

Booking.Com Reveals the World's Best Properties Based on Verified Reviews – Introducing The Best Of Booking's Best

AMSTERDAM – May 7, 2014 – [Booking.com](#), the world's number one accommodation site, today unveils [Best of Booking's Best](#) – a selection of top accommodations as designated by nearly 20 million real, relevant and recent customer reviews. Coming just in time to satisfy the common wanderlust of summer, the lists provide travelers with an inspirational trip-planning tool of crowd-sourced favorite properties based on accommodation, region and traveler types.

The [Best of Booking's Best selection](#) highlights properties highly rated by real reviewers that match specific search criteria, including:

- **Accommodation Type** – [Hotels](#), [Apartments](#), [Villas](#), [B&Bs](#), [Resorts](#), [Hostels](#)
- **Region** – [North America](#), [Asia and Oceania](#), [Europe](#), [South America](#), [Middle East and Africa](#)
- **Traveler Type** – [Solo travellers](#), [Couples](#), [Families](#), [Groups](#)

“Not all reviews are created equal. By offering the largest collection of qualified reviews that are real, relevant and recent, Booking.com is exclusively positioned to put this authentic, first-hand feedback to work for travelers,” said Paul Hennessy, CMO, Booking.com. “Best of Booking's Best celebrates the accommodations that our reviewers love and offers consumers an at-a-glance option for finding the right accommodation - whatever their unique need, budget or desired destination.”

The Best of Booking's Best enables would-be travelers to bypass hours of combing through reviews to find and book the world's most delightful accommodations that have received the stamp of approval from fellow travelers.

To ensure the Best of Booking's Best recognition was given to accommodations with a proven track record of consistently delighting customers, Booking.com only features accommodations that received over 50 customer reviews from the past 14 months. This equated to over 111,000 accommodations worldwide and more than 19,726,000 reviews. The property reviews were then analyzed for high scores across key categories such as staff, comfort, service, cleanliness, location and value for money.

All reviews on Booking.com are verified with a number of safeguards in place to ensure each one is **Real, Relevant and Recent**:

- **Real** – Booking.com checks every single review to make sure it is written by a real, verified guest, who has booked the accommodation through the Booking.com website or mobile app.
- **Relevant** – Booking.com reviews are comprehensive and cover all elements of properties. The site has a search feature that allows users to filter reviews by traveler type, ensuring instant access to the opinions of customers who best match traveler needs.
- **Recent** – Booking.com only displays reviews from the past 14 months to ensure the most current information and description of the experience.



Booking.com plans to further expand the Best of Booking's Best throughout the year, including more accommodation groups reflective of seasonal opportunities and travel trends. Leveraging the wealth of travel insights contained within Booking.com's customer reviews and highlighting the site's unmatched collection of distinctive destinations.

"We're proud to work with our Best of Booking's Best accommodations to give travelers the most amazing experiences all over the world. Being called 'Booking's Best' is an indication of quality that can be trusted, because it comes directly from guests," said Hennessy.

-ENDS-

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[Booking.com](https://www.booking.com) is the world leader in booking hotel and other accommodations online. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the [Booking.com](https://www.booking.com) website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don't pay booking fees – ever. The Booking.com website is available in 42 languages, offers more than 455,000 hotels and accommodations in 200 countries, features 28.5 million reviews written by guests after their stay, and attracts online visitors from both leisure and business markets around the globe. With over 17 years of experience and a team of over 6,500 dedicated employees in 115+ offices worldwide, [Booking.com](https://www.booking.com) operates its own in-house customer service team, which is available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

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