisor. Certificate of Excellence winners include accommodations, eateries and attractions located all over the world that have continually delivered a superior customer experience.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honourees that takes into account the quality, quantity and recency of reviews and opinions submitted by travellers 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.

“Winning the TripAdvisor Certificate of Excellence is a true source of pride for the entire team at Steamtown and we'd like to thank all of our past guests who took the time to complete a review on TripAdvisor,” said Pat Kent, Manager at Steamtown Heritage Rail Centre. “There is no greater seal of approval than being recognised 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.”

“TripAdvisor is pleased to honour exceptional hospitality businesses that have received consistent praise and recognition by travellers on the site,” said Marc Charron President, TripAdvisor for Business. “By putting a spotlight on businesses that are focused on delivering great service to customers, TripAdvisor not only helps drive increasing hospitality standards around the world, it also gives businesses both large and small the ability to shine and stand out from the competition.”

## Steamtown Heritage Rail Centre

### 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

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