

ΦΙΛΥΡΑ-FILIRA AWARDED TRIPADVISOR GREENLEADERS™ STATUS

At IOANNINA, GREECE – 8th July 2014 – Φιλύρα - Filira today proudly announced it has been accepted as a **Bronze level GreenLeader**, into the TripAdvisor® GreenLeaders™ program, which helps travelers plan greener trips by identifying environmentally-friendly accommodations across the US & EU.

TripAdvisor GreenLeaders have met a set of environmental standards developed for TripAdvisor by a leading environmental consulting firm, with input from expert partners. The more green practices a hotel has in place, the higher its GreenLeader level, which is shown on the property's listing on the TripAdvisor site.

Prices 80 to 108 USD

Travelers can now search for accommodations that have a GreenLeaders status on the TripAdvisor site, and view a detailed list of environmentally-friendly practices that they can expect at each location.

“TripAdvisor GreenLeaders are leading the hospitality industry in making efforts to improve their environmental footprint,” said Jenny Rushmore, director of responsible travel at TripAdvisor. “We greatly applaud these accommodations and are pleased to share their eco-friendly practices with our online audience of more than 260 million travelers who visit the site each month.”

The TripAdvisor GreenLeaders program was developed in partnership with the U.S. Environmental Protection Agency's ENERGY STAR® program, the U.S. Green Building Council, and the United Nations Environment Programme. For more information, please visit www.tripadvisor.com/GreenLeaders.



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 260 million unique monthly visitors**, and more than 125 million reviews and opinions covering more than 3.1 million accommodations, restaurants, and attractions. The sites operate in 34 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.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com,
www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com,
www.holidaylettings.co.uk, www.holidaywatchdog.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.virtualtourist.com, and www.kuxun.cn.

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

**Source: Google Analytics, worldwide data, July 2013

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