

# SA hospitality businesses awarded Certificate of Excellence

TripAdvisor, the popular travel site, announced the 2014 Certificate of Excellence award recipients. A total of 2,113 South African hospitality businesses have been awarded this year.



Now in its fourth year, the award celebrates hospitality excellence and is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website. As of this year, vacation rentals are now eligible to receive the Certificate of Excellence.

The Certificate of Excellence award is given to outstanding hospitality businesses that have received praise and recognition in reviews by TripAdvisor travellers. Winners of the prestigious award include accommodations, eateries and attractions of all sizes.

Ranking of South African provinces/destinations based on number of Certificate of Excellence winning properties:

Province/Destination	Total
Western Cape	1169
Gauteng	235
Kwazulu Natal	216
Eastern Cape	176
Mpumalanga	102
Kruger National Park	75
Limpopo	59
Northwest Province	31
Free State	28
Northern Cape	22

"TripAdvisor is pleased to honour exceptional hospitality businesses for consistent excellence," said Marc Charron, president of TripAdvisor for Business. "The Certificate of Excellence award gives top performing establishments around the world the recognition they deserve, based on feedback from those who matter most - their customers. From Australia to Zimbabwe, we want to applaud exceptional hospitality businesses for offering TripAdvisor travellers a great customer experience."

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honourees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five. The volume and recency of reviews, as well as a business' tenure and popularity ranking are also factors in the algorithm.

According to a recent PhoCusWright study of 12,225 respondents from around the world, TripAdvisor awards can tip the scale for businesses and help set them apart from their competitors: 65 percent of respondents are more likely to book hotels that receive awards from TripAdvisor.

Winning properties can [showcase](#) their success a number of ways, including displaying the Certificate of Excellence at their establishment, displaying the award on their website or by promoting the achievement locally.

For more, go to [www.tripadvisor.co.za/Owners](http://www.tripadvisor.co.za/Owners)

For more, visit: <https://www.bizcommunity.com>