



Chasing Horses Wild Horse Advocates  
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**How much are the Theodore Roosevelt National Park wild horses worth to the local economy of Medora North Dakota?**

Theodore Roosevelt National Park had approximately 900,000 visitors to the park in 2023. Please note, this number is expected to increase significantly every year, especially in 2026 with the opening of the Theodore Roosevelt Presidential Library.

The wild horses are always within the top 3 reasons why people visit the park. That means an average of 300,000 people come to Medora every year just to see the wild horses.

The average visitor spends \$50 for day trippers; \$200 a day for overnights: making the average \$125/per day/per person

$\$125/\text{day} \times 300,000 \text{ visitors} = \$37,500,000 \text{ per year}$

$\$37,500,000 \text{ divided by an average of } 200 \text{ wild horses in the park} = \$187,500 \text{ per horse, per year}$

Take that number times the average life expectancy of around 18-20 years and that brings it to \$3,375,000 – \$3,750,000 per horse in their lifetime! They are a true natural treasure to the state of North Dakota in every sense.

\*\*These numbers do not include visitors that drive across the state of North Dakota on their way to see the horses. Those visitors only increase the amount of money that the horses bring to the total economy in the state of North Dakota.