

Attendance and Revenue Report - August 2021

Date: September 12, 2021

To: Board of Management

From: Director, Finance & Technology

Wards: All

SUMMARY

This report will update the Board of Management on the visitor statistics and revenue results for the period ending 2021-08-31. This report includes a dashboard highlighting some of the key metrics for 2021.

RECOMMENDATIONS

The Director, Finance & Technology recommends that:

1. The Board of Management of the Toronto Zoo receive this report for information.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

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 three-year averages. 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 Attachment 1.

COMMENTS

After an extended closure beginning in January due to the ongoing pandemic, your Toronto Zoo was re-opened to our members on June 12, 2021, and then to the public on June 19, 2021. Attendance had been growing since re-opening and reached above budget in the month of July and August, which helped to partially off-set lost attendance due to closure resulting in unfavourable attendance to budget of 30% or 193,154. When comparing 2021 year-to-date attendance to that of 2020, we see encouraging signs of pandemic recovery and change in attendance mix and guest spending. Attendance in 2021 is higher than that in 2020 by 47% or 146,037. Membership base grew from the low of 16,452 in February to over 32,832 making up a larger portion of daily attendance.

Since reopening, your Zoo has been able to operate the zoomobile, rides, splash pad, restaurants, summer camps, Wild Encounters and host events. A VIP program providing customized experiences for a special visit at your Zoo is new to our offerings of programs this year. On average, each guest has increased their spend by 11% year-over year and 18% higher than budget. Resulting from higher spend per guest and higher attendance level which help partially off-set revenue losses during closure, revenue results for the period were below budget by 31% or \$6.20 million to budget. In comparison to the same period in the prior year, revenue results this year is favourable by 12% or \$2.98 million.

The team at your Zoo has continued to create meaningful connections with our community through online connections including daily Facebook lives, Zoo ConnectionZ, and Brizi Camera. In addition to the Zoo ConnectionZ, your Zoo has offered free-to-view educational content that can be accessed by anyone at anytime. This content is provided through the Zoo's official YouTube channel and features content suitable for all grades.

For your information, the August 2021 results for attendance and the primary revenue categories are outlined in the tables and charts included in Attachment 1.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 - Toronto Zoo Attendance & Revenue Dashboard - August 2021

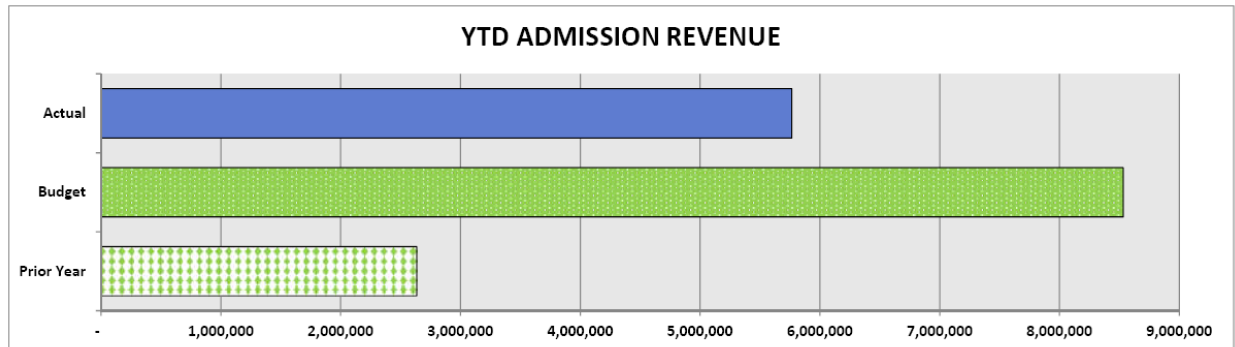
ATTACHMENT 1

The following image outlines the year to date to August 31, 2021 attendance and revenues compared to budget plan and prior year by revenue type.

