

GUEST EXPERIENCE AT YOUR TORONTO ZOO — SUMMER 2022

*Presented by:
Adam Huston
Director Guest Experience*



Connecting
people, animals
and
conservation
science to fight
extinction

Putting a **Guest**-centric lens
on Your Toronto Zoo for all
members of the **COMMUNITY**

Treat every person that comes
to the Zoo like a **Guest** and
then **CREATE WOW!**

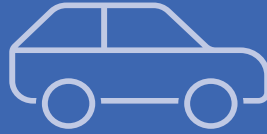
Always seeking more revenue
streams through **INNOVATION**

THE TEAM – GUEST RELATIONS



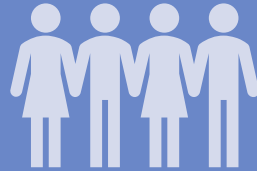
Andrea Guindon - Manager

Parking



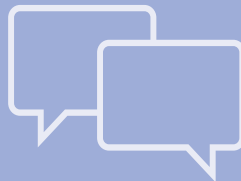
- Proceeds from parking is over \$3.5 M with proceeds going towards feeding our animals

Admissions



- Online ticketing and in-person purchases allow flexibility for guests

Guest Feedback



- Providing excellent guest service recovery 365 days/year
- Supporting guests from around the world in planning visits to their Toronto Zoo

THE TEAM – RETAIL & MEMBERSHIP SALES



Erika Lewis – Manager, Retail



Gift Shops on site



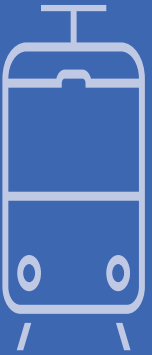
Online Retail



Membership Sales

- Constant communication
- Customer Service

THE TEAM – GUEST OPERATIONS



Adventures & Attractions

- Zoomobile & Carousel (TZ Icons!)
- Tundra Air Zipline Ride
- Gorilla Climb Ropes Course



