

Attendance and Revenue Report - August 2022

Date: September 29, 2022
To: Board of Management of the Toronto Zoo
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 2022-08-31. 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 (attached).

COMMENTS

Attendance has continued to increase steadily since re-opening in February and commencement of the Zoo's busy season. By the end of August, attendance was tracking 3% ahead of budget. General admissions accounted for 56% of the overall year-to-date attendance mix with membership accounting for 30% and the remaining 14% made up of school groups and non-paying guests. Zoo Membership sales achieved a record high of 44,013 households at the beginning of August 2022.

Year-to-date retail sales and Zoomobile both exceeded budget by 32%. Rides and rentals exceeded budget by 72% and food services was trending ahead of budget by 16%.

Terra Lumina hosted a grand re-opening media event and social media contest in August and welcomed 8,541 guests displaying a 16% increase over 2021.

Zoo camps for 2022 sold out in under 1 hour (1714 campers) and a similar response was received with Bush camp (first time in operation since 2019) as bookings were made for every night the camp was offered. Additional nights had to be added to meet the demand for this program.

The Group Events Team welcomed groups back on site for the first time after Covid with 52 events booked, consisting of over 7,000 guests, and accounting for \$375,000 in revenue. Cystic Fibrosis returned to the Zoo for their annual "Walk to Make Cystic Fibrosis History" in May 2022 for the first time since 2017. Group events held at the Zoo included Torys LLP, Huawei Canada, Foresters Financial, the ROM and Thales Canada.

AZA Accreditation preparation continued to be a priority with various mock inspections and preparation of the site taking place.

In May, the Zoo engaged in various special events such as Mila's 1st birthday, the Instagram Zoophony contest in partnership with the Toronto Symphony Orchestra, launch of the cheetah naming contest, Amani and Johari's birthday celebrations, and Kemala's 15th birthday celebration. The gorilla ropes course opened to the public on the May long weekend and new Wild Encounters offerings were introduced: Hakuna Matata Encounter and Sumatran Tiger Encounter.

In June, various Pride Day activities were organized such as the Pride Flag Raising ceremony, Drag Queen Storytime and Evening Drag Show, and staff participation in the Pride Parade to represent the Zoo. The annual Blanding's turtle release was executed on June 21 in conjunction with National Indigenous People's Day with free admission. Introduction of the Cheetah Cubs to the exhibit took place and our annual Volunteer Appreciation Event was held.

Zoo camp began in July along with National Zookeeper Week, announcement of the arrival of a baby red panda (#BabySpice) and International Day of the Tiger events were

held from July 31-Aug 1. Community Outreach events the Zoo participated in included "Love Scarborough" with the Scarborough Health Network Foundation and the CN Tower community outreach event for Year of the Tiger. Guest Wi-Fi in select locations went live in July as well.

August included celebrating International Clouded Leopard Day, and staff attended the AZA Annual Conference. The month also had engagement by staff in the Blue Jays Game Outreach Event called "Junior Jays Sundays" and the CNE Outreach Event took place.

For your information, the August 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

ATTACHMENTS

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

ATTACHMENT 1

The following image outlines the year to date to August 31, 2022 attendance and revenues compared to budget plan and prior year by revenue type.

