ZB5.8

STAFF REPORT

To: Board of Management

From: Director, Finance & Computer Services

Subject: **ATTENDANCE AND REVENUE REPORT – JUNE 2019**

Date: 2019-07-11

SUMMARY:

This report will update the Board of Management on the visitor statistics and revenue results for the period ending 2019-06-30. Included in this report is a dashboard highlighting some of the key metrics for 2019.

RECOMMENDATION:

It is recommended that the report be received for information.

BACKGROUND:

In accordance with Zoo By-law No. 2-2019, attendance and revenues are reported to the Board on a monthly basis when a Board meeting is scheduled. Budgeted monthly attendance targets are based upon rolling three-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.

For your information, the results for attendance and the primary revenue categories on a year-to-date basis are outlined in the tables and charts included in Schedule I (attached).

COMMENTS:

Revenue results in the main revenue categories for the period ending June 30, 2019 were below budget by 3%. A significant factor influencing attendance results to date in 2019 has been the increased incidence of Extreme Cold Weather alerts, totalling 27 through the end of the Spring season (versus 19 in 2018). There has also been a higher incidence of rainy / snowy days on weekends in 2019 and during the March Break, which undoubtedly influences the guest decision to visit the Zoo. As a result, attendance of 496,948 guests through the end of June 2019 was unfavourable to budget by 4%. In comparison to the same period in 2018, attendance results in 2019 were ahead by 4% and revenues were ahead by 4%. For your information, the June 2019 results for attendance and the primary revenue categories are outlined in the tables and charts included in Schedule I.

At this point, the budgeted attendance numbers through the end of June represents approximately 40.1% of the overall attendance targets for 2019. During the first two quarters of 2019 there were several events scheduled that generated visitor interest including naming contests for the Zoo's baby Zebra, International Polar Bear Day activities, March break activities feature Thomas the Tank, Easter events, Doors Open, DreamDay and the Zoo's first pride celebration.

Zoo Members have been consistent in visiting the Zoo in 2019, with Member attendees of 187,243 accounting for 38% of total attendance to date. Membership revenue results of $2.201 million were ahead of budgeted revenues by $693 thousand and ahead of 2018 metrics by 15%.

At this time, the Zoo is optimistic that planned summer events and exhibits (including new greenhouse tours, Wild Encounters and the re-opened Kangaroo walkthrough) will help to offset the small shortfall in attendance experienced to date.

CONTACT:

Paul K. Whittam
Director, Finance & Computer Services
pwhittam@torontozoo.ca
(416) 392-5914

____

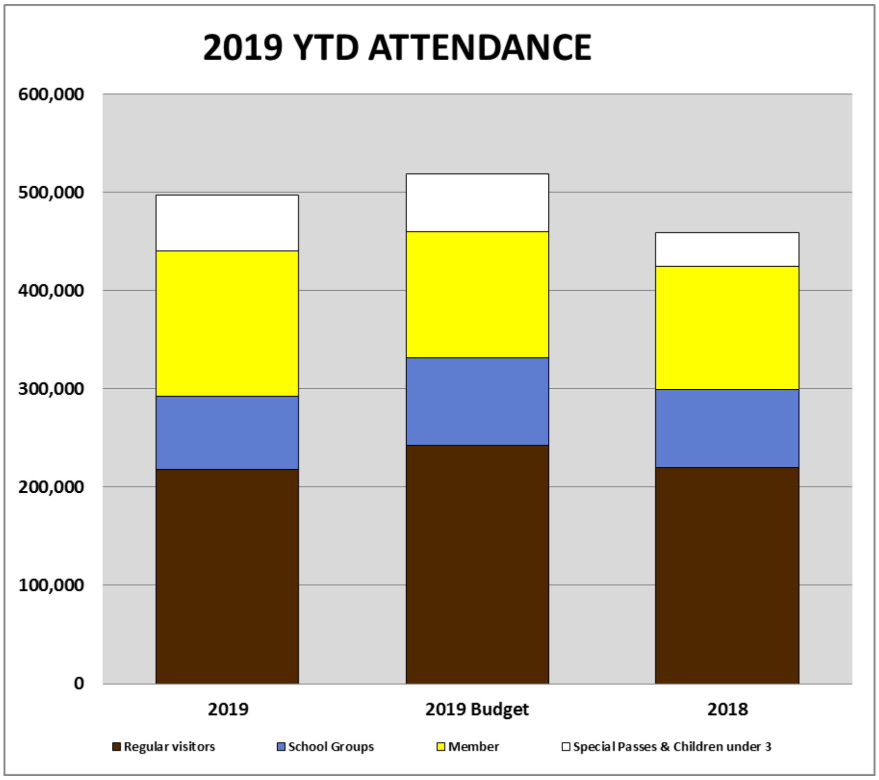
Paul K. Whittam
Director, Finance & Computer Services