Rentals

- Strollers and wagons
- Wheelchairs and ECVs
- Guest Lockers



Lauren Ogle - Manager

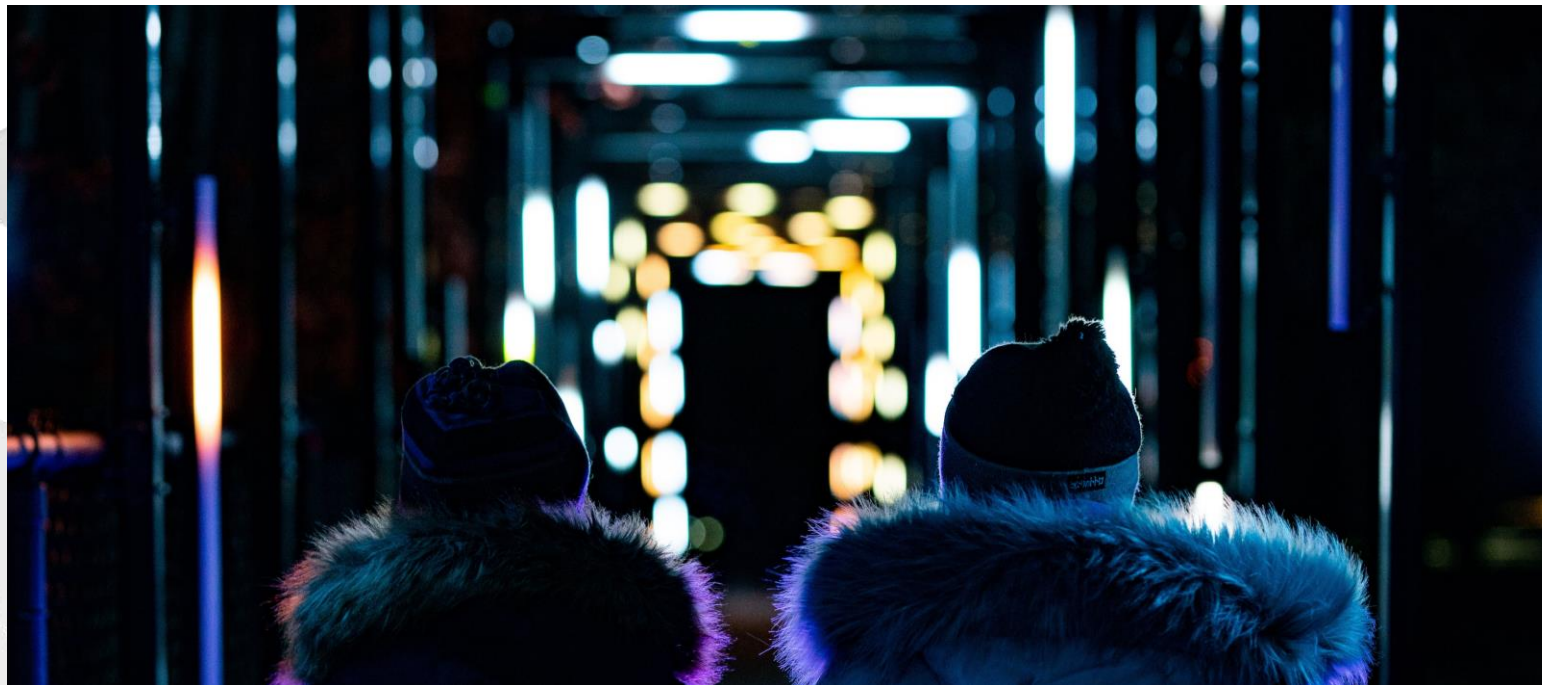
THE TEAM — GUEST OPERATIONS



- Wild Encounters & VIP Tours



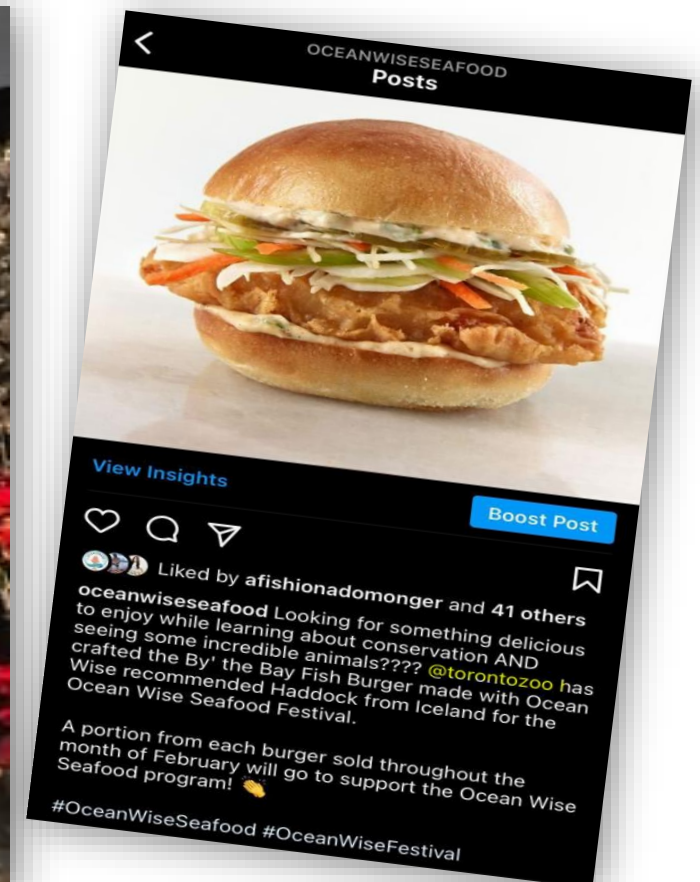
THE TEAM — GUEST OPERATIONS



THE TEAM – FOOD SERVICES



- Restaurant Associates Canada operate restaurants, food trucks, pop up locations, and ice cream carts



FOR THE WINS!



GUESTS ARRIVING WINS



ADMISSIONS WINS



Attendance is nearing 1.1M YTD and over 4% ahead of budget



Admission Revenues over \$12.3 M



MEMBERSHIP WINS



Peaked at over 44,000 active
Membership Households –
highest in Toronto Zoo's history!

