Who are ZSL?

Founded in 1836, the Zoological Society of London (ZSL) is first and foremost an international scientific, conservation and educational charity.

With a mission to promote and achieve the wildlife conservation of animals and their habits, our two Zoos, ZSL London Zoo and ZSL Whipsnade Zoo play a major part in our work.

From discovering Okapi in 1901 to breeding the first cheetahs in Europe in 1967 to more recently discovering the presumed extinct Horton Plains Slender Loris in Sri Lanka in 2010, we’ve been accomplishing these amazing achievements for nearly 200 years.

And our work doesn’t stop here, ZSL runs conservation programmes in over 50 countries worldwide, playing an essential role to work with local communities to conserve their environment and promote sustainability.
ZSL London Zoo

ZSL London Zoo is the world's oldest scientific zoo inspiring many over the years, including Charles Darwin and even A.A Milne’s honey loving bear, Winnie the Pooh.

Today the zoo is home to a collection of over 750 species and over 18,000 individuals, making it one of the largest collections in the United Kingdom. Whether it’s big cats, primates or reptiles that you’re looking forward to seeing, you won’t be short of friends to make.

Over the years, ZSL has made continuous changes to enhance the environment for our animals but also create an even better visitor experience. The most recent change being the opening of Land of the Lions, allowing visitors to be transformed to the Asiatic Lions’ home in India’s Sasan Gir in a 2,500sqm exhibit.
ZSL Whipsnade Zoo

ZSL Whipsnade Zoo, originally known as Whipsnade Wild Animal Park when it opened in 1931, is the UK’s largest Zoo and one of Europe’s largest wildlife conservation parks set in 600 acres of the Bedfordshire countryside.

Home to our larger species including our herd of Asian elephants, common hippos and rhinos, ZSL Whipsnade Zoo is an unforgettable experience on a large scale. With 3,800 unique animals and 205 different species to discover, you can explore this countryside oasis at your own pace.
**USP:**

Get up close to over 18,000 animals at ZSL London Zoo, an experience not to be missed!

**Short copy:**

ZSL London Zoo is the world's oldest scientific zoo and has been educating and inspiring visitors since opening in 1828. Today it houses a collection of over 750 species, with over 18,000 individuals, making it one of the largest collections in the United Kingdom.

**Medium copy:**

ZSL London Zoo is the world's oldest scientific zoo; educating and inspiring visitors since opening in 1828. Today it houses a collection of over 700 species of animals, with over 20,000 individuals, making it one of the largest collections in the United Kingdom.

The Zoo’s biggest experience, **Land of the Lions**, provides state-of-the-art facilities for a breeding group of endangered Asiatic lions - of which only 400 remain in the wild. Inviting you to get closer than ever before to the mighty Asiatic lions, visitors can explore a live interactive Indian adventure transporting you from London to India’s Sasan Gir across the 2,500sqm exhibit.
Set in leafy Regent's Park amid heritage-listed buildings and beautiful gardens, ZSL London Zoo has been educating and inspiring visitors since opening to the public in 1847. With over 750 amazing animal species to discover, live shows and fantastic, immersive exhibits, it’s a great day out in the capital for all ages.

The Zoo’s biggest experience, Land of the Lions, gives visitors the chance to get closer than ever before to the mighty Asiatic lions – of which only 400 remain in the wild. Visitors can explore three walkways covering the 2,500sqm exhibit with thrilling, immersive Indian-themed areas to explore. And for the first time, big cat lovers can embark on an interactive Indian adventure as they help ZSL’s forest rangers deal with a ‘lion-emergency’ in the Gir Forest, and lend a hand to the veterinary team who come to the rescue.