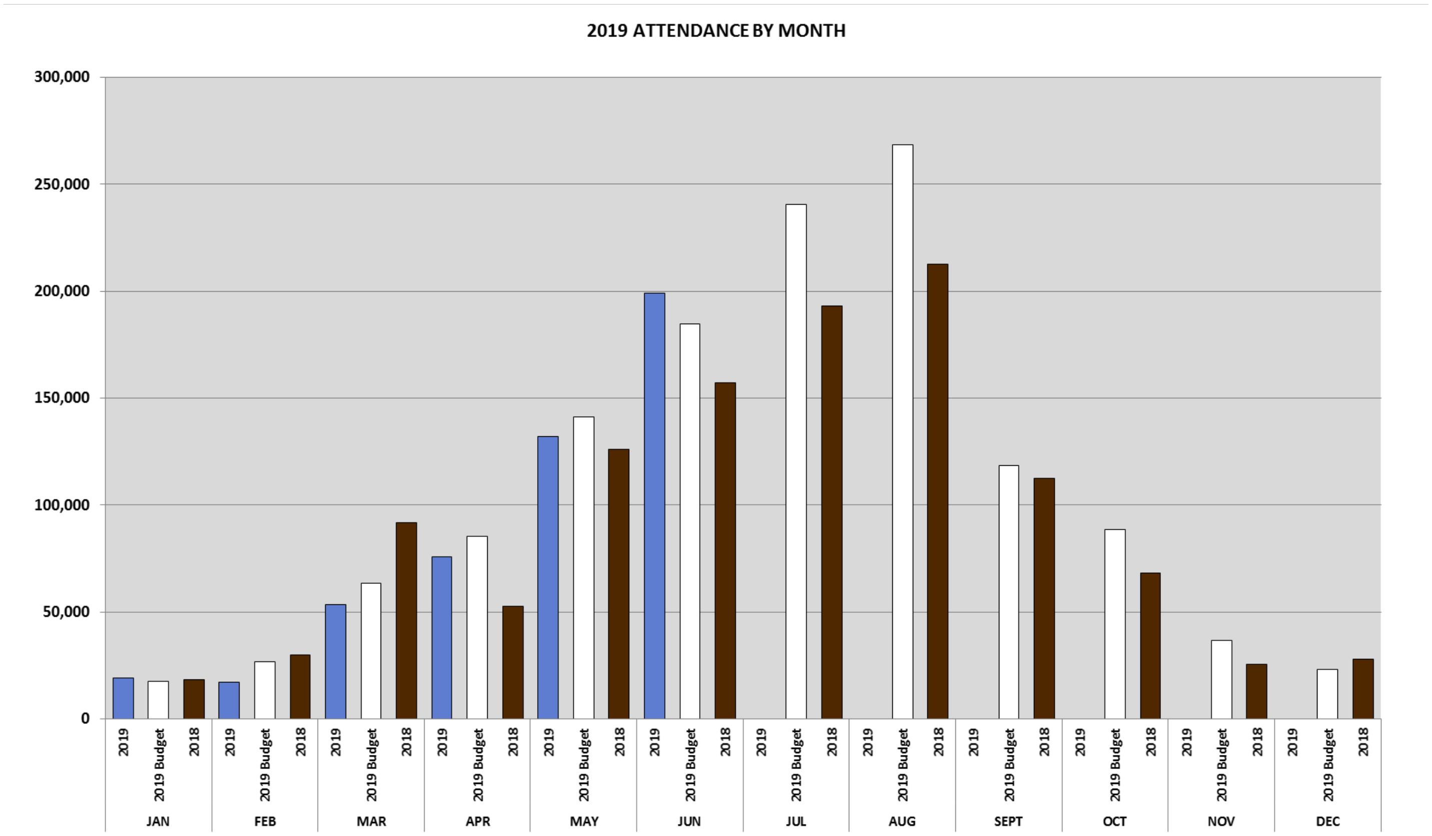
ATTACHMENTS:

