

Attendance and Revenue Report - March 2023

Date: April 11, 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 2023-03-31. This report includes a dashboard highlighting some of the key metrics for Q1 2023.

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). The comparisons are to 2019 (pre-pandemic) - as these correlate better to 2023 (post-pandemic) statistics and provide a more accurate variance analysis - and 2022.

COMMENTS

Attendance has been tracking favorably throughout the 1st quarter but was 14% below budget at the end of March 2023 due to poor weather conditions during March Break, resulting in lower guest attendance than anticipated.

General admissions accounted for 36% of the overall year-to-date attendance mix with membership accounting for 50%, and the remaining 14% made up of school groups and non-paying guests. Zoo Membership sales were 7.5% above 2019 at the same time and are tracking 28% above the YTD budget. Active member households for 2023 are currently at 35,576 with 4,343 memberships being sold this year so far. Year-to-date retail sales were 46% above 2019 levels for the same period and parking sales were 38% above 2019. Rides and rentals exceeded budget by 38% and food services were 18.5% above 2019 at the same time. Zoo camps sold out for the 2nd year in a row with 1,765 campers, generating revenues of \$645K.

In January, Zoo staff attended the Port Union Winterfest and in March they attended the Celebrate Toronto event at Nathan Phillips Square to support partnerships with the larger Toronto community.

In February, your Zoo held a scavenger hunt for guests during Family Day. The Move Your Paws Run was held on February 25, 2023, and had a 90% participation rate while the Toronto Zoo Wildlife Conservancy raised over \$30K to support our mission. Love at the Zoo - Valentine's Day Program - welcomed 136 guests and focused on courtship in the animal world.

For March Break, 18 campers attended the Life in the Trees and Champions of the Cold Camps, and activities such as the Orchid Oasis, Immersive Animal Enrichment Experiences for children in the Wildlife Health Centre and Mascot Explorer Bear were well received by guests. The immersive enrichment offering allowed your Zoo to educate guests on the important animal welfare work the Zoo is engaged in.

In Q1, your Zoo introduced a new "Pod of Change" experience for guests as an extension of the VIP Tour program. Various Terra Lumina guests enjoyed the Pod of Change which included a food and beverage service enjoyed in an enclosed tent and used it as an opportunity to celebrate special events in their lives. VIP tours continue to be a fantastic opportunity for guests to learn about all the amazing conservation work your Zoo is doing while connecting with their favourite animals. The Wild Encounters program continues to be a successful offering with over 375 guests enjoying this adventure in Q1.

On March 31, your Zoo hosted a Sensory-Safe Night at Terra Lumina to celebrate Autism Awareness Month. Toronto's diverse community was invited to attend a unique experience at the Zoo with a less-stimulating experience consisting of lower volumes on sound effects, music, and video, static lights instead of flashing lights in some areas, no fog throughout the site, and adding "rest retreats" along the Lumina route for guests to take a break during their visit.

For your information, the March 2023 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 - March 2023

ATTACHMENT 1

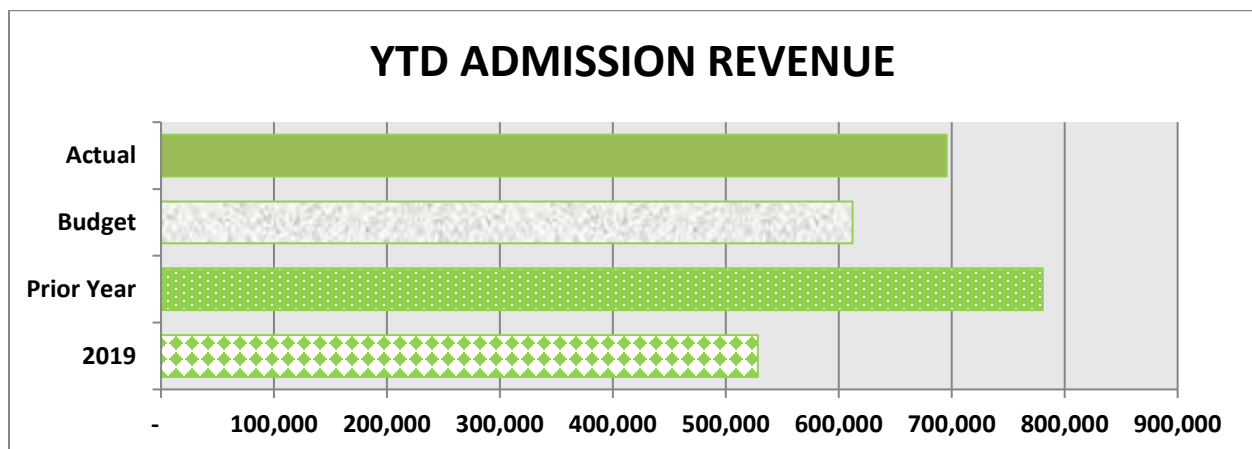
The following image outlines the year to date to March 31, 2023 attendance and revenues compared to budget plan, 2019, and 2022 by revenue type.



