



STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE 2010-01-31**

Date: 2010-02-04

Summary:

This report will update the Board of Management on visitor statistics for the period ending 2010-01-31

Recommendation:

It is recommended that this report be received for information.

Background:

Budgeted monthly attendance targets are based upon rolling five-year averages by month. The targets also reflect any shifts in the calendar for statutory holidays and number of weekends each month.

While the Zoo is open 12 months of the year, the peak months for visitors attending is between May to October with consistently warmer and dry weather when visitors want to enjoy the outdoors.

Comments/Discussion:

The year got started with attendance ahead of budget and January 2009. Over 15,000 visitors enjoyed the Zoo versus 12,254 a year ago and 14,000 for budget. Less snow accumulation in the month and fewer bitterly cold days than typical for January are factors for visitors considering a visit to the Zoo.

Visitor Statistics to 2010-01-31

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Plans for 2010 are well underway. The year starts with promotional support from Boom 97.3 (formerly 97.3 EZ ROCK) in January and February with our Polar Bear Days promotion reminding people that we are open throughout the winter, followed by the Zoo's annual Love Bugs for the Valentines Day and for Family Day weekend of 2010-02-13/15.

Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-01-31
Toronto Zoo Comparison of Attendance by Month