

Old Carrabelle Hotel wins 3rd TripAdvisor Certificate of Excellence

Congratulations to The Old Carrabelle Hotel!

TripAdvisor is delighted to award **The Old Carrabelle Hotel** the 2015 Certificate of Excellence. This achievement is a direct result of your consistently great reviews from TripAdvisor travelers.

Congratulations!



Marc Charron
President, TripAdvisor for Business

The Hotel, situated one block off Carrabelle harbor, won this distinction in 2013, 2014 and now 2015. From their start in 2001, Skip and Kathy Frink have enjoyed a steadily increasing business volume of travelers from all over the world. Says Skip, "Of course, the internet is the tool that allowed us to get on the world map in the first place. We aren't even on the main highway. But our increased contact with TripAdvisor, and its devotee travelers, has taken us on a quantum leap.

"We also qualified for their GreenLeader status, resulting from an increase in our awareness of waste avoidance in any form. Controlling energy, water, trash—they all contribute to greening. Our rank rose to Gold last year. And increased public concern with waste has led to many favorable guest comments on our efforts!"

TripAdvisor® is the world's largest travel site, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites. 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.

Now in its fifth year, the award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler 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 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.