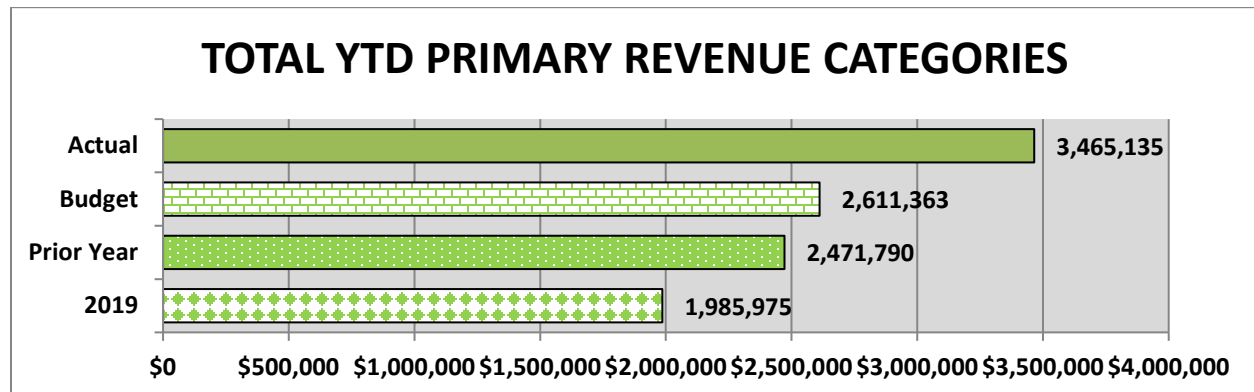
2023 ATTENDANCE & REVENUE DASHBOARD March 2023

