



STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **VISITOR STATISTICS YEAR TO DATE 2010-10-31**

Date: 2010-11-05

Summary:

This report will update the Board of Management on visitor statistics for the period ending 2010-10-31.

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 year to date October is 1,253,027 achieving year to date budget and just 10% behind the Zoo's third highest attendance year achieved in 2009. Attendance for the month of October was strong reaching 80,115 visitors or the fourth highest attendance for October in the last five years and the sixth highest in the Zoo's thirty-six year history. The final push for the temporary Sharks at Stingray Bay exhibit (closed October 11), strong events such as the Oasis Zoo run and Boo at the Zoo were instrumental in delivering the positive numbers for the month. The Sharks at Stingray Bay exhibit was enjoyed by 247,000 visitors representing a 27% capture rate for the term that the exhibit was open.

Special activities on-site for the balance of the year include the 25th year for our Remembrance Ceremonies on November 11, the Christmas with Santa program for Zoo members, the 35th

Annual Christmas Treats Walk on December 26 and the 8th Annual New Year's Eve Family Countdown on December 31.

Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

Toronto Zoo Visitor Statistics for the year-to-date ending 2010-10-31
Toronto Zoo Comparison of Attendance by Month