



## **CASA BACARDÍ EARNS TRIPADVISOR “CERTIFICATE OF EXCELLENCE” FOR SECOND YEAR IN A ROW**

*The BACARDÍ brand visitor center and distillery in Puerto Rico receives the award after receiving the best reviews of users of TripAdvisor*

**Cataño, Puerto Rico, June 1<sup>st</sup>, 2016** – Casa BACARDÍ today announced that it has received a [TripAdvisor](#)® Certificate of Excellence for the second consecutive year as one of the most popular attractions in Puerto Rico and the Caribbean. Now in its sixth year, the achievement celebrates hospitality businesses that have earned great traveler reviews on TripAdvisor over the past year. Certificate of Excellence recipients include accommodations, eateries and attractions located all over the world that have continually delivered a quality customer experience.

Representing the category of "attractions" and encompassing only 20% of the winners, Casa BACARDÍ stands out as a world-class attraction hosting more than 250,000 visitors annually.

“We are extremely privileged to receive this recognition for the second time around as it reinforces the success and the great reception our facilities have reached in the local and international market,” said Maggie Matías, Managing Director of Casa BACARDÍ. “As our visitors our most demanding evaluators, we are pleased to know that their excellent experiences are enabling us to reach achievements that put us on the map as one of the main attractions of this important tourist-generated website,” added Matías while mentioning that in the past years Casa BACARDÍ has revitalized its offering by presenting new tours, the opening of the Georgina restaurant, among other initiatives.

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

The accolades acknowledge hotels, restaurants and attractions best reviewed by the users of TripAdvisor. To determine who receives the "Certificate of Excellence," the website considers various factors including rating reviews, overall rating, and quantity and timeliness of reviews. Furthermore, the winners of the

certificate must maintain an overall rating on TripAdvisor of at least four out of five, have a minimum number of opinions and be listed on TripAdvisor for at least twelve consecutive months.

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers 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.

For more information about Casa BACARDÍ call +1.787.788.8400 or visit [www.visitcasabacardi.com](http://www.visitcasabacardi.com) or [www.facebook.com/bacardidistillerytour](https://www.facebook.com/bacardidistillerytour). Visiting hours are from 9am to 6pm from Monday to Saturday and Sunday from 10am to 5pm.

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#### About BACARDÍ Rums

In 1862, Bacardi revolutionized the spirits industry when founder Don Facundo Bacardí Massó began producing his remarkable light-bodied, smooth rum. The unique taste of BACARDÍ inspired cocktail pioneers to invent some of the world's most famous drink recipes including the Mojito, the Daiquirí, the Cuba Libre, the Piña Colada, and the Presidente. BACARDÍ Superior rum has won more than 550 awards for quality and taste making it the world's most awarded rum. Today, BACARDÍ is produced in Puerto Rico, following the production legacy set forth by Don Facundo Bacardi Massó – crafted in a five-step distillation process, mellowed in American white oak barrels, and filtered five times for unparalleled quality and smoothness.

The BACARDÍ® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. The Bacardi brand portfolio comprises more than 200 brands and labels including GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, and MARTINI® vermouth and Italian sparkling wines. [www.bacardi.com](http://www.bacardi.com)

#### About BACARDÍ in Puerto Rico

Bacardi Corporation was founded in San Juan, Puerto Rico, in 1936, and is part of family-owned Bacardi Limited, the largest privately held spirits company in the world. The current facility was built in 1958 on 127 acres in the town of Cataño. The rum production facility is the largest premium rum distillery in the world, and one of 29 Bacardi manufacturing facilities globally.

Since 1961, Bacardi has operated the state-of-the-art Casa Bacardí Visitor Center, the second most-visited venue in metro San Juan, drawing more than 250,000 visitors a year to learn about the rich history of the Bacardi family and brand, as well as its unique production.

#### About TripAdvisor

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 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](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),  
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[www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), and [www.virtualtourist.com](http://www.virtualtourist.com).

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

\*\*\*Source: TripAdvisor log files, Q1 2016

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BACARDÍ AND THE BAT DEVICE ARE TRADEMARKS OF BACARDÍ & COMPANY LIMITED.