



DALLAS ARBORETUM
AND BOTANICAL GARDEN

FOR IMMEDIATE RELEASE

Media contacts:

Terry Lendecker | VP of Advertising & Promotions | 214.515.6523 | tlendecker@dallasarboretum.org
Juliette Coulter | The Coulter Group | 214.394.5532 | juliette@coultergroup.com

Dallas Arboretum Named 2015 Certificate of Excellence Winner by TripAdvisor®
Recognized as Top Performing Attraction from Travelers Worldwide

DALLAS, Texas (May 22, 2015) – As a result of its consistently great reviews from travelers, the Dallas Arboretum and Botanical Garden announced today that it has received the Certificate of Excellence award from the world’s largest travel site, [TripAdvisor](https://www.tripadvisor.com). This award celebrates excellence in hospitality, and it is given only to establishments like the Dallas Arboretum that consistently achieve great traveler reviews on the site.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account the quality, quantity and recent posts 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.

"TripAdvisor is pleased to honor exceptional hospitality businesses that have received consistent praise and recognition by travelers on the site," said Marc Charron, president, TripAdvisor for Business.

Bill Graue, Dallas Arboretum board chairman, said, "It is an honor to be recognized again by TripAdvisor for the Dallas Arboretum and Botanical Garden, and we thank our visitors who took the time to write a review to let others know about this gem in Dallas. We hope it will encourage even more visitors as we try to exceed the nearly one million visitors we had in 2014." With a TripAdvisor banner of more than 2,000 reviews, 4.5 stars and listed as #1 of [305 things to do in Dallas](#), an added Certificate of Excellence is an honor to earn from consistently satisfied travelers.

Guests of the Dallas Arboretum are encouraged to visit [tripadvisor.com](https://www.tripadvisor.com) to provide feedback of their visit.

About the Dallas Arboretum and Botanical Garden:

The Dallas Arboretum and Botanical Garden is located on the southeastern shore of White Rock Lake at 8525 Garland Road, Dallas, Texas 75218. The Dallas Arboretum is also the home of the internationally acclaimed Rory Meyers Children's Adventure Garden. The Arboretum is open daily from 9 a.m.-5 p.m. Regular general admission is \$15 for adults, \$12 for seniors 65 and older, \$10 for children 3-12 and free for Arboretum members and children two and under. There is an additional cost of \$3 per person for entrance into the Rory Meyers Children's Adventure Garden. On-site parking is \$15; pre-purchased online parking is \$8. *The Dallas Morning News* is the principal partner of the Dallas Arboretum. The Arboretum is supported, in part, by funds from the Dallas Park and Recreation Department. WFAA is an official media sponsor for the Dallas Arboretum.

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.

###