



STAFF REPORT

To: Board of Management

From: Robin D. Hale
Chief Operating Officer

Subject: **ATTENDANCE AND REVENUE REPORT**

Date: 2012-06-27

Summary:

This report will update the Board of Management on the year-to-date visitor statistics and revenue results for the period ending 2012-05-31. Included in this report is a dashboard highlighting some of the key metrics.

Recommendations:

It is recommended that the report be received for information.

Background:

In accordance with Zoo By-law No. 2-2010, attendance and revenues are reported to the Board on a monthly basis. Budgeted monthly attendance targets are based upon rolling five-year averages by month and accumulated year-to-date. The targets also reflect any shifts in the calendar for statutory holidays and number of weekends each month.

Comments/Discussions:

On a year-to-date basis, attendance of 429,742 visitors through the end of May, 2012, is ahead of budget by 26.5% (90,042 visitors) and 45.9% (135,370 visitors) versus prior year. This has translated into favourable year-to-date revenue results, with performance of the main revenue categories exceeding budget by \$1,682.8 thousand (25.4%) and exceeding the prior year by \$2,749.3 thousand (49.4%). For your information, the year-to-date results for attendance and primary revenue categories are outlined in the tables and charts included in Schedule I.

The year-to-date results were positively influenced by the attendance in the month of May, with a total of 173,702 visitors surpassing the budgeted target of 154,946 by 12.1% and the same month in 2011 by 32.8%. The favourable weather conditions experienced in the January to May timeframe has been very conducive to optimize attendance. In general, the weather for May was quite pleasant with an average temperature of 16.6°C for the month that was 2.5°C higher versus May 2011. A key attendance highlight for May was the Victoria Day long weekend with attendance of 45,778 visitors, surpassing the budget of 33,000 by 38.7%.

The positive attendance results through the end of May have had a corresponding impact from a year-to-date revenue perspective, with visitor and group admission revenue that is \$759.0 thousand (30.9%) ahead of budget and \$1,279.8 thousand (66.2%) favourable versus the prior year. Also directly related to attendance levels, year-to-date Retail and Rides revenues are ahead of budget by \$202.2 thousand (36.7%) and \$75.9 thousand (51.7%) respectively. Food services results are \$300.0 thousand (27.0%) ahead of budget, while Parking is \$184.0 thousand (20.2%) ahead of plan. The details of the attendance and revenue status are outlined in the tables on Schedule I, Page 1 and graphically on Pages 2 and 3.

Zoo Members continue to make excellent use of their membership, with attendance of 133,950 year-to-date ahead of budget by 63.0% and ahead of the prior year-to-date by 43.7%. In the month of May, member visits of 39,789 exceeded budget by 39.1% and 38.4% versus the prior year. The number of memberships sold has definitely contributed to the number of membership visits. The total number of memberships as at May 31st was 34,772 versus a target of 31,100, leading to a favourable revenue variance of \$161.7 thousand, or 11.1% ahead of budget and \$253.8 thousand, or 18.6% above 2011 levels.

Year-to-date in 2012, visitors have been attracted to the Zoo by the positive news associated with “Hudson” our polar bear cub, the penguin chicks, and the new White Lion Exhibit. These key exhibit offerings are expected to continue to stimulate visitor interest along with other attraction offerings such as Stingray Bay and the new Gorilla Climb Ropes Course next to the outdoor Gorilla Exhibit which opened for the July long weekend. It is also hoped that the optimal weather conditions will continue through the key summer months of July and August. Although family budgets remain stretched and may impact leisure and recreational spending for these key summer months, we remain cautiously optimistic that as we approach mid-year the positive results experienced to date in 2012 will continue.

R. D. Hale
Chief Operating Officer

List of Attachments:

Schedule I - Toronto Zoo Attendance & Revenue Dashboard



2012 ATTENDANCE & REVENUE DASHBOARD MAY 2012

	YEAR TO DATE				
	2012 Actual	2012 Budget	Variance	2011 Actual	Variance

ATTENDANCE

Admissions	251,654	201,697	49,957	161,074	90,580
School Groups	44,138	55,803	(11,665)	40,079	4,059
Members	133,950	82,200	51,750	93,219	40,731
TOTAL ATTENDANCE	429,742	339,700	90,042	294,372	135,370

REVENUE

Visitor & Group Admission	\$ 3,211,948	\$ 2,452,980	\$ 758,968	\$ 1,932,118	\$ 1,279,830
Parking	\$ 1,092,530	\$ 908,567	\$ 183,963	\$ 722,319	\$ 370,211
Retail Stores	\$ 753,902	\$ 551,705	\$ 202,198	\$ 562,931	\$ 190,971
Rides & Rentals	\$ 222,854	\$ 146,923	\$ 75,931	\$ 167,594	\$ 55,260
Membership	\$ 1,619,583	\$ 1,457,837	\$ 161,746	\$ 1,365,735	\$ 253,848
Food Services	\$ 1,410,028	\$ 1,110,000	\$ 300,028	\$ 810,864	\$ 599,164
TOTAL REVENUE	\$ 8,310,846	\$ 6,628,012	\$ 1,682,834	\$ 5,561,561	\$ 2,749,285



