REPORT FOR ACTION

Attendance and Revenue Report - February 2022

Date: March 24, 2022
To: Toronto Zoo Board of Management
From: Controller, Finance
Wards: All

SUMMARY

This report will update the Board of Management on the visitor statistics and revenue results for the period ending 2022-02-28. This report includes a dashboard highlighting some of the key metrics for 2022.

RECOMMENDATIONS

The Controller, Finance 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 regular basis. Budgeted 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 (below).

COMMENTS

As a result of the COVID-19 pandemic, your Toronto Zoo was closed from January 5, - February 9, 2022. The Zoo welcomed guests back on site on February 10, 2022. Attendance has been increasing steadily since re-opening with a favorable increase in membership visits and the sales of new memberships. Members accounted for 59% of the year-to-date overall attendance which is accredited to the increase in membership sales in 2021. Although year-to-date attendance is 34% below budget due to the 36-day closure in 2022, attendance for the month of February was over budget by 13%. If this trend in attendance continues, the Zoo will be able to recover attendance losses from the beginning of the year associated with the closure by late Spring.

Total spend per guest was over budget by 32% for the same period attributed to increased spending by our guests when on site. As a result, February attendance revenue was over budget by 36%. February parking revenues were over budget by 51% and retail sales were 23% over budget. While this is under a month of reliable data, if the Zoo continues to trend in this direction through the year, we will meet and potentially exceed revenue and attendance targets for 2022.

Guest attendance on Family Day was 166.2% over budget due to milder temperatures and the eagerness of guests to be back on the Zoo site. The attendance on this day was the 2nd highest achieved in 5 years. This is a clear indicator of the extent to which guests were able to enjoy outdoor activities in a safe space. Lumina began operations again and welcomed 1,373 guests in February.

We continue to see encouraging signs of pandemic recovery and changes in attendance mix and guest spending. Member attendance is significantly higher this year. The mix of guests in admission has changed, increasing average ticket price to $18.94 which is 63% or $7.32 higher than budget.

Comparisons with 2021 for the same period, are not available for this report as the Zoo was closed from January 1 - June 12, 2021.

The team at the Zoo has continued to create meaningful connections with our community through online offerings including daily Facebook Lives, Zoo ConnectionZ, and virtual programming. In addition to the Zoo ConnectionZ, the 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 is suitable for all ages.

For your information, the February 2022 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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Controller, Finance

ATTACHMENTS

Attachment 1 - Toronto Zoo Attendance & Revenue Dashboard - February 2022

ATTACHMENT 1

The following image outlines the year to date to February 28, 2022 attendance and revenues compared to budget plan and prior year by revenue type.