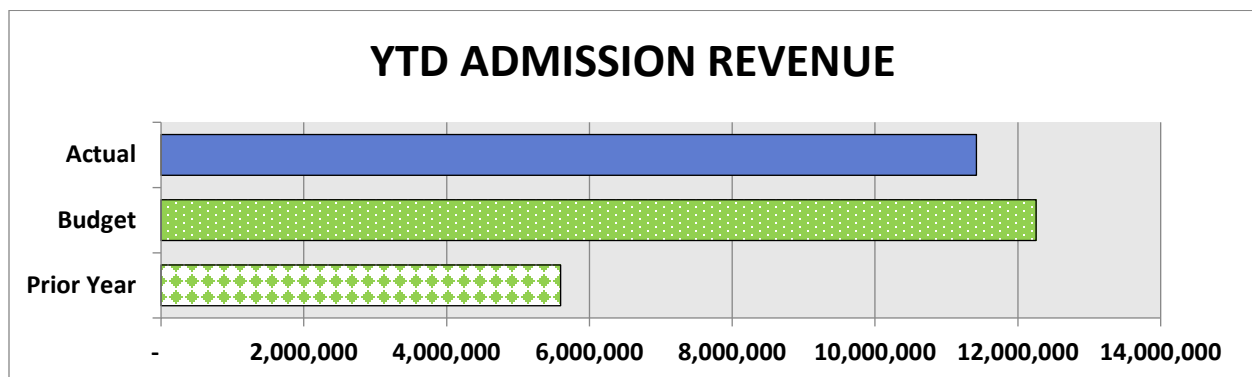


2022 ATTENDANCE & REVENUE DASHBOARD

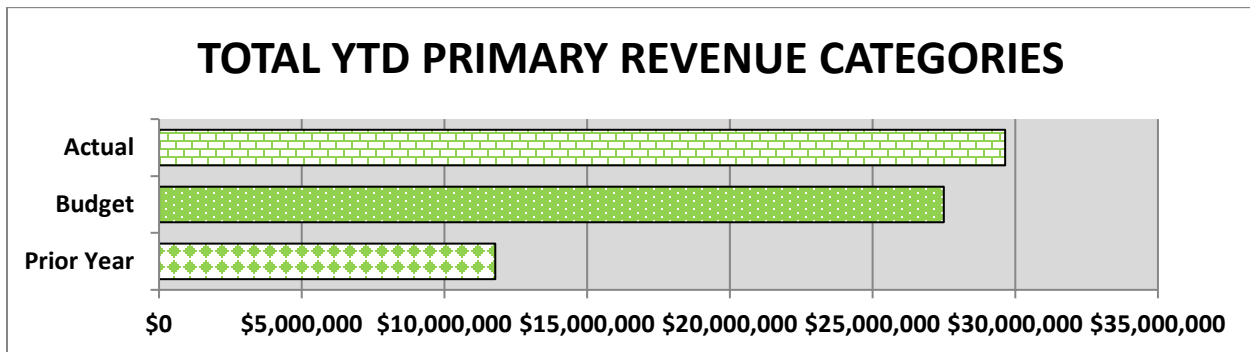
August 2022

	YEAR TO DATE						Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %
ATTENDANCE								
Admissions	522,395	56%	445,304	50%	77,091	227,655	294,740	17%
School Groups	34,657	4%	-	0%	34,657	-	34,657	0%
Non-Paying Guests	89,674	10%	110,182	12%	(20,508)	54,524	35,150	(19%)
Members	282,648	30%	343,450	38%	(60,802)	163,302	119,346	(18%)
Scenic Safari	-	0%	-	0%	-	-	-	0%
Boomobile	-	0%	-	0%	-	-	-	0%
TOTAL ATTENDANCE	929,374	100%	898,936	100%	30,438	445,481	483,893	3%
REVENUE								
Guest & Group Admission	\$ 11,419,596	39%	\$ 12,255,066	45%	\$ (835,470)	\$ 5,596,165	\$ 5,823,431	(7%)
Parking	\$ 3,314,526	11%	\$ 3,219,548	12%	\$ 94,978	\$ 1,110,399	\$ 2,204,127	3%
Retail Stores	\$ 2,614,953	9%	\$ 1,976,084	7%	\$ 638,869	\$ 1,153,995	\$ 1,460,958	32%
Zoomobile	\$ 547,982	2%	\$ 414,865	2%	\$ 133,117	\$ 129,706	\$ 418,276	32%
Rides & Rentals	\$ 951,697	3%	\$ 552,947	2%	\$ 398,750	\$ 405,038	\$ 546,659	72%
