REPORT FOR ACTION

Attendance and Revenue Report - December 2022

Date: January 25, 2023
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 2022-12-31. 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 been tracking favorably throughout the year and was 5% ahead of budget at the end of December 2022. General admissions accounted for 55% of the overall year-to-date attendance mix with membership accounting for 31%, and the remaining 14% made up of school groups and non-paying guests. Zoo Membership sales were 30% ahead of last year at the same time. Year-to-date retail sales exceeded budget by 29% and Zoomobile sales exceeded budget by 28%. Rides and rentals exceeded budget by 75% and food services was trending ahead of budget by 15% at the end of the year.

Retail sales reached just over $3.2 million dollars at year end, the third best year for retail behind 2013 and 2016 (Pandas). Membership ended the year with an active household count of 35,696 (131,630 members). Your Zoo's roster of 311 volunteers donated 28,276 hours of their time reaching an estimated 828,730 people. Through our programs and experiences (combined on-site and live virtual), we were able to reach an estimated 25,970 participants and generated $992,287 in revenue. Group event revenues generated over $334K in 2022. Your Zoo produced over 15 public zoo events, 13 activations and 14 community outreach events.

In November, your Zoo hosted a Remembrance Day Ceremony on November 11, 2023, the Holiday Marketplace, Coca-Cola Holiday Caravan with Santa pictures and free product samples, and the Toronto Police Auxiliary Toy Drive. Two "Big Day Off"' camps were offered for students on PA days as well as the program "Getting to Know the Massassauga Rattlesnake" which was delivered to 40 participants.

In December, various holiday enrichment activities took place around site including a "Holiday Drop & Shop" program and various Parent & Tot programs in the Canopy Classroom. "Zoo to You Virtual Experiences" continued throughout the month.

For your information, the December 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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ATTACHMENTS

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

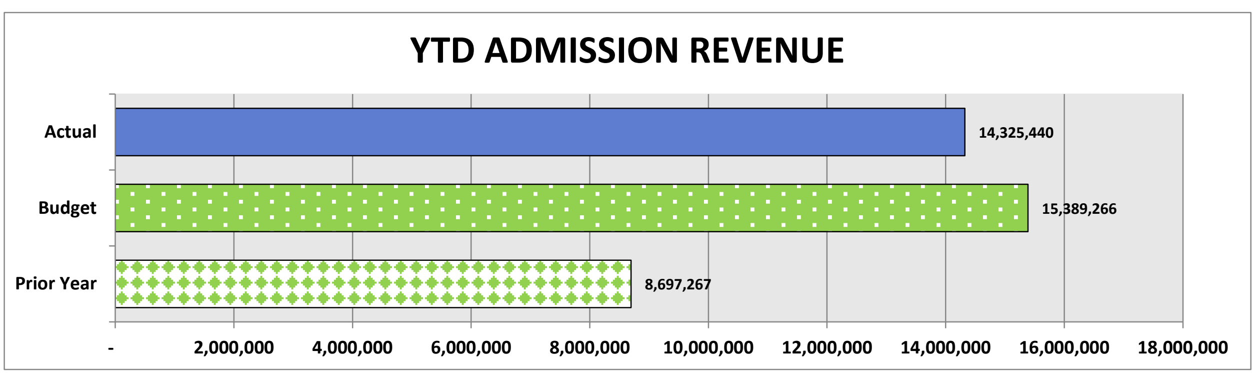
ATTACHMENT 1

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

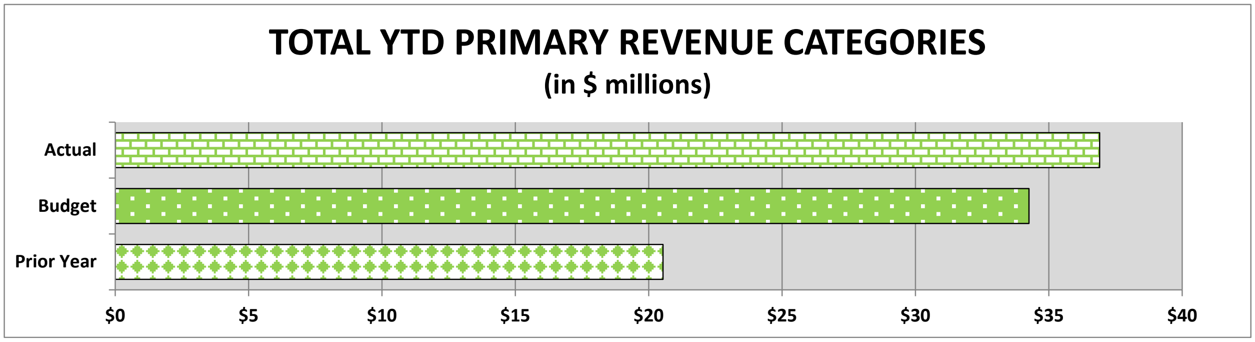
2022 ATTENDANCE & REVENUE DASHBOARD
December 2022

