



Woodland Park Zoo General Information 2025

Founded in 1899, Woodland Park Zoo annually engages more than a million visitors of all ages, backgrounds, abilities, and walks of life in extraordinary experiences with animals, inspiring them to make conservation a priority in their lives. The zoo is helping to save animals and their habitats in the wild through more than 25 wildlife conservation projects in the Pacific Northwest and around the world. Woodland Park Zoo is accredited by the Association of Zoos & Aquariums and certified by the rigorous American Humane Conservation program. The Humane Certified™ seal of approval is another important validation of the zoo's long-standing tradition of meeting the highest standards in animal welfare. For information, visit www.zoo.org or call 206.548.2500. Follow the zoo on [Facebook](#), [Instagram](#), [Bluesky](#) and [TikTok](#)

Establishment

For 125 years, Woodland Park Zoo has gathered generations of people together to enjoy an urban oasis and connect with animals. The zoo is dedicated to wildlife conservation and is an international leader in animal welfare and immersive exhibit design, and has been honored with seven awards by the Association of Zoos & Aquariums for excellence in its exhibitry.

The zoo is located on the lands of the Tribal signatories of the Treaty of Point Elliott (1855), whose stewardship for the waters, plants, land and animal relatives in the Northwest has continued since time immemorial. Woodland Park Zoo's history began in 1899, when the City of Seattle created a public park to house a growing collection of animals and exhibits. The Woodland Park Zoological Society was established as the nonprofit partner for the zoo in 1965, with the aim of providing fundraising support, the membership program and additional educational staffing. The zoo operated as a part of the City of Seattle's Parks and Recreation department for more than a century until 2002. While the zoo is now operated by the Woodland Park Zoo Society as an independent nonprofit, it remains on City property and maintains a strong relationship with the City of Seattle through a joint Operations and Management agreement.

In partnership with the community, the zoo's 2017 strategic plan and mission statement redefines itself as a conservation organization dedicated to saving wildlife and inspiring everyone to make conservation a priority in their lives.

Size

Woodland Park Zoo spans 92 acres, 70 of which are developed as exhibits and public spaces including entries and parking. The remainder is devoted to administrative offices and support facilities, a buffer zone and neighborhood parks.

Animals

Animal care professionals at Woodland Park Zoo are experts in their field and provide the highest quality care for animals every day. The zoo manages the largest number of live animals in Washington state with 800 animals representing 239 species. The zoo provides a home for 30 endangered, threatened, or vulnerable animal species, and participates in 98 Species Survival Plans, overseen by the Association of Zoos & Aquariums. The zoo's botanical collection includes more than 92,000 plants and trees representing more than 1,300 species.

Hours

May 1–September 1: 9:30 a.m.–6:00 p.m. daily

September 2–April 30: 9:30 a.m.–4:00 p.m. daily
Woodland Park Zoo is open every day except Christmas day

Admission Prices

Admission prices vary daily based on anticipated demand. Visit tickets.zoo.org for current prices. Toddlers 0-2 are Free.

Discount for people with disabilities: \$2 off regular admission; 1:1 aides are complimentary. Active, retired, reserve, and veteran U.S. military and their families receive an admission discount of \$3 off zoo admission for themselves and up to six (6) family members. Zoo members receive unlimited zoo admission year-round.

Parking: Parking fees do not apply for any vehicle displaying a valid disabled parking placard.

Lion, Penguin and Otter Lots
\$10 first 2 hours; \$2 each additional hour
\$14 maximum daily rate
(+ applicable state and local taxes)

Flamingo and Bear Lots
\$8 first 2 hours; \$3 each additional hour
\$12 maximum daily rate
(+ applicable state and local taxes)

Woodland Park Zoo Management

In 2002, the City of Seattle transferred management and financial responsibility of Woodland Park Zoo to the Woodland Park Zoological Society and renewed the joint Management and Operations Agreement in 2022. Founded in 1965, the nonprofit Zoo Society initially served as the zoo's fundraising partner, but over the years has taken on an increasing number of responsibilities, such as marketing, earned revenue and membership. A 38-person volunteer Board of Directors governs the Zoo Society with nine standing board committees, two subcommittees, and two task forces providing forums for information sharing between the Board and staff for various areas of zoo administration. The zoo's President and CEO reports to the Board and supervises all zoo staff. The City of Seattle continues to own the zoo's grounds, buildings and exhibits.

Membership

The zoo currently has more than 33,000 member households ranging from individual to family. The zoo boasts one of the largest membership bases among Puget Sound museums and cultural attractions. Membership dues support the exemplary animal care program, wildlife conservation projects in the Pacific Northwest and around the world, hands-on environmental learning for all ages and backgrounds, and action-centered programs that engage communities in protecting wildlife and living landscapes.