Food Services	\$ 6,039,063	20%	\$ 5,196,373	19%	\$ 842,690	\$ 3,044,680	\$ 2,994,383	16%
Membership	\$ 3,855,629	13%	\$ 3,612,228	13%	\$ 243,401	\$ -	\$ 3,855,629	7%
Scenic Safari	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -	0%
Boomobile	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -	0%
Education Programming	\$ 902,799	3%	\$ 270,064	1%	\$ 632,735	\$ 341,495	\$ 561,304	234%
TOTAL REVENUE	\$ 29,646,245	100%	\$ 27,497,175	100%	\$ 2,149,070	\$ 11,781,478	\$ 17,864,767	8%
SPEND PER GUEST (SPG)								
PAID ADMISSION REVENUE (SPG)								
Guest & Group Admission	20.50		27.52		(7.02)	24.58	(4.08)	(26%)
TOTAL PAID ADMISSION SPG	\$ 20.50		\$ 27.52		\$ (7.02)	\$ 24.58	\$ (4.08)	(26%)
ANCILLARY REVENUE (SPG)								
Parking	3.57		3.58		(0.01)	2.49	1.08	(0%)
Retail Stores	2.81		2.20		0.61	2.59	0.22	28%
Zoomobile Tour	0.59		0.46		0.13	0.29	0.30	28%
Rides & Rentals	1.02		0.62		0.40	0.91	0.11	65%
Food Services	6.50		5.78		0.72	6.83	(0.33)	12%
TOTAL ANCILLARY SPG	\$ 14.49		\$ 12.64		\$ 1.85	\$ 13.11	\$ 1.38	15%

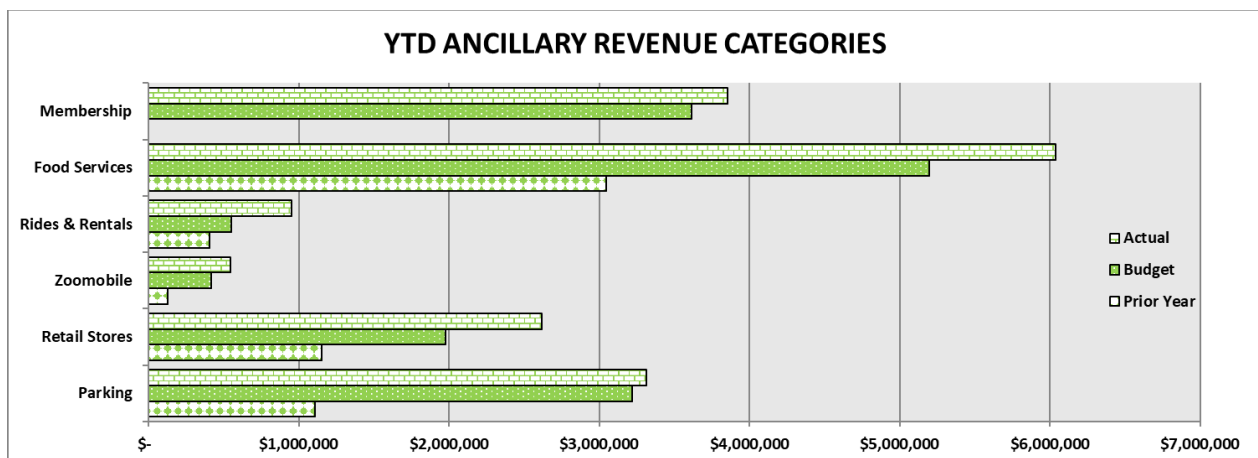
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



