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HOTEL INDIGO DALLAS DOWNTOWN AWARDED
2014 TRIPADVISOR CERTIFICATE OF EXCELLENCE

Recognized as a Top Performing Hotel as Reviewed by Travellers on the
World's Largest Travel Site

DALLAS, TX – May 20, 2014 – Hotel Indigo Dallas Downtown today announced that it has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five, volume and recency of reviews. Additional criteria include a business' tenure and popularity ranking on the site.

“Winning the TripAdvisor Certificate of Excellence is a true source of pride for the entire team at Hotel Indigo Dallas Downtown, and we'd like to thank all of our past guests who took the time to complete a review on TripAdvisor,” said Paul Sandhu, Vice President of SMI Hotel Group, the hotel's management company. “There is no greater seal of approval than being recognized by one's customers. With the TripAdvisor Certificate of Excellence based on customer reviews, the accolade is a remarkable vote of confidence to the Hotel Indigo Dallas Downtown, and our continued commitment to excellence.”

“TripAdvisor is pleased to honor exceptional hospitality businesses for consistent excellence,” said Marc Charron, President of TripAdvisor for Business. “The Certificate of Excellence award gives top performing establishments around the world the recognition they deserve, based on

feedback from those who matter most – their customers. From Australia to Zimbabwe, we want to applaud exceptional hospitality businesses for offering TripAdvisor travellers a great customer experience.”

About Hotel Indigo Dallas Downtown

Hotel Indigo Dallas Downtown, an historic landmark hotel listed on the National Register of Historic Places, is located in the heart of the downtown Dallas business district. From full-service dining in 1933 Bar & Bistro, to relaxed and modern room décor with complimentary wireless internet access, hotel guests experience our unique brand of “Texas Hospitality”. Check us out online at www.hotelindigo.com/dallastx.

About Hotel Indigo®

The Hotel Indigo® brand is a global boutique hotel brand that delivers a refreshing and inviting guest experience that is truly reflective of the local community. From the locally-inspired murals to the renewal program where the music, scent, and menu items change throughout the year, each Hotel Indigo hotel delivers a vibrant, engaging and genuine boutique experience that gives guests the confidence to step out and explore the local neighborhood. Each Hotel Indigo property is unique and designed to reflect the local culture, character and geography of the surrounding area while brand hallmarks ensure consistent and reliable service from location to location. No two hotels are the same. There are 60 Hotel Indigo hotels open around the globe. With a quality global pipeline of 59 hotels, the Hotel Indigo estate is set to double in size to 100 properties within the next three to five years. For more information or to make a reservation, visit <http://www.hotelindigo.com>. Find us on Twitter <http://www.twitter.com/hotelindigo> or Facebook www.Facebook.com/hotelindigo.

About SMI Hotel Group

Founded in 1997, Richmond, VA based SMI Hotel Group is an owner and operator of award-winning upscale, full-service hotels in Virginia and Texas. Privately owned, the company strives to deliver memorable hospitality experiences that exceed the expectations of every guest that stays, meets or eats in their properties.

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, reaching nearly 260 million unique monthly visitors**, and more than 150 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 39 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 22 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.tripbod.com, www.vacationhomerentals.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, Q1 2014

**Source: Google Analytics, average monthly unique users, Q1 2014; does not include traffic to daodao.com