






2024 | The Garden At-A-Glance

Impact	2024	2023	
Visitors	143,427	108,009	↑ 33%
Estimated Economic Impact in the Community [USD]	\$ 12,339,000.00	\$ 10,420,966.00	↑ 18%
Memberships	2,582	2,736	
Volunteer Support	2024	2023	
Volunteers	1,043	750	↑ 39%
Volunteer Hours	4,865	3,300	↑ 47%
Digital Social Media	2024	2023	
Instagram: houstonbotanic	51,929	35,200	↑ 48%
Facebook: houstonbotanicgarden	21,373	17,000	↑ 26%
Website: hbg.org	564,465	492,908	↑ 15%
<i>*40% of active users in 2024 viewed Radiant Nature landing page</i>			
Google Business Profile views on Google Search or Maps	379,255		
Advertising Impressions - Branding	13,211,604		
Advertising Impressions - Radiant Nature	5,689,103		
Programs and Public Dimension	2024	2023	
School Children program participants	1,410	1,141	↑ 24%
Adult Program Attendees	3,322		
Festival Day Attendees	3,909		
Horticulture Plant Records	2024	2023	
Taxa (unique plant types)	~ 1200	~ 1100	
Culinary Seasonal Taxa	68	68	
Seasonal Taxa, excludes culinary crop rotations	106	78	↑ 36%
Stellar, conservation potential due to extinction risk	83	55	↑ 51%
 286 Native  341 Medicinal  287 Culinary Important to  362  223			
Number of plants planted in 2024	> 23,000		
Wildflower Plantings Seed Count (~ 1.5 acres)	11,121,026	405,000	↑ 2646%
Active Accessions, same: plant, origin, plant material, time	1,776		
Accreditations ArbNet Level II Arboretum	1	-	
Key Partnerships	2024	2023	
National & Community Partners	66		
Corporate Partners	6		
Ticket Sales Method	2024	2023	
Box office	14%	20%	
Via website	86%	80%	
Signature Events & Exhibitions	2024	2023	
Exhibitions & Radiant Nature	4	4	
Events & Festivals:	7	7	
March for Monarchs, Bayou Blues Festival, Mother's Day Walk, Nurtured by Nature, Go Bananas!, Monarchs & Marigolds, Trail Mixology			