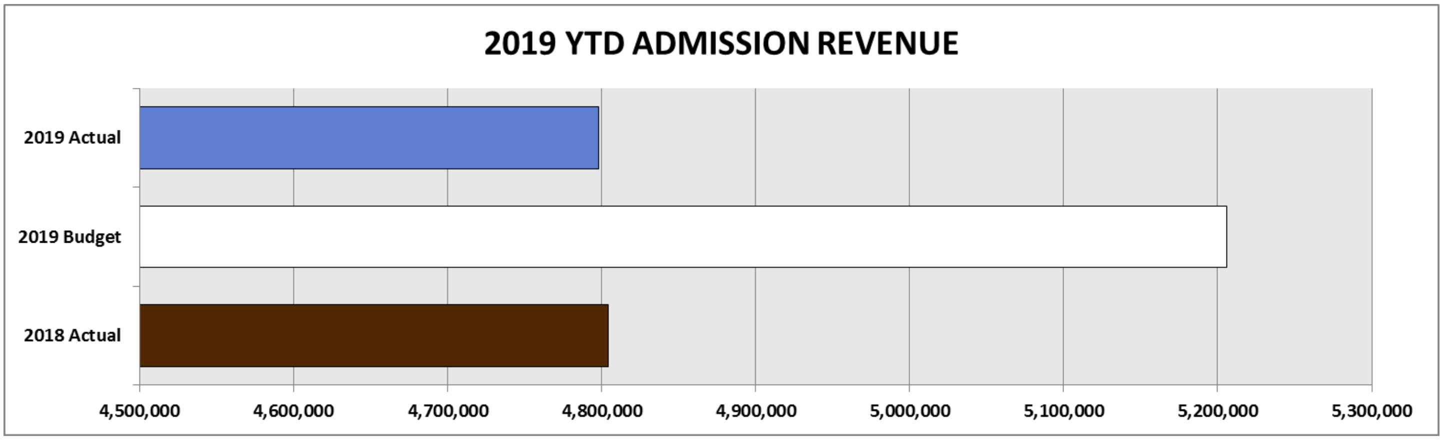
Schedule I - Toronto Zoo Attendance & Revenue Dashboard toronto ZOO

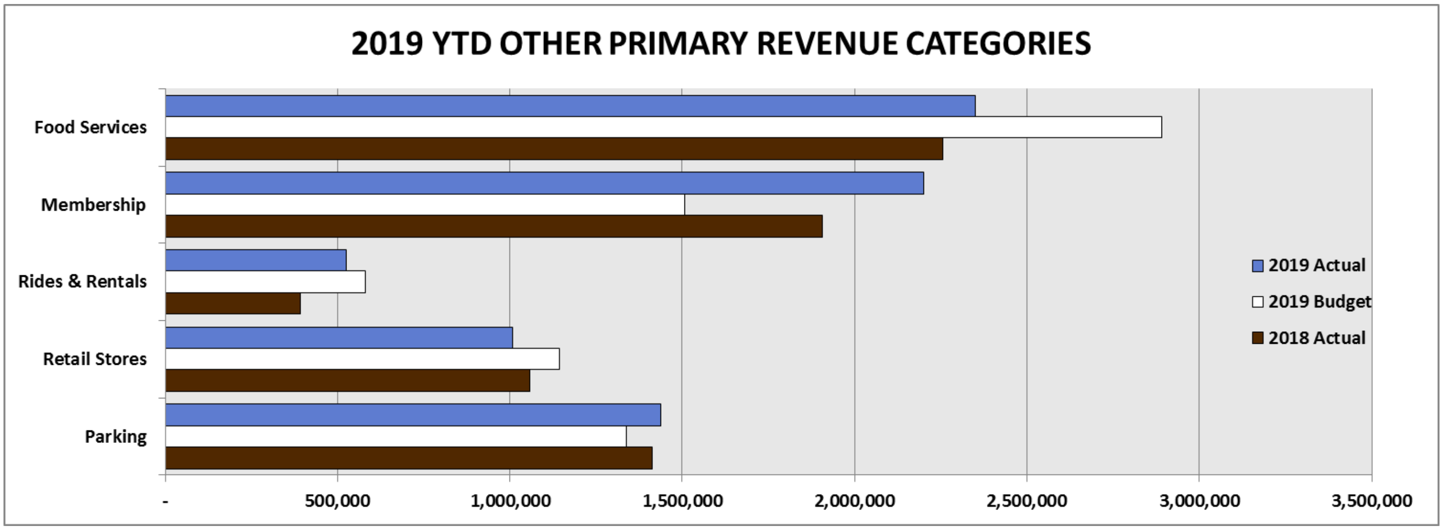
2019 ATTENDANCE & REVENUE DASHBOARD
June 2019

