

To: Board of Management

From: Paul K. Whittam
Interim Director – Administrative Services

Subject: **ATTENDANCE AND REVENUE REPORT – FEBRUARY 2018**

Date: 2018-03-22

SUMMARY:

This report will update the Board of Management on the year-to-date visitor statistics and revenue results for the period ending 2018-02-28. 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:

Attendance of 48,083 visitors on a year to date basis through the end of February 2018 are favourable to budget by 37%. Revenue results in the main revenue categories for the first two months of 2018 exceeded budget by \$287.5 thousand (37%). For your information, the February 2018 results for attendance and the primary revenue categories are outlined in the tables and charts included in Schedule I.

In comparison to the same period in 2017, attendance results year to date in 2018 are behind February 2017 by 29%, while current year to date revenue results versus 2017 were behind by 19%. A key consideration affecting both attendance and revenue year to date in 2018 were significantly colder weather patterns as demonstrated by 19 extreme cold weather alerts issued by the City of Toronto in contrast to 8 issued in 2017. Specifically, February 2017 was the warmest in recorded history in Toronto that helped to contribute to the record level attendance numbers experienced in that period. At this point, the budgeted attendance numbers through the end of January represents approximately 2.7% of the

overall attendance target for 2018. During February there were several events scheduled that generated visitor interest including Family Day activities, naming contests for the Zoo's recent rhino births, International Polar Bear Day activities that included 668 participants in the Move Your Paws for the Polar Bear Cause run (the most attended polar bear run to date), and the final weeks leading up to the departure of the Giant pandas in March.

Zoo Members have been quite active in visiting the Zoo in 2018 to date, with member attendees of 19,907 accounting for 41% of total attendance for the period. Although total revenue results to date in 2018 have exceeded budget, the comparison to 2017 in Schedule I is an indicator that the high incidence of extreme cold warnings may have influenced individuals and families in their decision regarding a visit to the Toronto Zoo and attending other outdoor activities.

The details of the attendance and revenue results for February 2018 are outlined in the tables on Schedule I.

Paul K. Whittam
Interim Director – Administrative Services

ATTACHMENTS:

Schedule I - Toronto Zoo Attendance & Revenue Dashboard



2018 ATTENDANCE & REVENUE DASHBOARD
February 2018

	YEAR TO DATE						Budget		Prior Year
	Actual 2018	%	Budget 2018	%	Variance	Actual 2017	Variance	Variance %	Variance %

ATTENDANCE

Admissions	26,982	56%	17,641	50%	9,341	36,910	(9,928)	53%	-27%
School Groups	1,194	2%	631	2%	563	1,106	88	89%	8%
Members	19,907	41%	16,794	48%	3,113	30,057	(10,150)	19%	-34%
TOTAL ATTENDANCE	48,083	100%	35,067	100%	13,016	68,073	\$ (19,990)	37%	-29%

REVENUE

Visitor & Group Admission	348,984	33%	216,018	28%	132,966	466,844	(117,860)	62%	-25%
Parking	149,423	14%	96,711	12%	52,711	181,628	(32,205)	55%	-18%
Retail Stores	76,944	7%	77,282	10%	(339)	87,094	(10,150)	0%	-12%
Rides & Rentals	9,725	1%	3,259	0%	6,466	14,058	(4,333)	198%	-31%
Membership	290,523	27%	173,887	22%	116,636	316,046	(25,523)	67%	-8%
Food Services	193,904	18%	214,819	28%	(20,915)	250,664	(56,760)	-10%	-23%
TOTAL REVENUE	\$ 1,069,502	100%	\$ 781,977	100%	\$ 287,525	\$ 1,316,333	\$ (246,831)	37%	-19%

SPEND PER VISITOR (SPV)

Visitor & Group Admission	7.26	45%	6.16	36%	1.10	6.86	0.40	18%	6%
Parking	3.11	19%	2.76	16%	0.35	2.67	0.44	13%	16%
Zoomobile Tour	-	0%	-	0%	-	-	-	0%	0%
Retail Stores	1.60	10%	2.20	13%	(0.60)	1.28	0.32	-27%	25%
Rides & Rentals	0.20	0%	0.09	1%	0.11	0.21	(0.00)	118%	-2%
Food Services	4.03	25%	6.13	35%	(2.09)	3.68	0.35	-34%	10%
AVERAGE SPV	\$ 16.20	100%	\$ 17.34	100%	\$ (1.14)	\$ 14.69	\$ 1.51	-7%	10%



