

The Economic Impact of

The ROGER WILLIAMS PARK ZOO

801,296

VISITORS
IN 2024

**\$75.4 MILLION
+ 864 Jobs**

FOR THE
RI ECONOMY

**\$5.2
Million**

STATE & LOCAL
TAX REVENUE



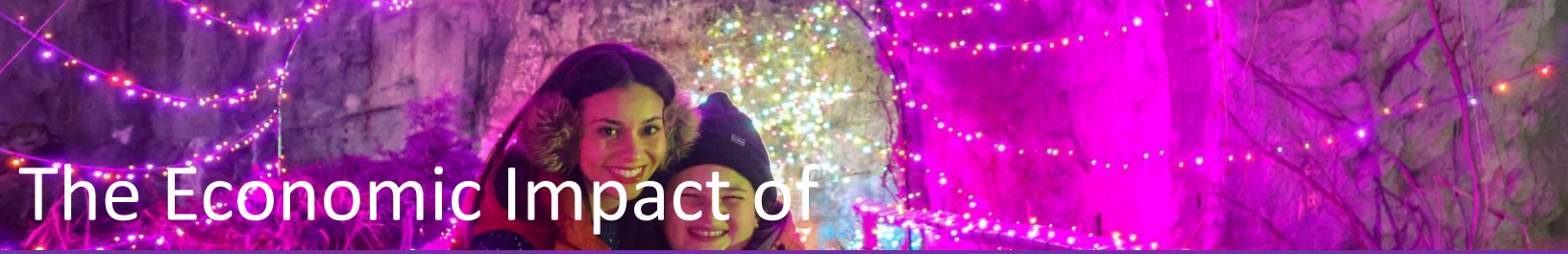
The value of the Roger Williams Park Zoo goes beyond its natural surroundings and the revenue it brings in from ticket sales. The Zoo is an important contributor to the Rhode Island economy, attracting new people and new businesses to the state who in turn visit beaches, restaurants and other attractions.

In 2024, the Zoo generated \$38.9 million in direct economic impact. In addition, the total economic impact of the Zoo, including spending of labor income and suppliers of the zoo, was over \$75 million.

THE
UNIVERSITY
OF RHODE ISLAND

*Photos courtesy of
the Roger Williams Park Zoo. Study by Dr.
Todd Guilfoos at the University of Rhode
Island.*





The Economic Impact of The Holiday Lights Spectacular



55,647

**VISITORS
IN 2024**

**\$5.6 MILLION
+ 60 Jobs**

**FOR THE
RI ECONOMY**

\$394,000

**STATE & LOCAL
TAX REVENUE**



Each Winter, the Holiday Lights Spectacular brings visitors and tourism to Rhode Island from around the world.

In 2024, the Zoo generated \$3 million in direct economic impact from the Holiday Lights event. In addition, the total economic impact of the Zoo, including spending of labor income and suppliers of the zoo, was over \$5 million.

The Economic Impact of The Jack-O-Lantern Spectacular

176,322

VISITORS
IN 2024

**\$24.4 MILLION
+ 235 Jobs**

FOR THE
RI ECONOMY

\$1.8 Million

STATE & LOCAL
TAX REVENUE



Each Fall, the Jack-O-Lantern Spectacular brings visitors and tourism to Rhode Island from around the world.

In 2024, the Zoo generated \$13.5 million in direct economic impact from the Jack-O-Lantern event. In addition, the total economic impact of the Zoo, including spending of labor income and suppliers of the zoo, was over \$24 million.

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