



CASABLANCA HOTEL NYC HONORED IN THE 2011 TRIPADVISOR TRAVELERS' CHOICE AWARDS AS BEST SERVICE AND TOP 25 HOTELS US

New York, NY, January 19, 2011. The Casablanca Hotel, a member of HKHotels was chosen as one of the Top 10 Hotels for Service in the United States by TripAdvisor® in its 2011 Travelers' Choice® awards. Additionally, the Casablanca Hotel was honored as one of the Top 25 Hotels in the United States. Now in its ninth year, the annual TripAdvisor Travelers' Choice awards honor the world's best hotels, earning their distinction from those who know them best – real travelers.

Unlike any other hotel awards programs in the world, TripAdvisor® Travelers' Choice® winners are based on the millions of real and unbiased reviews and opinions about hotels on tripadvisor.com™ and content from across the web.

“With the help of millions of travelers around the globe, TripAdvisor is thrilled to recognize the world's most outstanding hotels for the ninth year of the Travelers' Choice Awards,” said Karen Drake, senior director of communications for TripAdvisor. “From the best bargain hotels to best luxury hotels, remarkable service, value and quality are the hallmarks of our Travelers' Choice winners.”

According to Adele Gutman, vice president of sales and marketing for HKHotels, “The staff of the Casablanca Hotel and all our HKHotels in New York are thrilled and moved beyond words by the recognition and appreciation we receive from the members of TripAdvisor who have honored us with their patronage and reviews. TripAdvisor has given HKHotels the most phenomenal tool to listen to our guests, learn what truly matters to them, and train our staff and adapt our services to provide the highest levels of customer service. TripAdvisor has long been a part of our daily conversation on every level and in every department. That focus has helped us create a culture where every staff member feels so proud and passionate about providing excellence in hospitality to every guest, every day.”

She adds, “As a team, we are even more proud that we have been able to accomplish something remarkable that no other hotel group in the world has achieved before, when in September of 2010, all of our four Manhattan hotels were ranked as the top four hotels in NYC by the members of TripAdvisor, the biggest travel website in the world. The scores change from week to week so that goal always in our hearts, helping to provide a level of energy and enthusiasm in our staff as we work together to become the best hoteliers we can be.”



For reviews on the Casablanca Hotel, the Library Hotel, Hotel Giraffe and Hotel Elysee go to [http://www.tripadvisor.com/Hotels-g60763-New York City New York-Hotels.html](http://www.tripadvisor.com/Hotels-g60763-New_York_City_New_York-Hotels.html)

For the complete 2011 Travelers' Choice list, go to [http://www.tripadvisor.com/TravelersChoice-g191-cTop25-United States.html](http://www.tripadvisor.com/TravelersChoice-g191-cTop25-United_States.html) .

[HKHotels](#) in New York includes the book lovers paradise, the [Library Hotel](#) on Madison Avenue, [Hotel Giraffe](#) on Park Avenue South, [Hotel Elysee](#) on east 54th and Madison and the [Casablanca Hotel](#) Times Square. All four hotels are consistently ranked on the top of the list of NYC hotels by the members of TripAdvisor.

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 (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors* across 17 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors***, 20 million members, and over 40 million reviews and opinions. The sites operate in 27 countries worldwide****, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Condé Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2010

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes:
www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com,
www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk,
www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com,



www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2010

**** TripAdvisor sites operate in 27 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, nl.tripadvisor.com, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr/, www.tripadvisor.co.id and www.tripadvisor.com.ar.

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