



STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE 2010-08-31**

Date: 2010-09-20

Summary:

This report will update the Board of Management on visitor statistics for the period ending 2010-08-31.

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 August 31 continues to be strong to our budget with 1,061,936 visitors or +1%. Attendance for the month of August was good in spite of rainy weekends, achieving 253,876 visitors. The Zoo's one millionth visitor for this 2010 year was highlighted on August 24. The family was greeted by Zoo CEO John Tracogna and received gifts and coupons for various zoo activities including an overnight stay at the Zoo's partner hotel, the Delta Toronto East.

Into the fall, the popular Sharks at Stingray Bay exhibit remains open until October 11. Special events include Seniors Day on September 13, World Animal Day with National Geographic Kids on October 2 and 3, the Oasis Zoo Run on October 16, Boo at the Zoo on October 23-24,30-31 and the new Halloween Howl experience with Arctic wolves scheduled for October 23 and 30.

Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-08-31
Toronto Zoo Comparison of Attendance by Month