

TORONTO ZOO
VISITOR STATISTICS
for the year to date ending 2010-07-31

| | 2010 <u>ACTUAL</u> | 2010 <u>BUDGET</u> | 2010 ACT. <u>+/- BUD.%</u> | 2009 <u>ACTUAL</u> | 2010 ACT. +/- <u>2009 ACT.%</u> |
|--|-----------------------|-----------------------|-------------------------------|-----------------------|------------------------------------|
| REGULAR VISITORS & GROUPS | | | | | |
| General Admission (13-64) | 264,145 | 282,467 | -6 | 315,922 | -16 |
| Senior (65+) | 12,074 | 13,437 | -10 | 14,775 | -18 |
| Children (4-12) | 82,797 | 98,046 | -16 | 94,944 | -13 |
| Sub-Total | 359,016 | 393,950 | -9 | 425,641 | -16 |
| SCHOOL GROUPS | | | | | |
| Post Secondary | 4,618 | 4,182 | 10 | 4,913 | -6 |
| Secondary | 27,358 | 22,989 | 19 | 20,583 | 33 |
| Elementary | 78,752 | 92,790 | -15 | 86,212 | -9 |
| Sub-Total | 110,728 | 119,961 | -8 | 111,708 | -1 |
| REGULAR VISITORS & GROUPS TOTAL | 469,744 | 513,911 | -9 | 537,349 | -13 |
| MEMBERSHIPS | | | | | |
| Members | 200,994 | 149,628 | 34 | 200,514 | 0 |
| Members Guests | 444 | 931 | -52 | 309 | 44 |
| Sub-Total | 201,438 | 150,559 | 34 | 200,823 | 0 |
| SPECIAL PASSES | | | | | |
| Special Passes | 27,541 | 17,901 | 54 | 29,710 | -7 |
| Children under 4 | 109,337 | 94,629 | 16 | 108,273 | 1 |
| Sub-Total | 136,878 | 112,530 | 22 | 137,983 | -1 |
| TOTAL VISITORS | 808,060 | 777,000 | 4 | 876,155 | -8 |
| MEMBERSHIPS | | | | | |
| MEMBERSHIPS | 32,949 | 33,300 | -1 | 33,015 | 0 |

TORONTO ZOO

Comparison of Attendance by Month

