

# It's a jungle out there!

## A data-lovers guide to the top zoos in the Netherlands



### We investigated the Top 3 Zoos



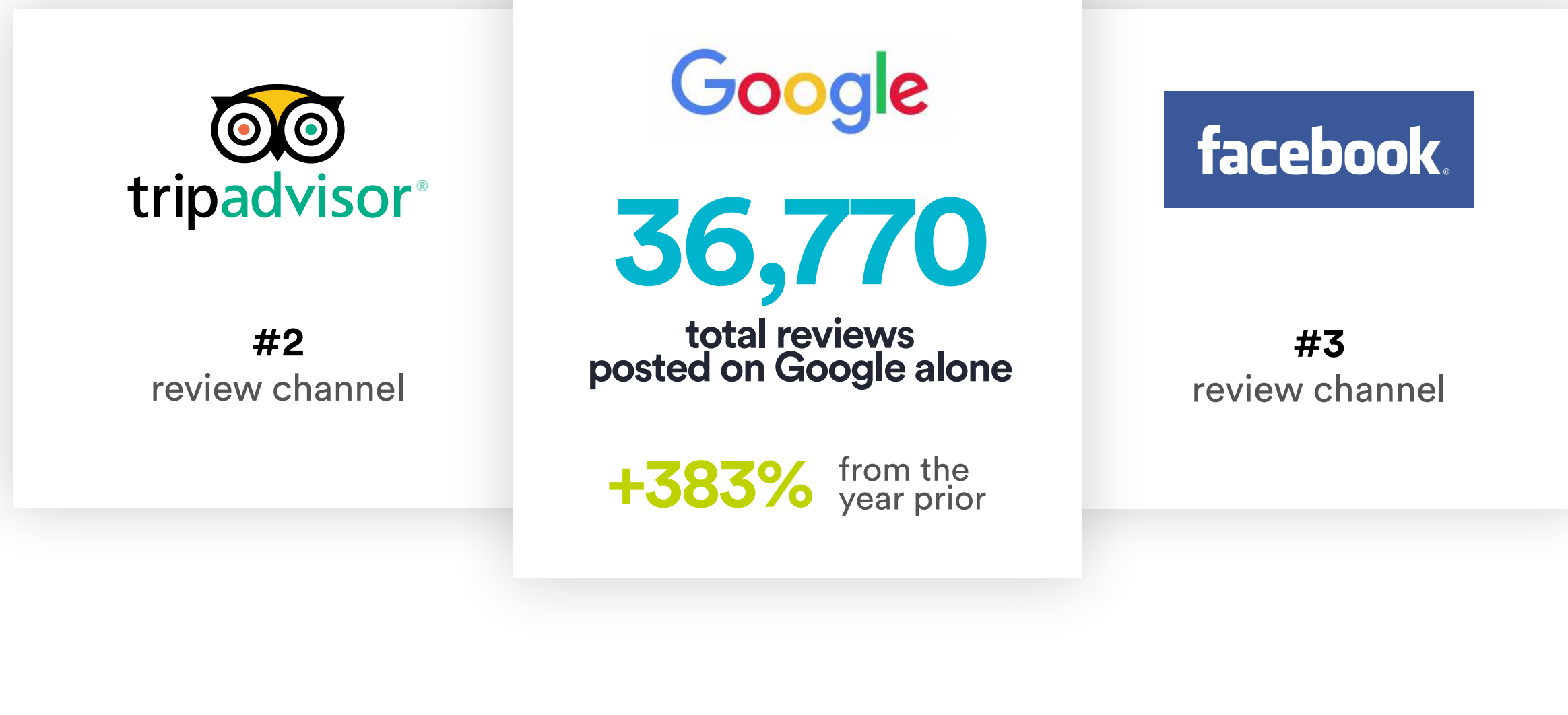
### After analyzing...

