

Coco Palm Awarded Tripadvisor Certificate of Excellence for Five Consecutive Years

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Coco Palm, Saint Lucia's premier family owned and managed boutique hotel, today announced that it has been recognized as a [TripAdvisor®](#) Certificate of Excellence Hall of Fame winner. The Certificate of Excellence award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveller reviews on TripAdvisor. The 'Hall of Fame' was created to honour those businesses that have earned a Certificate of Excellence for five consecutive years. Winners include accommodations, eateries and attractions located all over the world that have continually delivered a superior customer experience.

Managing Director, Allen Chastanet, has long been an advocate of the power of Trip Advisor when he launched Coco Palm targeting the online market ten years ago. "Being awarded the TripAdvisor Certificate of Excellence five years in a row and inducted into the 'Hall of Fame' is a true source of pride for the entire team at Coco Palm and we'd like to thank all of our past guests who took the time to complete a review on TripAdvisor," Chastanet went on say. "This award is credit to all our members of the Coco Palm team who strive to offer our guests the highest level of authentic Saint Lucian hospitality and exceed expectations.

Jean St Rose, General Manager gave credit to his 140 team members and their respective heads of department in hosting our guests. "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 our business and our continued commitment to excellence."

"Winning the TripAdvisor Certificate of Excellence for five consecutive years is a remarkable feat. TripAdvisor is pleased to induct five-time award winners into the 'Hall of Fame'," said Marc Charron President, TripAdvisor for Business. "By putting a spotlight on businesses that are focused on consistently delivering great service to customers, TripAdvisor not only helps drive an improvement to hospitality standards around the world, it also gives businesses both large and small the ability to shine and stand out from the competition."

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account the quality, quantity and recency of reviews and opinions submitted by travelers on TripAdvisor over a 12-month period as well as business's tenure and ranking on the Popularity Index on the site. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

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