



ABOUT FLEX PRICING

What is Flex Pricing?

- The Dallas Zoo is implementing Flex Pricing starting April 1, 2021.
- This new seasonal model for general admission ticket prices features set weekday and weekend ticket prices that will vary throughout the year based on seasonal attendance at the Zoo.
- In general, for busier periods with higher estimated attendance, prices will reflect the higher demand. For quieter attendance days, prices will be lower.
 - *OF NOTE: The Dallas Zoo will not exceed the capacity limits currently in place to protect the health of our visitors, staff, and volunteers.*
- This new price structure gives our guests the opportunity to plan a visit on the day that best accommodates their budget and schedule.
- We're pleased to continue to make the Dallas Zoo more accessible to varied audiences and to help expand and advance our mission of *Engaging People & Saving Wildlife*.

Why do prices change from weekdays to weekends?

- In general, for busier periods with higher estimated attendance, prices will reflect the higher demand. For quieter attendance days, prices will be lower.
- This new ticketing model will give guests the flexibility to plan a visit on a day that best accommodates their budget and schedule.
- Guests who have flexibility in when they plan to visit can pick a date and possibly save.

How is the cost of admission determined?

- In general, for busier periods with higher estimated attendance, prices will reflect the higher demand. For quieter attendance days, prices will be lower.
- General admission ticket prices will range from \$8 per person during the Zoo's normal "Penguin Days" discounted period in January and February, up to \$21 for adults / \$16 for children and seniors on weekends during the busy spring and summer seasons.
- It is important to know that Flex Pricing does not represent an across-the-board price increase for Zoo guests. For seven months out of the year, ticket prices either remain the same or actually drop below current admission prices
- The Flex Pricing model gives us the flexibility to adjust our prices to account for seasonal traffic while also ensuring we remain one of the most affordable and accessible tickets in the Metroplex.

Are these the final prices or is it possible the price will go down at a later date?

- The listed weekday and weekend prices visible on the website will be the set price for that day and will stay consistent throughout each season.
- Flex Pricing at the Zoo will not vary by the hour, change daily, or be impacted by other factors.
- The prices do not change based on when guests purchase tickets – purchasing early does not yield a discount, but it does offer the best choice for dates and times for your visit.
- To see a calendar of available dates and time for your visit, please visit DallasZoo.com and click "Buy Tickets."



Can I save money if I buy my ticket in advance? How far in advance do I need to buy my ticket in order to save?

- The listed weekday and weekend prices visible on the website will be the set price for that day and will stay consistent throughout each season.
- Flex Pricing at the Zoo will not vary by the hour, change daily, or be impacted by other factors.
- The prices do not change based on when guests purchase tickets – purchasing early does not yield a discount, but it does offer the best choice for dates and times for your visit.
- To see a calendar of available dates and time for your visit, please visit DallasZoo.com and click “Buy Tickets.”

GENERAL TICKETING QUESTIONS

How do I purchase tickets?

- Guests can visit DallasZoo.com and click on “Buy Tickets” to see a calendar of available dates and times, and the respective ticket prices, up to 30 days in advance.
- Due to ongoing capacity restrictions and ongoing safety precautions for COVID-19, all guests must continue to reserve timed-entry tickets online in advance of their visit.

Can I buy my tickets at the gate at the Zoo?

- Due to ongoing capacity restrictions and ongoing safety precautions for COVID-19, all guests must continue to reserve timed-entry tickets online in advance of their visit.
- In limited numbers, the Zoo might have capacity within certain entry times, so guests may be able to purchase tickets and parking on their mobile device when they arrive to be scanned at the front entry booths. However daily and hourly capacity is limited, so purchasing in advance is always advised.
- Some discount transactions are only available by calling Guest Services ahead of time or at the ticket booths day-of your visit.

What is included with my General Admission ticket?

- Flex Pricing applies to General Admission tickets for a Dallas Zoo visit, where guests can see our more than 2,000 animals and engage in our daily keeper chats, as well as enjoy more 106 acres of outdoor walkways, indoor spaces, and a range of animal encounters and experiences.
 - Pricing remains \$10 per car.
 - Attractions like the carousel, mini train, and animal feeding experiences continue to require individual tickets purchased onsite at the Zoo.
 - Special exhibits or events at the Zoo may require a separate ticket purchase.

Will the cost of parking increase?

- No, the cost of parking remains \$10 per car.

How long is my ticket valid?

- Your ticket is valid for the date printed on the ticket.
- When purchasing your tickets, please select your dates carefully – ticket are non-refundable.



**What if I purchased my ticket online in advance and now cannot go? Can I reschedule?
Can I get a refund?**

- When purchasing your tickets, please select your dates carefully – tickets are non-refundable.
- We may be able to assist with rescheduling your visit, as visitor capacity allows, but availability is not guaranteed.
 - GENERAL ADMISSION – please contact us at 469.554.7501 or email Tickets@DallasZoo.com for assistance.
 - MEMBERS – please contact us at 469.554.7400 or email Members@DallasZoo.com for assistance.

Can I use other discounts / special offers with Flex Pricing?

- The Dallas Zoo is proud to continue to offer additional discounted admission options to make the Zoo more accessible to all. For a list of ways to visit the Zoo at a reduced rate, visit DallasZoo.com/Discounts.
- For school or larger groups, we also offer discounts for field trips, and we have group rates if your visit includes more than 15 guests.

Can I still use CityPASS at the Dallas Zoo?

- Present your CityPASS tickets at any guest admission windows to receive your timed admission ticket. Advanced reservations are not required for CityPASS users.

FLEX PRICING AND MEMBERSHIP

Does Flex Pricing affect membership?

- Flex Pricing applies to our General Admission tickets. Since members still get free General Admission, the flexible admission costs throughout the year make a Dallas Zoo membership an even better deal!
- On average, Dallas Zoo membership pays for itself on just your second visit.
- Members also receive discounted admission for all extra guests not covered by their membership. Prices for these discounted tickets will adjust along with flex pricing.

Did membership prices go up when you started Flex Pricing?

- We did make some updates to our membership levels and benefits in March, but those changes were not tied to Flex Pricing.
- We only altered the pricing on two member levels at that time; the majority of the changes related to making member admissions more flexible than ever and refreshing the ride, attraction, animal feeding, and special exhibit benefits.

Can I apply my admission tickets to a membership?

- Yes! You can apply as many admission tickets toward the price of your membership as would have been covered by the level of membership you're purchasing.
- To do so, please visit the Membership Booth, or contact the Membership Team at Members@DallasZoo.com, or call 469.554.7400 within seven days of your visit.