

Media Contact: Hazel Baker, Mob: 07545 020406, enquiries@londonguidedwalks.co.uk;

LONDON GUIDED WALKS EARNS 2016 TRIPADVISOR CERTIFICATE OF EXCELLENCE

Recognition Honours Top 10% of Businesses on World's Largest Travel Site

LONDON UK – 25 MAY 2016 – [London Guided Walks](http://londonguidedwalks.co.uk), delivering engaging public walks, private walking tours and treasure hunts in London, today announced that it has received a [TripAdvisor](https://www.tripadvisor.com)® Certificate of Excellence. Now in its sixth year, the achievement celebrates hospitality businesses that have earned great traveller reviews on TripAdvisor over the previous year. Certificate of Excellence recipients include accommodation providers, eateries and attractions located all over the world that have continually delivered a high-quality customer experience.

"I am so proud that London Guided Walks has earned the TripAdvisor Certificate of Excellence," said Hazel Baker, owner of London Guided Walks. "These awards truly represent the voice of the customer. As a start-up, London Guided Walks has been on an eye-opening journey looking at unique ways to create memorable experiences for those on our London walks and treasure hunts, and to exceed our guests' expectations. Clearly our public walks, private tours and treasure hunts are achieving incredible results. This is our first year on Trip Advisor and I am very honoured and proud that London Guided Walks has been selected for such a highly regarded reward."

"With the Certificate of Excellence, TripAdvisor honours hospitality businesses that have consistently received strong praise and ratings from travellers", said Heather Leisman, Vice President of Industry Marketing, TripAdvisor. "This recognition helps travellers identify and book properties that regularly deliver great service. TripAdvisor is proud to play this integral role in helping travellers feel more confident in their booking decisions."

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travellers on TripAdvisor over a 12-month period. 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.

-Ends-

About London Guided Walks

[London Guided Walks](http://londonguidedwalks.co.uk) provides engaging and affordable scheduled guided walks, private walking tours and treasure hunts in London. With significant experience working with tour operators, conference organisers and group organisers private London walking tours and treasure hunts are suitable for corporate events, groups, schools and international students.

Popular walks explore Georgian London, Victorian London and those that reflect London's sinister side.

KidsTours which are just the ticket for families and schools, they are both fun and educational.

London treasure Hunts give your brain and legs a work out while discovering a new part of London and its history. As well as cryptic clues to unravel and canny riddles to solve there will be bonus challenges too - just to keep you on your toes!

Bespoke London walks and treasure hunts are also available.

About TripAdvisor

TripAdvisor® is the world's largest travel site**, enabling travellers to plan and book the perfect trip. TripAdvisor offers advice from millions of travellers, 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 350 million reviews and opinions covering 6.5 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 24 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.iens.nl, www.besttables.com and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.tripbod.com, www.vacationhomerentals.com, www.viator.com, and www.virtualtourist.com.

**Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016

***Source: TripAdvisor log files, Q1 2016

For further information please contact: Hazel Baker: Owner

Mob: 07545 020406 | Skype: hazel.baker | Email: enquiries@londonguidedwalks.co.uk