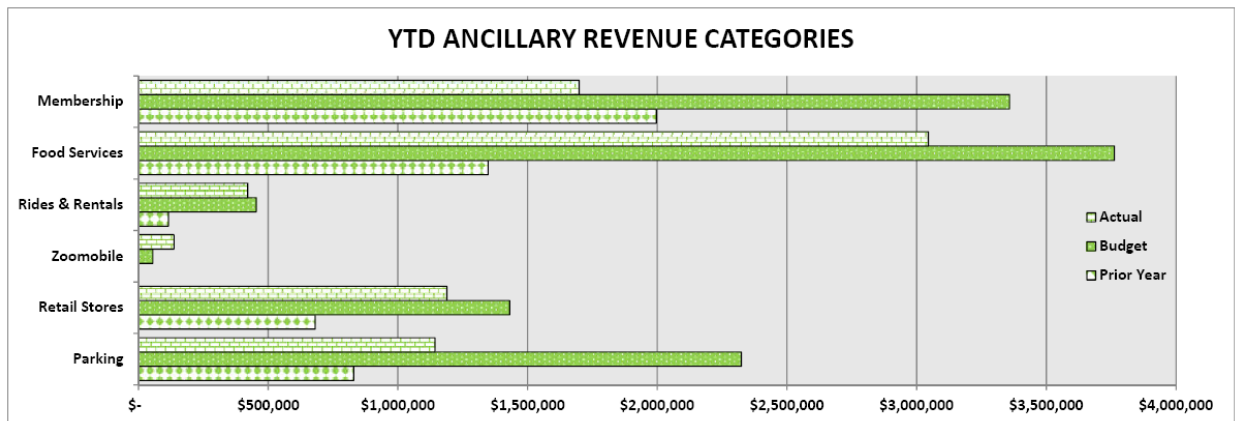
2021 ATTENDANCE & REVENUE DASHBOARD August 2021

	YEAR TO DATE						Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %
ATTENDANCE								
Admissions	234,766	51%	409,732	63%	(174,966)	118,355	116,411	(43%)
School Groups	-	0%	-	0%	-	434	(434)	0%
Non-Paying Guests	55,642	12%	78,510	12%	(22,868)	32,536	23,106	(29%)
Members	166,875	36%	162,195	25%	4,680	110,454	56,421	3%
Scenic Safari	-	0%	-	0%	-	49,467	(49,467)	0%
Boomobile	-	0%	-	0%	-	-	-	0%
TOTAL ATTENDANCE	457,283	100%	650,437	100%	(193,154)	311,246	146,037	(30%)
REVENUE								
Guest & Group Admission	\$ 5,765,730	42%	\$ 8,531,909	43%	\$ (2,766,179)	\$ 2,635,850	\$ 3,129,880	(32%)
Parking	\$ 1,143,061	8%	\$ 2,323,841	12%	\$ (1,180,780)	\$ 829,228	\$ 313,833	(51%)
Retail Stores	\$ 1,188,562	9%	\$ 1,430,961	7%	\$ (242,399)	\$ 681,044	\$ 507,518	(17%)
Zoomobile	\$ 136,387	1%	\$ 55,482	0%	\$ 80,905	\$ -	\$ 136,387	146%
Rides & Rentals	\$ 420,807	3%	\$ 453,985	2%	\$ (33,178)	\$ 115,359	\$ 305,448	(7%)
Food Services	\$ 3,044,680	22%	\$ 3,762,184	19%	\$ (717,504)	\$ 1,347,546	\$ 1,697,134	(19%)
Membership	\$ 1,698,065	12%	\$ 3,357,716	17%	\$ (1,659,651)	\$ 1,996,150	\$ (298,085)	(49%)
Scenic Safari	\$ -	0%	\$ -	0%	\$ -	\$ 2,816,519	\$ (2,816,519)	0%
Boomobile	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -	0%
Education Programming	\$ 341,495	2%	\$ 18,472	0%	\$ 323,023			1749%
TOTAL REVENUE	\$ 13,738,787	100%	\$ 19,934,550	100%	\$ (6,195,763)	\$ 10,421,696	\$ 2,975,596	(31%)
SPEND PER GUEST (SPG)								
PAID ADMISSION REVENUE (SPG)								
Guest & Group Admission	24.56		20.82		3.74	22.19	2.37	18%
TOTAL PAID ADMISSION SPG	\$ 24.56		\$ 20.82		\$ 3.74	\$ 22.19	\$ 2.37	18%
ANCILLARY REVENUE (SPG)								
Parking	2.50		3.57		(1.07)	3.17	(0.67)	(30%)
Retail Stores	2.60		2.20		0.40	2.60	-	18%
Zoomobile Tour	0.30		0.09		0.21	-	0.30	233%
Rides & Rentals	0.92		0.70		0.22	0.44	0.48	31%
Food Services	6.66		5.78		0.88	5.15	1.51	15%
TOTAL ANCILLARY SPG	\$ 12.98		\$ 12.34		\$ 0.64	\$ 11.36	\$ 1.62	5%