	YEAR TO DATE							Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %	Variance %
ATTENDANCE									
Admissions	665,183	55%	568,894	49%	96,289	367,409	297,774	17%	81%
School Groups	47,100	4%	-	0%	47,100	2,601	44,499	0%	1711%
Non-Paying Guests	125,112	10%	139,463	12%	(14,351)	88,268	36,844	(10%)	42%
Members	373,422	31%	450,099	39%	(76,677)	288,254	85,168	(17%)	30%
Scenic Safari	-	0%	-	0%	-	-	-	0%	0%
Boomobile	-	0%	-	0%	-	-	-	0%	0%
TOTAL ATTENDANCE	**1,210,817**	**100%**	**1,158,456**	**100%**	**52,361**	**746,532**	**464,285**	**5%**	**62%**
REVENUE									
Guest & Group Admission	$ 14,325,440	39%	$ 15,389,266	45%	$ (1,063,826)	$ 8,697,267	$ 5,628,173	(7%)	65%
Parking	$ 4,201,291	11%	$ 4,152,981	12%	$ 48,310	$ 2,700,058	$ 1,501,233	1%	56%
Retail Stores	$ 3,275,435	9%	$ 2,548,603	7%	$ 726,832	$ 1,749,980	$ 1,525,455	29%	87%
Zoomobile	$ 683,494	2%	$ 534,640	2%	$ 148,854	$ 160,149	$ 523,345	28%	327%
Rides & Rentals	$ 1,245,480	3%	$ 712,555	2%	$ 532,925	$ 729,997	$ 515,483	75%	71%
Food Services	$ 7,429,953	20%	$ 6,452,597	19%	$ 977,356	$ 4,162,410	$ 3,267,543	15%	79%
Membership	$ 4,815,133	13%	$ 4,442,891	13%	$ 372,242	$ 2,335,244	$ 2,479,889	8%	106%
Scenic Safari	$ -	0%	$ -	0%	$ -	$ -	$ -	0%	0%
Boomobile	$ -	0%	$ -	0%	$ -	$ -	$ -	0%	0%
Education Programming	$ 928,153	3%	$ 18,472	0%	$ 909,681			4925%	
TOTAL REVENUE	**$ 36,904,379**	**100%**	**$ 34,252,005**	**100%**	**$ 2,652,374**	**$ 20,535,105**	**$ 15,441,121**	**8%**	**75%**
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	20.11		27.05		(6.94)	23.51	(3.40)	(26%)	(14%)
TOTAL PAID ADMISSION SPG	**$ 20.11**		**$ 27.05**		**$ (6.94)**	**$ 23.51**	**$ (3.40)**	**(26%)**	**(14%)**
ANCILLARY REVENUE (SPG)									
Parking	3.47		3.58		(0.11)	3.62	(0.15)	(3%)	(4%)
Retail Stores	2.71		2.20		0.51	2.34	0.37	23%	16%
Zoomobile Tour	0.56		0.46		0.10	0.21	0.35	22%	167%
Rides & Rentals	1.03		0.62		0.41	0.98	0.05	66%	5%
Food Services	6.14		5.57		0.57	5.58	0.56	10%	10%
TOTAL ANCILLARY SPG	**$ 13.91**		**$ 12.43**		**$ 1.48**	**$ 12.73**	**$ 1.18**	**12%**	**9%**

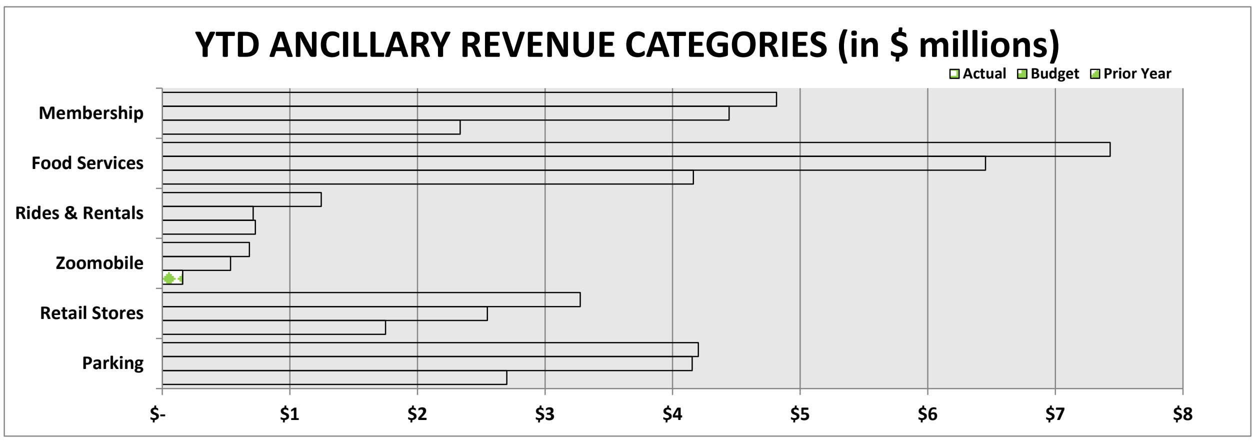
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



