



## STAFF REPORT

To: Board of Management

From: Shanna E. Young  
Executive Director  
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE 2010-03-31**

Date: 2010-04-21

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### **Summary:**

This report will update the Board of Management on visitor statistics for the period ending 2010-03-31

### **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 to the public 12 months of the year (except for Christmas Day), 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:**

Attendance as of year to date March continues to be strong with 128,624 visitors, +48% to budget and flat to 2009. While the start to March Break was poor with a rainy and cold weekend, the balance of the week made up for it with several days recording attendance levels over 10,000 visitors. Overall, the attendance to the Zoo during March Break was +58,000 visitors. Zoo membership households also continue to grow to 34,532; the highest number of member households ever in the programs' history.

Plans for 2010 are well underway. Key events in April include the annual Easter Eggstravaganza, Party for the Planet to celebrate Earth Day and a Teachers Open House (coinciding with Party for the Planet April 18). In May, special events include the Spring Toad Festival, International Migratory Bird Day, Mothers Day and the re-opening of Zellers Discovery Zone as of the Victoria Day weekend. The Zoo's new Conservation Carousel is scheduled to open later in May as well.

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Shanna E. Young  
Executive Director  
Marketing & Communications

**List of Attachments:**

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-03-31  
Toronto Zoo Comparison of Attendance by Month