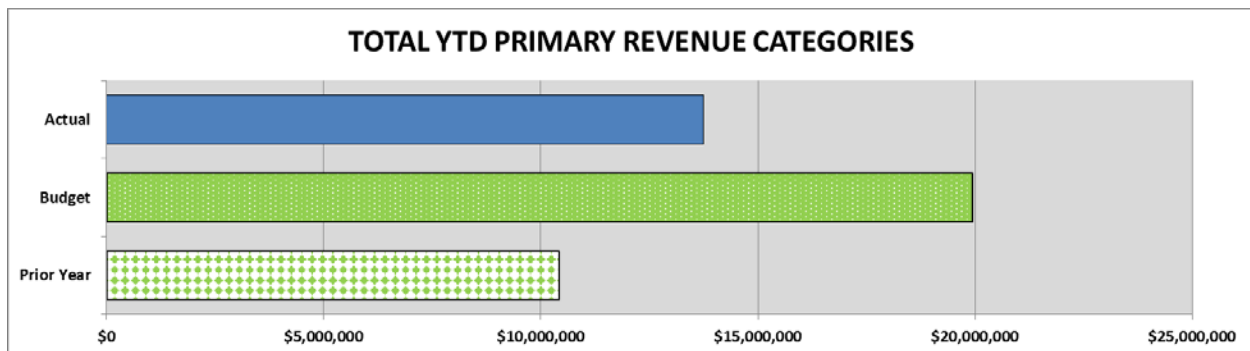
The following image outlines the year to date to August 31, 2021 admission revenues in comparison to the budget plan and prior year.



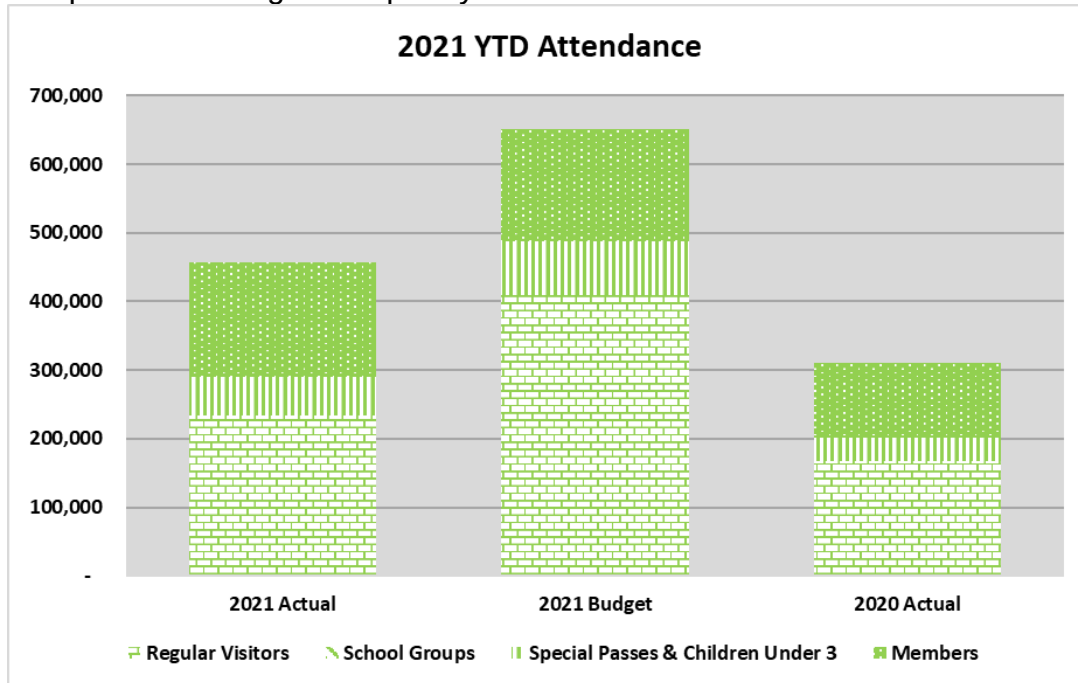
The following image outlines the year to date to August 31, 2021 ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues includes membership, food services, rides and rentals, zoomobile, retail and parking revenues.



The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, zoomobile, and parking.



The following graph outlines the year-to-date attendance by attendance type in comparison to budget and prior year.



The following image outlines the monthly attendance data with comparisons to budget and prior year.