★★★  
**38,403**  
total reviews  
from the past 12 months

### We uncovered...

a staggering  
**+231%**  
increase in reviews  
compared to the previous year

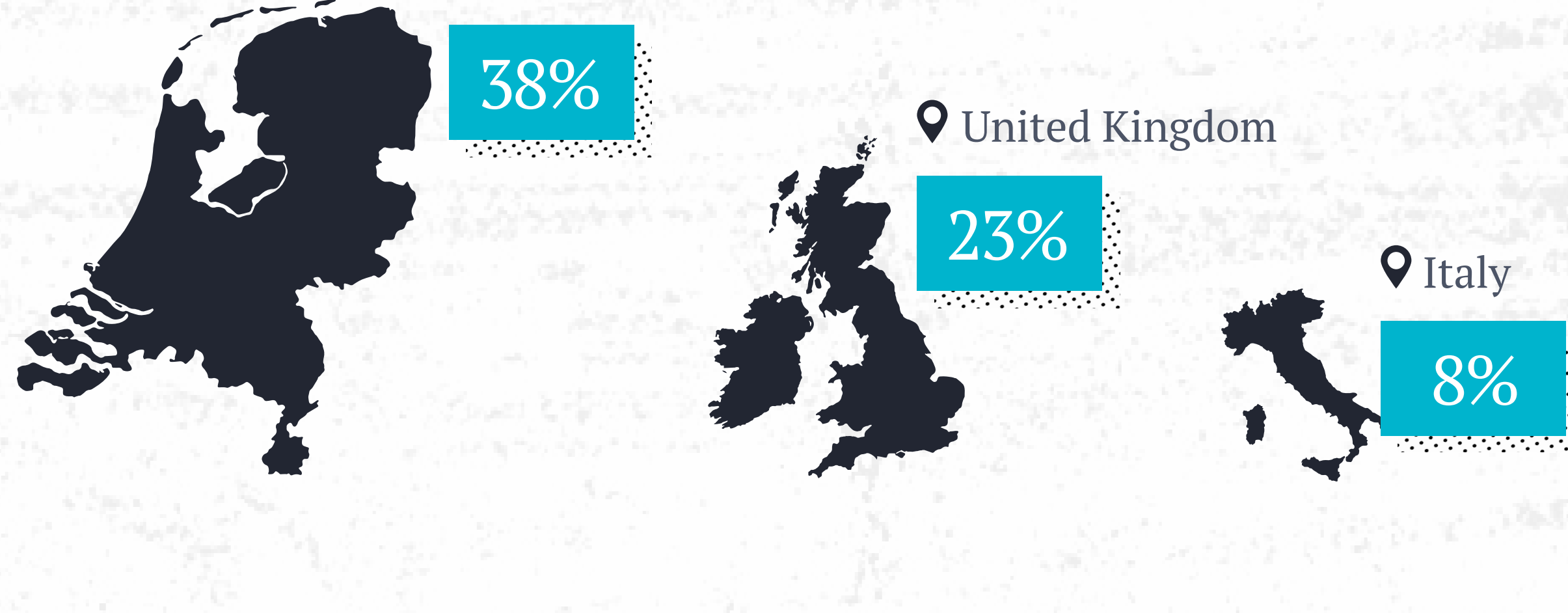
### Preferred review channels



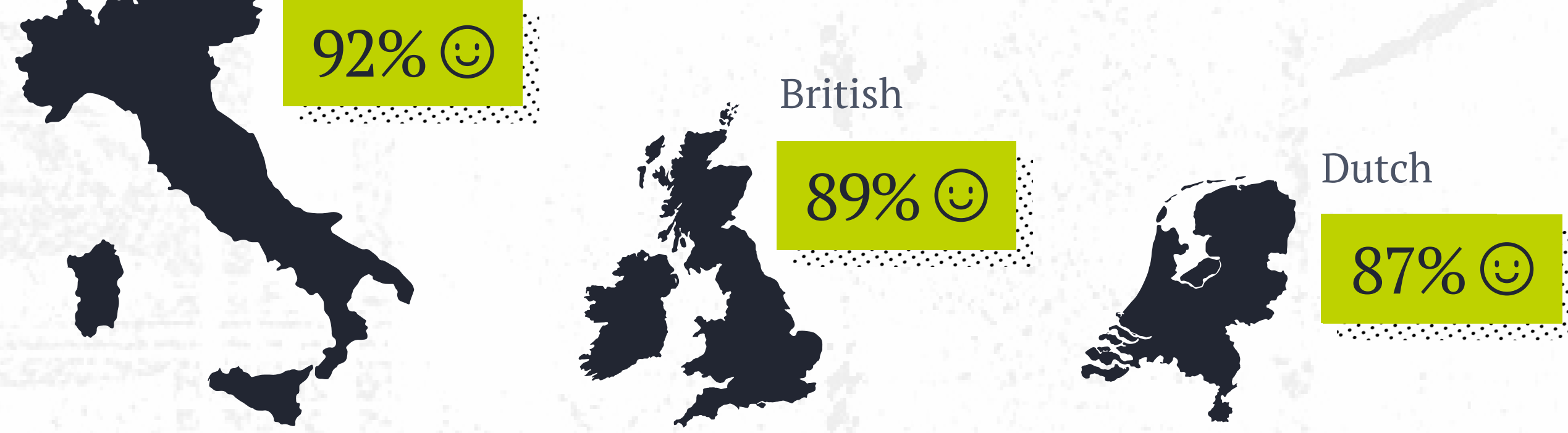
### Zoo keepers love Instagram



### Where were visitors coming from?



### Highest satisfaction rate



## King of the jungle!

#### Diergaarde Blijdorp

#### Ouwehands Dierenpark

#### Artis in Amsterdam



### About the Methodology

Travel Appeal has investigated the top three zoos in the Netherlands. We analysed nearly 40,00 reviews from Google, TripAdvisor and Facebook posted over 2018. The Satisfaction Score is generated through a proprietary algorithm and AI engine. With the semantic processing of reviews, we have identified what people say about their zoo experiences and where they are reviewing from.

### About Travel Appeal

Founded in 2014, Travel Appeal uses cutting-edge Semantic Analysis, Artificial Intelligence and Data Science to make easy, yet powerful solutions helping professionals dive into their clients' mind, make smart decisions, improve reputation and increase profits. Our technology and products monitor, aggregate and interpret the data of over 1 million properties, activities and brands worldwide to support and inspire businesses of all sizes in travel, hospitality, food & beverage and retail.