



**FOR IMMEDIATE RELEASE**

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## **JACKSONVILLE ZOO AND GARDENS INDUCTED INTO TRIPADVISOR HALL OF FAME**

*Jacksonville, FL – June 16, 2015* - The Jacksonville Zoo and Gardens (JZG) 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 traveler reviews on TripAdvisor. The 'Hall of Fame' was created to honor 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.

"For people to take the time to write a positive review about their experience at our wonderful zoo and gardens means a lot to our staff and board," said Tony Vecchio, Executive Director of JZG, "But, when so many people write great things about us over such a long period of time that we get inducted into the TripAdvisor Hall of Fame, our entire community should feel proud. Our aspiration is to be one of the best zoos in the country; Jacksonville deserves nothing less. Having this kind of recognition lets us know that we are making progress toward that lofty goal."

"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.

**PHOTO CREDIT:** John Reed

**PHOTO CAPTION:** Malayan Tiger in rafters at the Land of the Tiger

Additional photos and captions can be provided.

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### **About Jacksonville Zoo and Gardens**

For over 100 years, the Jacksonville Zoo and Gardens has aimed to inspire the discovery and appreciation of wildlife through innovative experiences in a caring environment. Starting in 1914 with an animal collection of one red deer fawn, the Zoo now has more than 2,400 rare and exotic animals and 1,000 species of plants, boasting the largest botanical garden in Northeast Florida. The Jacksonville Zoo and Gardens is a nonprofit organization and an accredited member of the Association of Zoos and Aquariums. For more information, visit [JacksonvilleZoo.org](http://JacksonvilleZoo.org).

### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 340 million unique monthly visitors\*\*, and more than 225 million reviews and opinions covering more than 4.9 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

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

\*\*Source: Google Analytics, average monthly unique users, Q1 2015