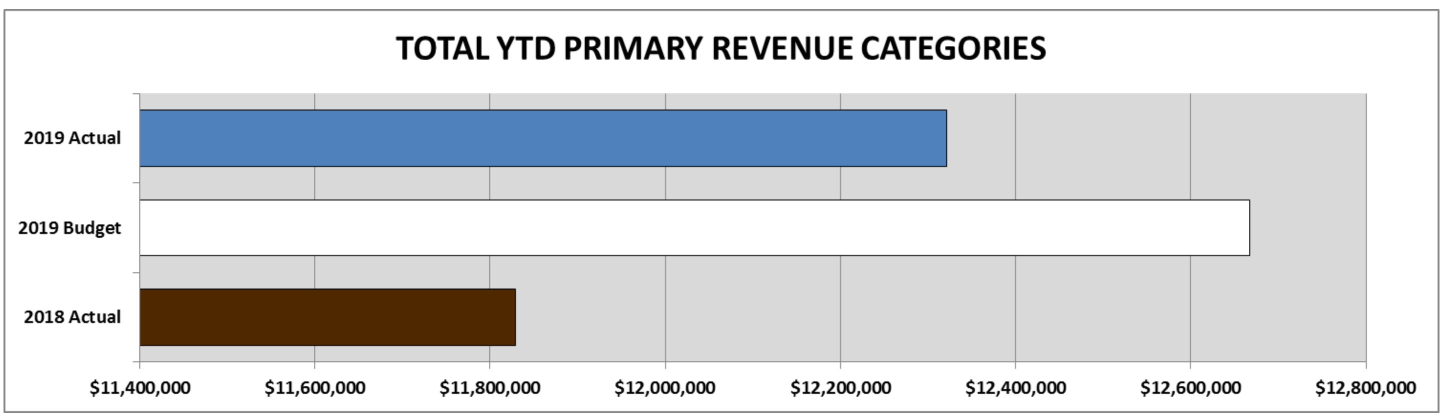
	YEAR TO DATE 2019 Actual	%	2019 Budget	%	Variance	2018 Actual	Variance	Budget Variance %	Prior Year Variance %
ATTENDANCE									
Admissions	237,836	48%	243,060	47%	(5,224)	274,485	(36,649)	-2%	-13%
School Groups	71,869	14%	88,899	17%	(17,030)	78,763	(6,894)	-19%	-9%
Members	187,243	38%	187,311	36%	(68)	125,755	61,488	0%	49%
TOTAL ATTENDANCE	**496,948**	**100%**	**519,270**	**100%**	**(22,322)**	**479,003**	**17,945**	**-4%**	**4%**
REVENUE									
Guest & Group Admission	4,797,749	39%	5,205,756	41%	(408,007)	4,804,272	(6,523)	-8%	0%
Parking	1,438,788	12%	1,336,641	11%	102,147	1,413,766	25,022	8%	2%
Retail Stores	1,006,675	8%	1,144,399	9%	(137,724)	1,056,836	(50,162)	-12%	-5%
Rides & Rentals	526,093	4%	580,944	5%	(54,851)	392,345	133,747	-9%	34%
Membership	2,200,702	18%	1,506,802	12%	693,900	1,906,469	294,233	46%	15%
Food Services	2,351,287	19%	2,892,334	23%	(541,046)	2,255,628	95,660	-19%	4%
TOTAL REVENUE	**$ 12,321,294**	**100%**	**$ 12,666,876**	**100%**	**$ (345,581)**	**$ 11,829,317**	**$ 491,978**	**-3%**	**4%**
SPEND PER GUEST (SPG)									
Guest & Group Admission	9.65	66%	10.03	53%	(0.37)	10.03	(0.38)	-4%	-4%
Parking	2.90	20%	2.57	14%	0.32	2.95	(0.06)	12%	-2%
Zoomobile Tour	0.47	3%	0.62	0%	(0.15)	0.37	0.10	-24%	26%
Retail Stores	2.03	14%	2.20	12%	(0.18)	2.21	(0.18)	-8%	-8%
Rides & Rentals	0.59	3%	0.50	3%	0.09	0.45	0.14	17%	32%
Food Services	4.73	32%	5.57	29%	(0.84)	4.71	0.02	-15%	0%
AVERAGE SPG	**$ 14.58**	**100%**	**$ 19.01**	**100%**	**$ (4.43)**	**$ 18.27**	**$ (3.69)**	**-23%**	**-20%**


2019 YTD ATTENDANCE
600,000
500,000
400,000
300,000
200,000
100,000
0
2019
2019 Budget
2018
Regular visitors
School Groups
Member
Special Passes & Children under 3


2019 ATTENDANCE BY MONTH
300,000
250,000
200,000
150,000
100,000
50,000
0
2019
2019 Budget
2018
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEPT
OCT
NOV
DEC


2019 YTD ADMISSION REVENUE
2019 Actual
2019 Budget
2018 Actual
4,500,000
4,600,000
4,700,000
4,800,000
4,900,000
5,000,000
5,100,000
5,200,000
5,300,000


2019 YTD OTHER PRIMARY REVENUE CATEGORIES
Food Services
Membership
Rides & Rentals
Retail Stores
Parking
2019 Actual
2019 Budget
2018 Actual
-
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
3,500,000


TOTAL YTD PRIMARY REVENUE CATEGORIES
2019 Actual
2019 Budget
2018 Actual
$11,400,000
$11,600,000
$11,800,000
$12,000,000
$12,200,000
$12,400,000
$12,600,000
$12,800,000