Revenues of \$4M



RETAIL WINS



Sales to
date at
this location

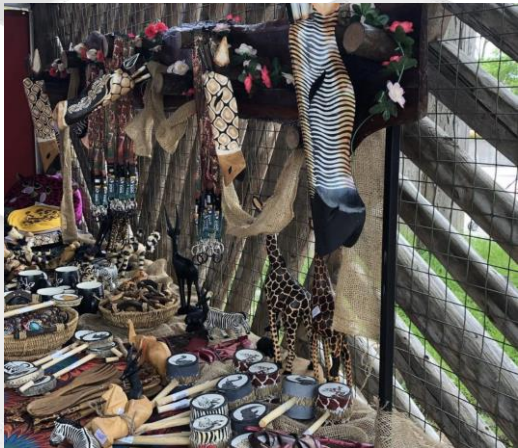
\$23,000 in
just
5 weeks!



Twiga
Market
Sales to
date over
\$58,000!



RETAIL WINS



Currently
topping \$3M

On track to be
the Zoo's 3rd
Highest Retail
Revenue Year

GUEST OPERATIONS WINS



- Expanded the VIP Tour Program and provided more than 60 tours to over 200 guests and generated revenue over \$75,000!



GUEST OPERATIONS WINS



- Increased novelty photobooth sales using credit and debit tap technology and generated over \$30,000 in revenue (compared to \$12,000 in 2019).



GUEST OPERATIONS WINS



- Surpassed pre-covid Carousel sales bringing in \$375,000 in revenue (Compared to \$272,000 in 2019)



GUEST OPERATIONS WINS



- Highest year of Wild Encounters sales since opening in 2018!
- Safe to Try? You bet!
 - 2019 - \$87,814.16
 - 2020 - \$107,853.98
 - 2021 - \$115,844.69
 - **2022 - \$199,302.92 YTD**



GUEST OPERATIONS WINS

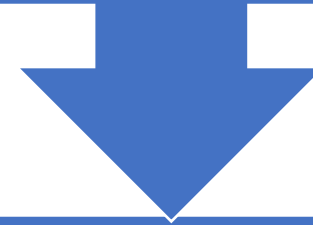
**Winterized vehicles
brought into the
Zoomo fleet to the great
excitement of Guests and
Members!**



TERRA LUMINA WINS



Season 4 is just getting started but 6625 guests have already come to enjoy Terra Lumina,



which has brought back some pre-Covid elements (Fire pits in Welcome Area) as well as added new guest enhancing and revenue generating elements (light up merchandise mobile sales cart).

FOOD SERVICES WINS



Total Register Sales

2022 YTD \$6,934,608

2021 TOTAL \$4,199,307

- Increase of over \$2.75 million as of Q3

Catering Sales

2022 YTD \$393,805

2021 TOTAL \$98,033

- Increase of nearly \$300k as of Q3

Alcohol Sales

2022 YTD \$371,209

2021 TOTAL \$140,619

- Increase of nearly \$250k as of Q3



FOOD SERVICES WINS



- Averaging \$2,000 a day on weekends
- Generated over \$ 96,000 YTD

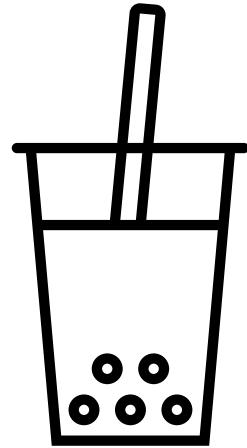


FOOD SERVICES WINS



 **PALGONG TEA**

Overall increase in
revenue of almost
\$420,000 YTD!



Extending experiences
for our Guests with
technology ex Brizi
Cam

Inclusive space for all
guests

Accessible space for all
guests

WHAT'S NEXT?



