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### **Graylyn International Conference Center Earns 2013 TripAdvisor Certificate of Excellence**

Winston-Salem, NC – June 4, 2013 – Graylyn International Conference Center today announced that it has received a [TripAdvisor](#)<sup>®</sup> Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Only the top-performing 10 percent 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 travelers 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.

“Graylyn is pleased to receive a TripAdvisor Certificate of Excellence”, said Tina Fullard, Director of Marketing. “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 travelers 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.”

#### **About TripAdvisor**

TripAdvisor is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers 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.

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

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

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