	YEAR TO DATE									Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	2019	Variance	Variance %	Variance %
ATTENDANCE											
Admissions	36,901	36%	55,878	47%	(18,977)	37,502	(601)	33,604	3,297	(34%)	(2%)
School Groups	2,728	3%	781	1%	1,947	1,117	1,611	2,781	(53)	249%	144%
Non-Paying Guests	12,095	12%	12,639	11%	(544)	10,396	1,699		12,095	(4%)	16%
Members	51,421	50%	50,612	42%	809	50,469	952	53,735	(2,314)	2%	2%
Scenic Safari	-	0%	-	0%	-	-	-		-	0%	0%
Boomobile	-	0%	-	0%	-	-	-		-	0%	0%
TOTAL ATTENDANCE	103,145	100%	119,910	100%	(16,765)	99,484	3,661	90,120	13,025	(14%)	4%
REVENUE											
Guest & Group Admission	\$ 695,475	20%	\$ 612,175	23%	\$ 83,300	\$ 780,585	\$ (85,110)	\$ 528,354	167,121	14%	(11%)
Parking	\$ 409,844	12%	\$ 410,907	16%	\$ (1,063)	\$ 407,184	\$ 2,660	\$ 296,681	113,163	(0%)	1%
Retail Stores	\$ 202,659	6%	\$ 241,068	9%	\$ (38,409)	\$ 242,834	\$ (40,175)	\$ 138,713	63,946	(16%)	(17%)
Zoomobile	\$ 17,209	0%	\$ 50,369	2%	\$ (33,160)	\$ 487	\$ 16,722		17,209	(66%)	3434%
Rides & Rentals	\$ 92,587	3%	\$ 67,159	3%	\$ 25,428	\$ 81,356	\$ 11,231	\$ 26,868	65,719	38%	14%
Food Services	\$ 397,972	11%	\$ 658,564	25%	\$ (260,592)	\$ 344,128	\$ 53,844	\$ 335,838	62,134	(40%)	16%
Membership	\$ 709,096	20%	\$ 552,649	21%	\$ 156,447	\$ 615,216	\$ 93,880	\$ 659,521	49,575	28%	15%
Scenic Safari	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -		-	0%	0%
Boomobile	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -		-	0%	0%
Education Programming	\$ 940,293	27%	\$ 18,472	1%	\$ 921,821				940,293	4990%	
TOTAL REVENUE	\$ 3,465,135	100%	\$ 2,611,363	100%	\$ 853,772	\$ 2,471,790	\$ 53,052	\$ 1,985,975	\$ 1,479,160	33%	2%
SPEND PER GUEST (SPG)											
PAID ADMISSION REVENUE (SPG)											
Guest & Group Admission	17.55		10.80		6.75	20.21	(2.66)	5.86	11.69	63%	(13%)
TOTAL PAID ADMISSION SPG	\$ 17.55		\$ 10.80		\$ 6.75	\$ 20.21	\$ (2.66)	\$ 5.86	\$ 11.69	63%	(13%)
ANCILLARY REVENUE (SPG)											
Parking	3.97		3.43		0.54	4.09	(0.12)	3.29	0.68	16%	(3%)
Retail Stores	1.96		2.01		(0.05)	2.44	(0.48)	1.54	0.42	(2%)	(20%)
Zoomobile Tour	0.17		0.42		(0.25)	-	0.17	-	0.17	(60%)	0%
Rides & Rentals	0.90		0.56		0.34	0.82	0.08	0.30	0.60	61%	10%
Food Services	3.86		5.49		(1.63)	3.46	0.40	3.73	0.13	(30%)	12%
TOTAL ANCILLARY SPG	\$ 10.86		\$ 11.91		\$ (1.05)	\$ 10.81	\$ 0.05	\$ 8.86	\$ 2.00	(9%)	0%

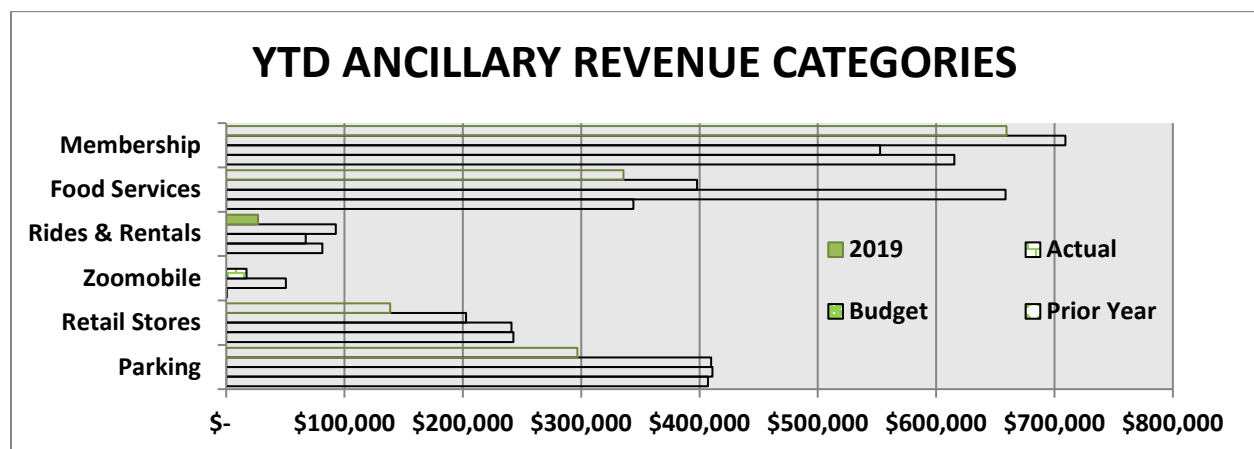
The following image outlines the year-to-date admission revenues in comparison to the budget plan, 2019, and 2022.