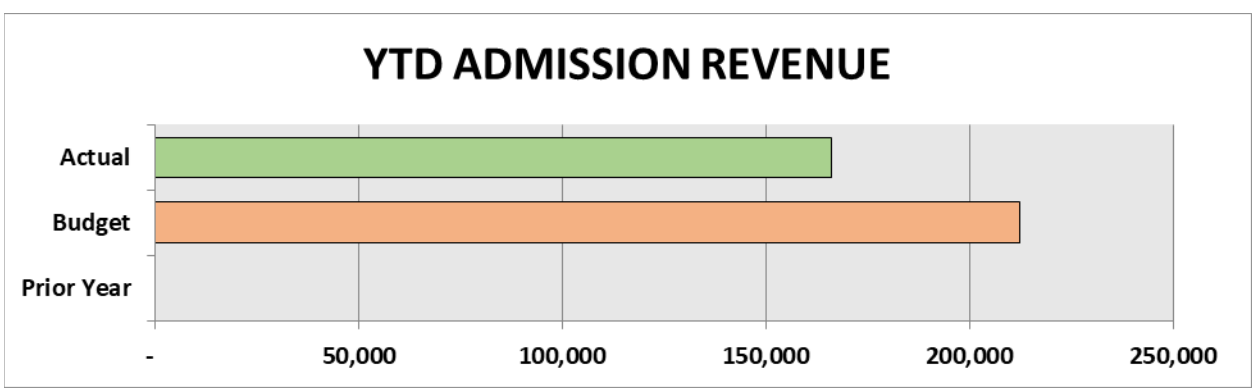
toronto zoo

2022 ATTENDANCE & REVENUE DASHBOARD
February 2022

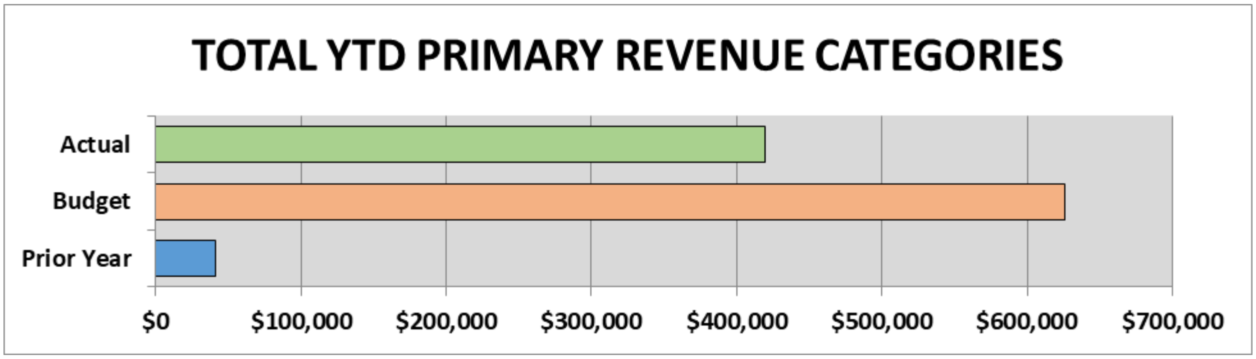
	YEAR TO DATE							Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %	Variance %
ATTENDANCE									
Admissions	8,837	30%	18,489	41%	(9,652)	-	8,837	(52%)	0%
School Groups	50	0%	-	0%	50	-	50	0%	0%
Non-Paying Guests	3,128	11%	4,209	9%	(1,081)	-	3,128	(26%)	0%
Members	17,456	59%	22,019	49%	(4,563)	-	17,456	(21%)	0%
Scenic Safari	-	0%	-	0%	-	-	-	0%	0%
Boomobile	-	0%	-	0%	-	-	-	0%	0%
TOTAL ATTENDANCE	**29,471**	**100%**	**44,717**	**100%**	**(15,246)**	**-**	**29,471**	**(34%)**	**0%**
REVENUE									
Guest & Group Admission	$ 168,347	40%	$ 214,885	34%	$ (46,538)	$ -	$ 168,347	(22%)	0%
Parking	$ 106,923	25%	$ 123,055	20%	$ (16,132)	$ -	$ 106,923	(13%)	0%
Retail Stores	$ 64,772	15%	$ 71,183	11%	$ (6,411)	$ 16,254	$ 48,518	(9%)	298%
Zoomobile	$ -	0%	$ 2,760	0%	$ (2,760)	$ -	$ -	(100%)	0%
Rides & Rentals	$ 9,327	2%	$ 22,583	4%	$ (13,256)	$ -	$ 9,327	(59%)	0%
Food Services	$ 57,663	14%	$ 178,099	28%	$ (120,436)	$ -	$ 57,663	(68%)	0%
Membership	$ -	0%	$ -	0%	$ -	$ -	$ -	0%	0%
Scenic Safari	$ -	0%	$ -	0%	$ -	$ -	$ -	0%	0%
Boomobile	$ -	0%	$ -	0%	$ -	$ -	$ -	0%	0%
Education Programming	$ 17,909	4%	$ 18,472	3%	$ (563)			(3%)	
TOTAL REVENUE	**$ 424,941**	**100%**	**$ 631,037**	**100%**	**$ (206,096)**	**$ 16,254**	**$ 390,778**	**(33%)**	**2404%**

SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	18.94		11.62		7.32	-	18.94	63%	0%
TOTAL PAID ADMISSION SPG	**$ 18.94**		**$ 11.62**		**$ 7.32**	**$ -**	**$ 18.94**	**63%**	**0%**
ANCILLARY REVENUE (SPG)									
Parking	3.63		2.75		0.88	-	3.63	32%	0%
Retail Stores	2.20		1.59		0.61	-	2.20	38%	0%
Zoomobile Tour	-		0.06		(0.06)	-	-	(100%)	0%
Rides & Rentals	0.32		0.51		(0.19)	-	0.32	(37%)	0%
Food Services	1.96		3.98		(2.02)	-	1.96	(51%)	0%
TOTAL ANCILLARY SPG	**$ 8.11**		**$ 8.89**		**$ (0.78)**	**$ -**	**$ 8.11**	**(9%)**	**0%**

