



STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE JULY 31, 2010**

Date: 2010-08-05

Summary:

This report will update the Board of Management on visitor statistics for the period ending 2010-07-31.

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:

Well into our key season, attendance as of year to date July 31 continues to be positive to our budget with 808,060 visitors or +4%. Compared to 2009, year to date attendance is tracking behind by 8%, a result of the rainy June and extreme heat/humidity in July. Attendance for the month of July was a solid 242,860 visitors. Over the Zoo's 36 year history, only a third of July monthly attendance achieved has been over 240,000 visitors and this has occurred seven times in the past ten years.

Starting with the May long weekend, special features including the Sharks at Stingray Bay exhibit, Drum Café performances and the Conservation Carousel have been fully operating. The African Cultural exhibits and recently the Inuit displays in Tundra Trek have been open for the public focused on the key summer months.

The advertising schedule, special events plan and group picnics are fully deployed as well.

Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-07-31
Toronto Zoo Comparison of Attendance by Month