



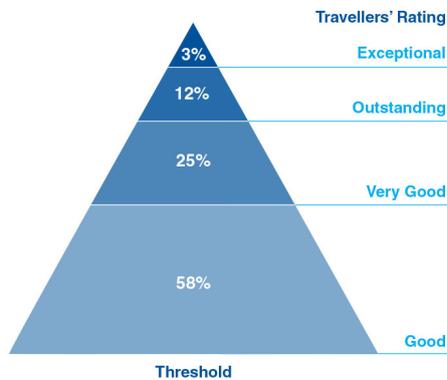
## The Gold List Explained

Star Ratings Australia has partnered with ReviewPro, a global leader in the provision of guest intelligence solutions for the hospitality industry to deliver the *Gold List* of Australian accommodation.

ReviewPro uses its propriety software and sophisticated algorithms to search the most relevant online travel agents, review sites and social media platforms to deliver real-time updates and a Travellers' Rating.



A Travellers' Rating is a score out of ten that reflects the quality of the accommodation experience according to past guests and aggregates consumer ratings and reviews from more than 100 websites in 45 different languages.



The Travellers' Rating represents the 'overall' property ranking a guest must give before posting comments about their stay or ranking individual property attributes such as service, room quality, cleanliness, location and value.

The Star Ratings *Gold List* celebrates only those properties which hold themselves to our independent quality standards and who achieve the highest Travellers' Rating scores.

To showcase the best of the best and to help Australian travellers identify a property to suit their needs we have produced a Star Ratings *Gold List* for the following:

- 1. National** – top 10 properties by Star Rating category (e.g. hotels, motels, serviced apartments, self catering, hosted accommodation and caravan-holiday parks)
- 2. State** - top 10 properties by Star Rating category (as above)

What makes the Star Ratings *Gold List* unique are the multiple websites that power our Travellers' Rating score, such as Booking.com, Wotif, Expedia, Agoda, Hotels.com, Facebook, Orbitz, Google or Ratestogo.



We know that travellers visit various websites before they make their booking and that all of these sites feature guest reviews and ratings. That's why our *Gold List* represents the ultimate form guide for Australian accommodation.

Due to contractual obligations the Star Ratings *Gold List* excludes TripAdvisor data. However, the overwhelming majority of online reviews about Australian accommodation are located on major online travel agency websites.