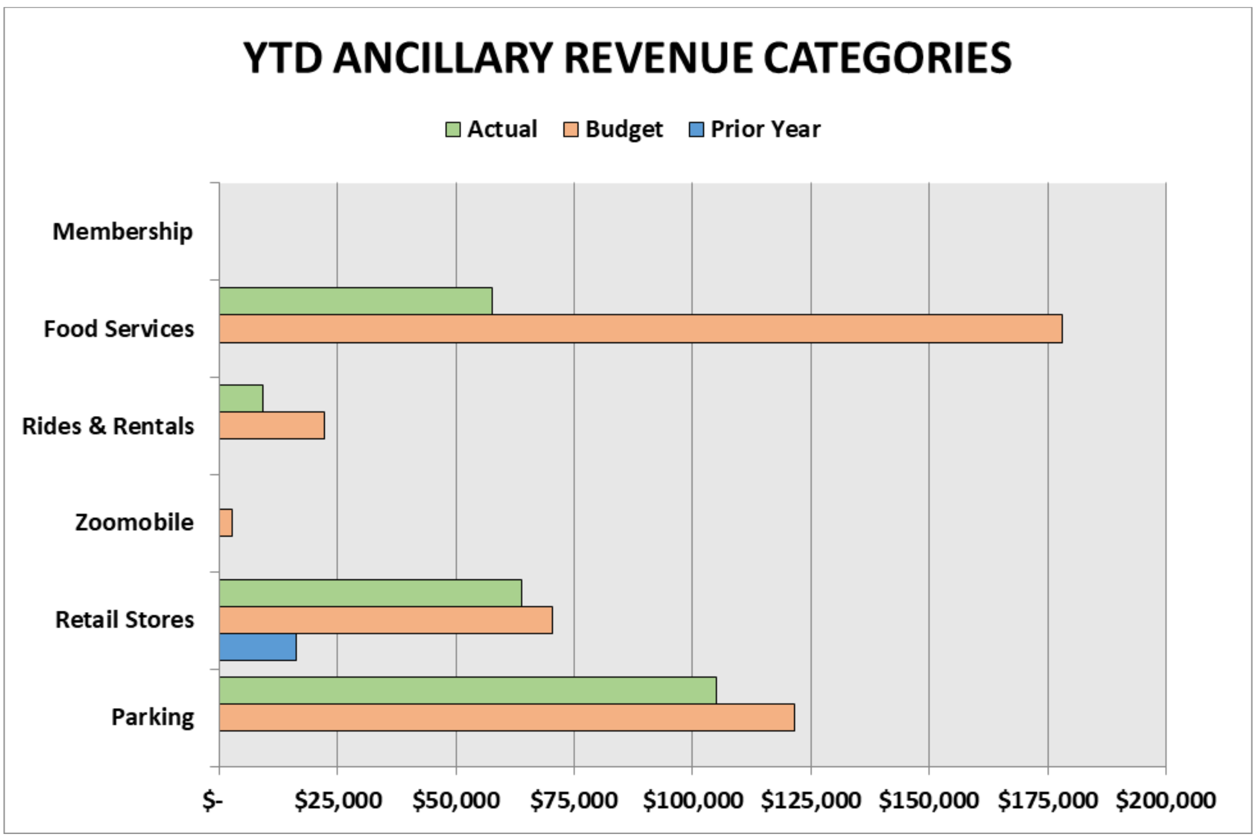
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



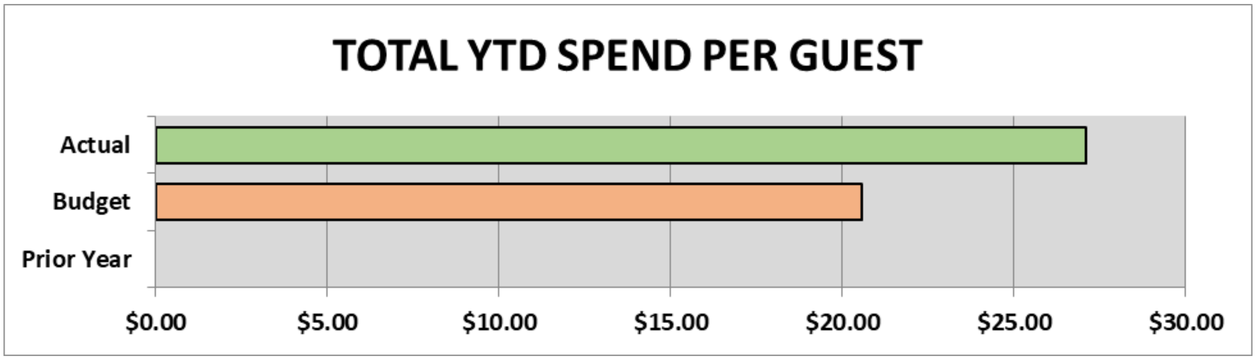
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



