



STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE 2010-04-30**

Date: 2010-05-25

Summary:

This report will update the Board of Management on visitor statistics for the period ending 2010-04-30.

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 April continues to be strong with 237,197 visitors, +46% to budget and +6% to YTD 2009. Attendance for the month of April with 108,573 visitors was in fact the highest ever achieved for this month in the Zoo's 36 year history. The only other time that the Zoo had over 100,000 visitors in April was in 1987 (104,403). The summer-like weather early in the month brought out large crowds for the annual Easter Eggstravaganza event (44,492 visitors with approximately 19,500 on Good Friday). In addition, the Zoo's Party for the Planet event weekend to celebrate Earth Day coupled with a Teachers Open House to promote the Zoo's education programs was a resounding success.

During March and April, we also tested a Membership acquisition campaign with targeted online advertising and direct mail. The success of this campaign with 1,000 new member households contributed to the latest all-time highest level of 35,142 households.

As we move into the peak season for the Zoo, special event plans and new initiatives open. In May, special events include the Annual Spring Toad Festival, International Migratory Bird Day, and Mothers Day with Boom 97.3. The Zellers Discovery Zone with Splash Island, the Kids Zoo and Waterside theatre, the “Sharks at Stingray Bay” temporary exhibit and the animal shows “Wingin’ it” and “Amazing Animals” open to the public as of the Victoria Day weekend.

Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-04-30
Toronto Zoo Comparison of Attendance by Month