Digonex
Automated Dynamic Pricing

Dynamic Pricing at Admissions

New POS System at Admissions, Retail & Membership

New revenue opportunities and better guest experiences

— Dates, Tickets & Add-Ons

Choose a Tour Date

September 2022						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Select Your Time

9:00 AM - 7:00 PM

Select Tickets & Quantity

Adult (Ages 13-64)

CAD \$27.99

Senior (65+)

CAD \$23.15

Child (Age 3-12)

CAD \$18.30

Child (Ages 2 and under)

Free

— 2 +

— 0 +

— 0 +

— 0 +

Summary

Toronto Zoo

September 24th, 2022 9:00 AM - 7:00 PM

Subtotal ▼ CAD \$55.98

Taxes and Fees ▼ CAD \$7.28

Total CAD \$63.26

Every guest will require a ticket to enter the Zoo. Please carefully select the date of your visit and ensure that you have selected the correct day prior to completing your purchase. All sales are final, no refunds.

View the [Terms and Conditions](#) of your ticket purchase.

Book with Confidence



Book Securely

We use SSL encryption to keep your data safe and private.



Customer Support

Having trouble? We're here to help. Call, chat, or email

WHAT'S NEXT?



Planning for the Zoo's 50th
Anniversary in 2024

Support the Launch of the
Outdoor Orangutan Exhibit

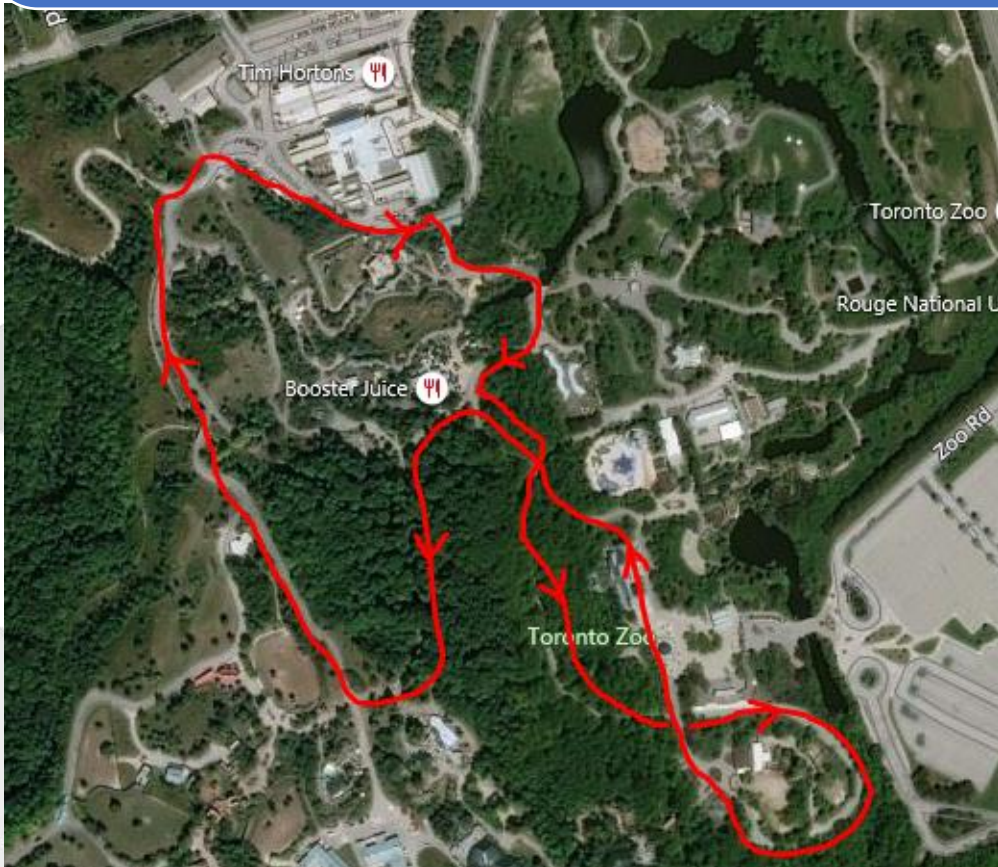
AZA Accreditation Inspection
– Living the AZA Standards!

Front entrance construction
for Conservation Campus!



WHAT'S NEXT?

Year-round transportation options for guests



Increasing guest connection opportunities

WHAT'S NEXT?



Continue to try new things and take calculated risks
—with the focus on improving the guest experience

Challenge what we have done previously

Do not be afraid to circle back on ideas

Plant the seeds and watch them grow!