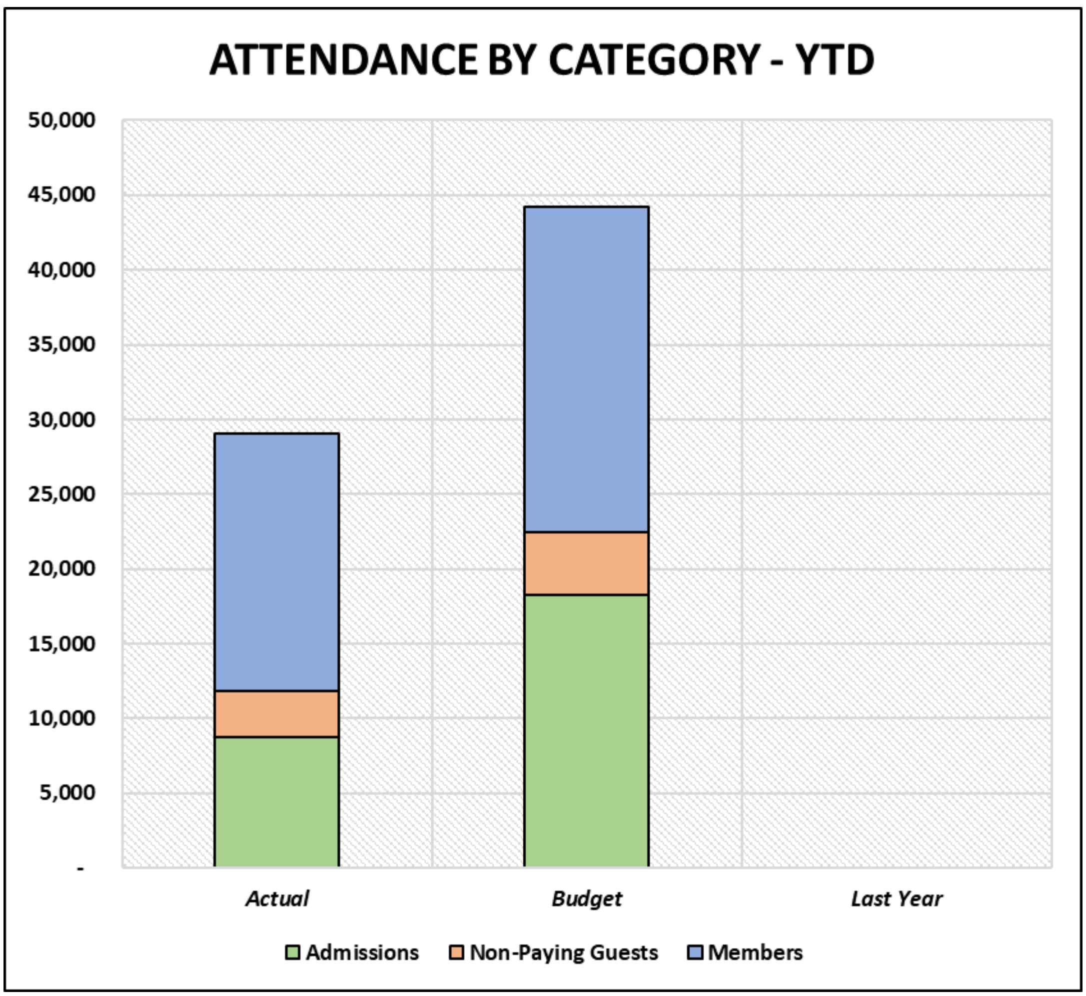
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



The following image outlines the year-to-date spend per guest in comparison to budget and prior year. Spend per guest includes primary and ancillary categories above.



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.