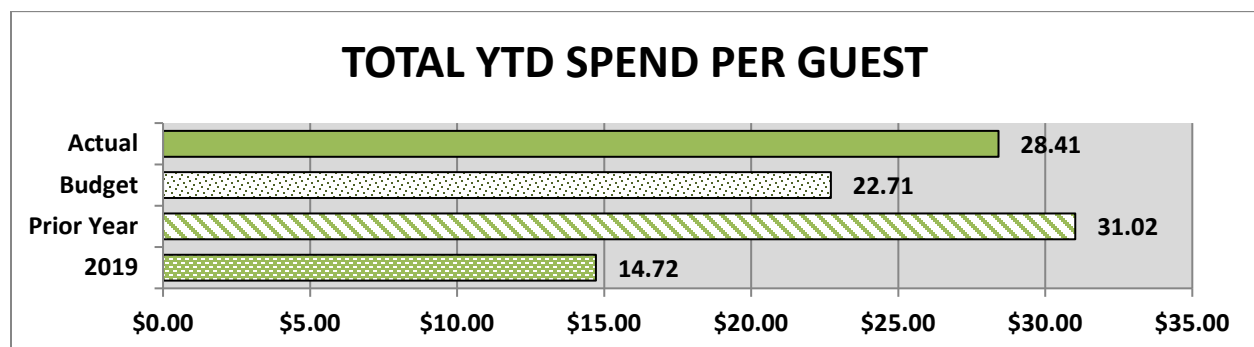
The following image outlines the year-to-date primary revenues in comparison to budget, 2019, and 2022 . Primary revenues include admissions, membership, food services, rides and rentals, and parking.



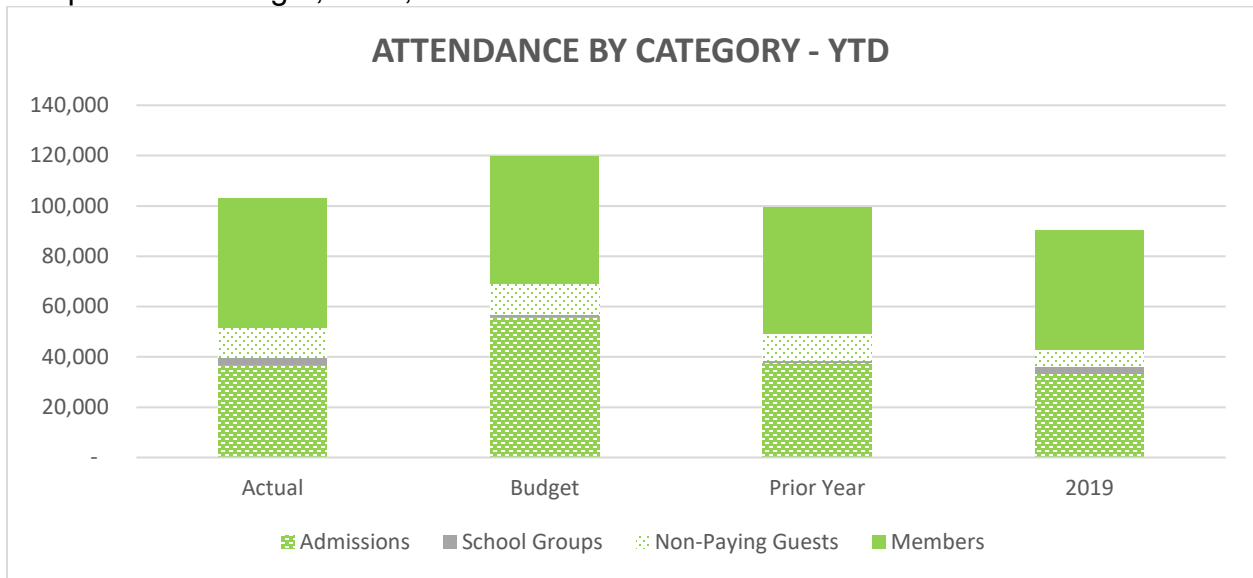
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan, 2019, and 2022. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



The following image outlines the year-to-date spend per guest in comparison to budget, 2019, and 2022. 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, 2019, and 2022.



The following image outlines the monthly attendance data with comparisons to budget, 2019, and 2022.

