

**Mukaitaki HONORED IN THE
2014 TRIPADVISOR TRAVELERS' CHOICE HOTELS AWARDS**

Mukaitaki(Aizuwakamatsu,Fukushima) Japan – January 23, 2014 – Mukaitaki today announced that it has been named as the winner in the B&Bs and inns category in the 2014 Travelers' Choice® awards, coming in 25. In the 12th year of the awards, the world's most outstanding properties were identified in the categories of Top Hotels, Bargain, B&Bs and Inns (including *Ryokan* in Japan), Family, Luxury, Romance, and Small Hotels.

Travelers' Choice award winners were determined based on the reviews and opinions of millions of TripAdvisor travelers around the globe.

Upon passing through the entrance of Mukaitaki, one feels as though suddenly transported back through time to a more sophisticated yet uncomplicated era. At Mukaitaki, we strive every day to provide our guests with a wonderful and unique Japanese cultural experience. Each season brings beautiful scenic joys to experience, such as the winter candle flowers blooming nightly in the snowy winter garden. We always look forward to seeing the smiles of our guests and hearing about the good memories of their stay at Mukaitaki.

"We're excited to recognize the world's best properties, based on the opinions of those who know them best – the millions of travelers around the globe who come to TripAdvisor to share their experiences," said Barbara Messing, chief marketing officer for TripAdvisor. "For those seeking inspiration for their 2014 travel planning, this list of spectacular accommodations that received 2014 Travelers' Choice awards is a perfect place to start."

For Mukaitaki reviews, go to www.tripadvisor.com/TravelersChoice-Hotels-clnnsBB-g294232#25

To see all 2014 Travelers' Choice winners, go to www.tripadvisor.com/TravelersChoice.

Join the TripAdvisor Travelers' Choice discussion on social media with the #travelerschoice hashtag.

I will continue to shine, precious memories of our customers in the future.

-Ends-

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers advice from 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 21 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.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, www.whereivebeen.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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