Attendance

Woodland Park Zoo serves a large regional audience and is a major Washington state attraction, drawing more than a million visitors annually. In 2024, 1.27 million guests visited the zoo to learn about the important connections between plants, animals, habitats and people.

Public Benefits

Woodland Park Zoo is committed to providing substantial public benefits to the regional community to help make the zoo a more accessible space for all who live here. Serving more than 250,000 individuals facing economic, geographic, cultural, and/or abilities barriers in 2024, Woodland Park Zoo's public benefits offerings contribute to a healthy, thriving Northwest and welcome guests to discover, recover and coexist.

Through the Community Access Program (CAP), one of the largest access programs of any cultural organization in Washington state, the zoo partnered with more than 400 local human service organizations across Puget Sound in 2024 to provide more than 100,000 complimentary zoo passes, discounted food and beverage, and virtual experiences. In addition to CAP, the zoo's public benefits offerings include free and discounted tickets through the Discover Ticket and Explorer Pass membership program, Seattle and King County Library Museum Pass, and other discounted admission offerings; camp scholarships; free and discounted school field trips; and free and discounted community engagement programs.

Wildlife Conservation

The zoo currently conducts or supports 32 wildlife conservation projects taking place in the Pacific Northwest and around the world. These include some of the smallest animals—the endangered Oregon silverspot butterfly and *Partula* snail—to some of the largest, such as the greater one-horned rhino. In 2024, the zoo contributed \$2.6 million toward wildlife conservation efforts in the Pacific Northwest and globally.

Learning & Innovation

Each interaction our audience members have with the zoo is a chance to inspire a deeper *connection* with wildlife and nature, *curiosity* about animals and ecosystems, and a *commitment* to act on behalf of wildlife and the natural world that sustains everyone. In 2024, Learning & Innovation teams supported educational programming that resulted in more than 530,000 guest engagements across the zoo and more than 49,000 students, teachers, and chaperones learning about wildlife and conservation at the zoo or in the community. In addition, the Advancing Conservation (ACE) through Empathy for Wildlife Network supports staff at 75 institutions accredited by the Association of Zoos & Aquariums to increase their capacity to foster empathy for wildlife to inspire pro conservation action. Learning & Innovation also houses the evaluation and impact team, which supports efforts throughout the zoo to make data informed decisions to advance its mission.

Financial

Zoo operating revenues are expected to increase to \$64 million in 2025. Consolidated revenues for operating plus capital fundraising efforts for 2025 are budgeted at nearly \$69 million. Earned revenues (admissions, membership, events, etc.) account for 58% of total operating revenues. Public funding sources provide 26% of the zoo's ongoing support, including revenue from both the City of Seattle and King County. Operating contributions and grants provide the remaining 16%.

Staff

There are approximately 400 full- and part-time employees and 50 temporary employees in departments including administration, animal care, guest services, commissary, fundraising, learning and innovation, exhibits, horticulture, maintenance, project management, security and group sales.

Volunteers

In 2024, 1,004 volunteers donated their time through the zoo's award-winning volunteer program. This included 486 teen and adult volunteers supporting the zoo's guest experience and 518 volunteers helping conservation efforts through community science. In total, volunteers contributed 47,893 hours of service to the zoo, valued at more than \$1.9 million as an in-kind donation.

Award-winning Exhibits and Programs

Woodland Park Zoo is famed for creating revolutionary naturalistic exhibits that began a shift that changed the face of zoos worldwide. The Association of Zoos & Aquariums (AZA) has honored the zoo with seven major exhibit awards: Humboldt penguin, Jaguar Cove, Trail of Vines, Northern Trail, Tropical Rain Forest, Elephant Forest (closed) and African Savanna.

Other major awards by AZA include the top International Conservation Award for the Tree Kangaroo Conservation Program in Papua New Guinea; a Significant Achievement Award for Fostering Empathy for Animals project; top honors in the North American Conservation Award category for its collaborative Western Pond Turtle Recovery Project and Oregon Spotted Frog Reintroduction Project; the Green Award for serving as an industry leader in sustainable operations; the Excellence in Marketing Award, *This is How We Zoo* campaign; and the Significant Achievement in Marketing Award, *Timeless* campaign

Group Sales

From picnics for up to 2,000 guests, weddings in the Woodland Park Rose Garden, to formal receptions in 1899 Grove, Woodland Park Zoo offers 19 unique and natural locations to host weddings, private parties and events of all sizes—even private rentals of the entire zoo. Whether you want to offer a delicious catered picnic for your employees and their families, create an elegant and unique cocktail dinner or provide a memorable team building experience, the zoo's on-site caterer, Bramble & Wood, is happy to prepare a delicious selection of food to fit any theme or budget. Plan your next adventure at the zoo—it will surely be a wild time!