



Economic Impact: The Next 12 Years at the Dallas Zoo

The Dallas Zoo is embarking on a transformative journey through Safari Trail, a multi-phased set of projects designed to redefine the animal and guest experience while solidifying the Zoo's position as a premier national destination. By introducing immersive animal habitats and enhanced guest experiences, Safari Trail will act as a primary catalyst for attendance growth, drawing visitors from across the region and beyond to engage with wildlife in new, exciting ways.

To quantify the significance of this growth, Dallas Zoo commissioned Canopy Strategic Partners and Tourism Economics to conduct a comprehensive economic study. This study took a prospective approach, forecasting impact across projected openings over the next 12 years, resulting in **\$268 million in average annual total economic impact**. Drawing on multiple primary and secondary data sources, the study captures the full scale of the Zoo's potential influence on the local and regional economy, demonstrating that the Zoo's value extends far beyond its gates.

Visitor Growth and Regional Impact

From 2025 through 2036, the Dallas Zoo is projected to attract 14.5 million visitors, **averaging 1.2 million annual visitors**. This influx of tourism creates a massive ripple effect for the Dallas economy.

- 77% of patrons will likely originate from outside the City of Dallas, injecting significant new dollars into the local economy.
- Zoo visitors will spend an average of **\$89.8 million per year** at other local businesses, hotels, and restaurants.

By the Numbers (2025-2036)	
\$1.7B	Operational and visitor spending
\$770M	Indirect business sales
\$780M	Induced business sales
\$3.2B	Total economic impact

Every \$1 the City of Dallas invests in the Dallas Zoo generates an additional \$18 for the Dallas community.

Driving Regional Growth and Opportunity

A project of this scale extends well beyond the Zoo itself, driving meaningful growth and opportunity across the region. As Safari Trail expands and evolves over time, it will strengthen the Zoo's capacity while also supporting job creation and increased economic activity throughout the community.

\$596.3M

Zoo Operational
Spending

\$1B

Total Labor
Income

1,800

Jobs Supported
Annually

\$149.9M

State and Local
Taxes

Safari Trail represents a bold evolution for the Dallas Zoo, transforming it into a cornerstone of regional vitality and a powerhouse for the Dallas economy. This expansion amplifies the Zoo's existing impact, ensuring that as the Zoo grows, the community prospers alongside it.