ZSL London Zoo is all about getting up close to the animals; In with the Spiders at the ‘BUGS’ exhibit allows visitors to test their fears in Europe’s only walk through spider enclosure. Other amazing interactive exhibits include ‘In with the Lemurs’ which takes visitors on a journey through the Madagascan forest where lemurs leap, climb and lounge around them. Visitors can also head down to England’s largest penguin pool at Penguin Beach to watch the waddle of Humboldt penguins dive, swim, frolic and feed. Step Into Africa and observe the grace of the giraffes, move through lush forested pathways where the Gorilla Kingdom brings the African rainforest to the heart of London or seek out the Sumatran Tigers in Tiger Territory.
ZSL Whipsnade Zoo - Copy

USP:

600 acres of panoramic scenery makes ZSL Whipsnade Zoo the largest in the UK!

WZ Short copy:

ZSL Whipsnade Zoo is the UK’s largest Zoo and is one of the largest wildlife conservation parks in Europe! Set in 600 acres of beautiful scenery with over 3,800 unique animals and 205 different species ZSL Whipsnade Zoo is an adventure you will never forget!

WZ Medium copy:

ZSL Whipsnade Zoo is the UK’s largest Zoo and is one of the largest wildlife conservation parks in Europe! Set in 600 acres of beautiful scenery with over 3,800 unique animals and 205 different species ZSL Whipsnade Zoo is an adventure you will never forget!

Visitors have the option to ride through wild animal territory on the Jumbo Express steam train, from their cars, take a shuttle bus or simply walk around!

See our herd of Asian elephants in the Centre for Elephant Care, view the majestic rhino in their huge paddock, meet the lion pride, spot the cheetahs as they speed by and look up at the lofty giraffes too!
ZSL Whipsnade Zoo - Copy

Long copy:

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Inside you’ll find a range of animals and exhibits including Cheetah Rock, Chimpanseum, Giraffe Heights and Lions of the Serengeti. See our herd of Asian elephants in the Centre for Elephant Care, view the majestic rhino in their huge paddock, meet the lion pride, spot the cheetahs as they speed by and look up at the lofty giraffes too! There is even a walk through ‘In with the Lemurs’ exhibit where you can get up close to some of the Zoo’s spectacular lemurs. With its fantastic viewing platforms and variety of animals, you’ll feel closer than ever to the animals, making this a must-have experience for animal lovers everywhere.
ZSL London and Whipsnade Zoos - Copy

Short copy:

ZSL is a wildlife conservation charity proud to run ZSL London and Whipsnade Zoos. With ZSL London Zoo opening in 1828 and ZSL Whipsnade Zoo opening in 1931, the Zoos have developed over nearly 200 years to now house over 700 species at London and 205 at Whipsnade.

Medium copy:

Devoted to the worldwide conservation of animals and their habitats, the Zoological Society of London (ZSL) is a charity that runs ZSL London Zoo and ZSL Whipsnade Zoo. Since opening to the public in 1828, ZSL London Zoo has been entertaining and delighting visitors in the heart of the Capital. With over 700 animal species to discover in our exciting and innovative exhibits it’s a perfect way to immerse yourself in the animal kingdom. ZSL Whipsnade Zoo is the UK’s largest Zoo set in 600 acres of beautiful scenery with some of the biggest, rarest and most majestic animals alive.
ZSL London and Whipsnade Zoos

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At ZSL Whipsnade Zoo you’ll find our bigger animal including our herd of Asian elephants in the Centre for Elephant Care, the majestic rhino in their huge paddock, meet the lion pride, spot the cheetahs as they speed by and look up at the lofty giraffes too! With its fantastic viewing platforms and variety of animals, you’ll feel at one with the animals in their spacious home, making this a must-have experience for animal lovers everywhere.
Becoming a trade partner with ZSL

If you are interested in being trades partner with ZSL please provide the following information to us when making an enquiry:

• What is your business and the USP of your business?
• Are you interested in selling ZSL London Zoo tickets, ZSL Whipsnade Zoo tickets or both?
• Do you currently work with other visitor attractions and do you offer any packages?
• Who is your typical customer? Are they local or international customers? As much detail on your audience is useful for us to understand.
• Please estimate how many tickets would you expect to sell for our Zoos in a year. Please provide relevant case studies of your sales to support this.
To make an enquiry about a potential trade partnership please contact: trade@zsl.org