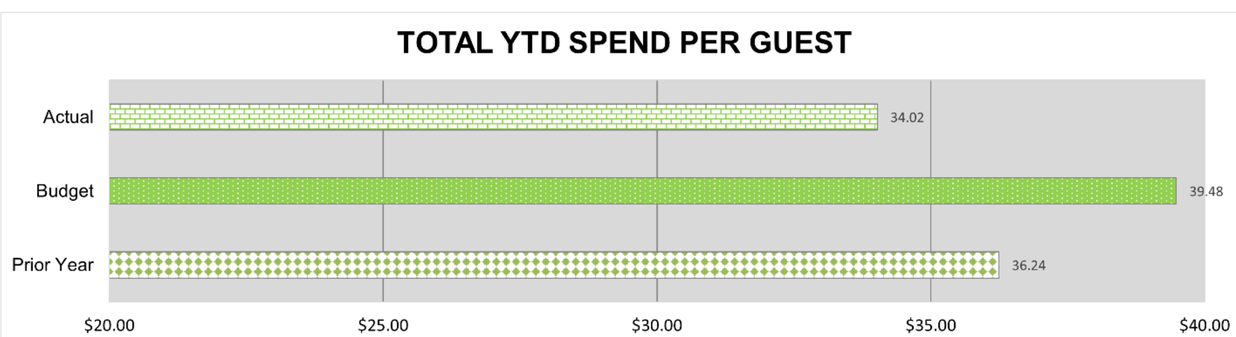
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



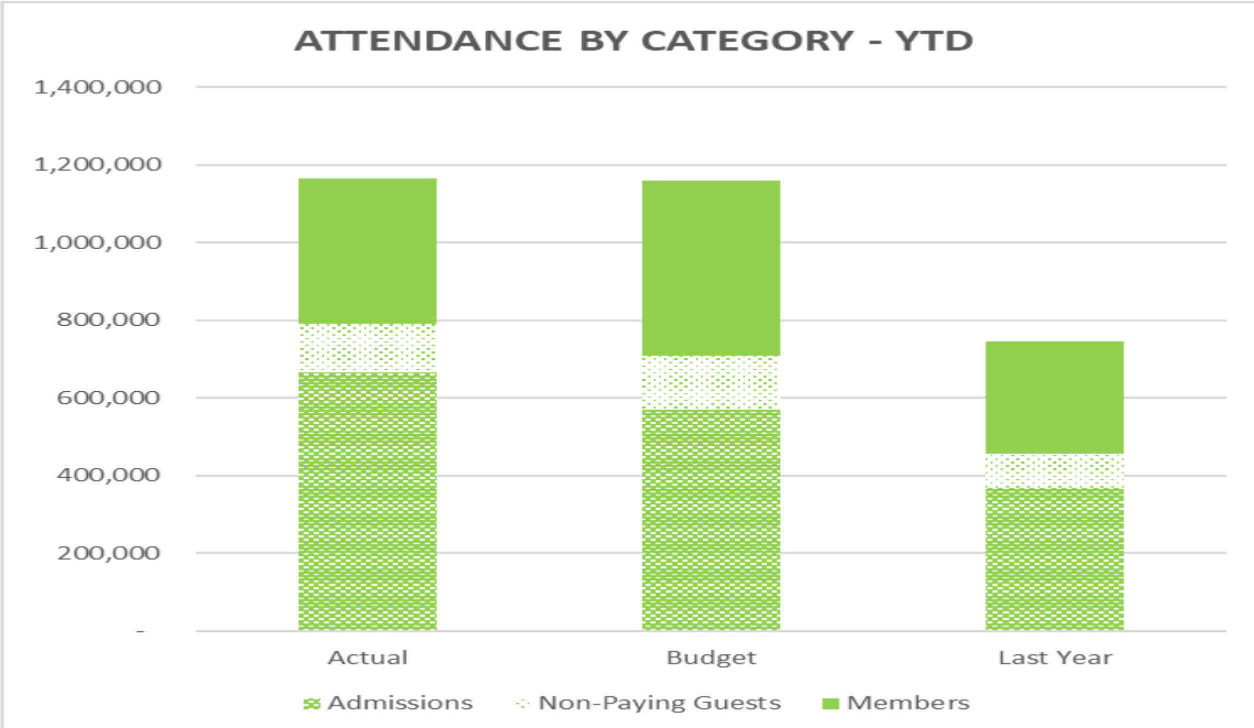
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.