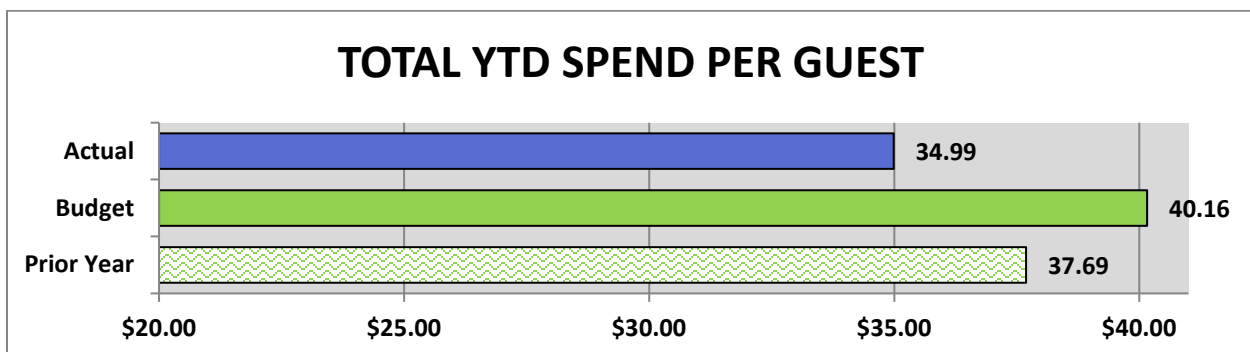
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



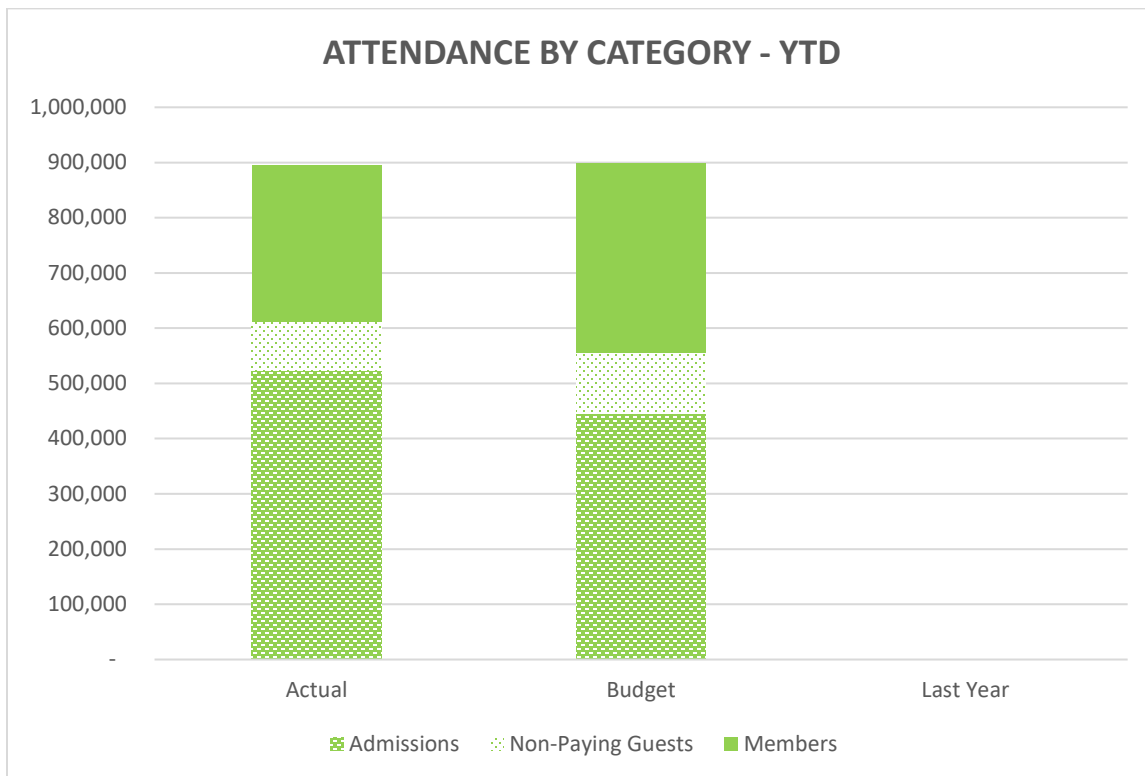
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.

