

2022 Guest Survey Report

Date: June 1, 2023

To: Board of Management of the Toronto Zoo

From: Director, Guest Experience

Wards: All

SUMMARY

This report is intended to update the Board of Management on the results of the post visit surveys conducted in 2022.

RECOMMENDATIONS

The Director, Guest Experience recommends that:

1. The Board of Management of the Toronto Zoo receives this report for information.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

In 2020, the Toronto Zoo suspended in-person guest surveys due to the COVID-19 pandemic. In 2021, the Toronto Zoo implemented a digital post-visit guest survey. The survey is sent via email to all online admission ticket purchasers 24 hours after their visit, a reminder email is then sent 72 hours after their visit date. In addition, the survey link is included in the member email newsletters, and as a QR code on the printed guest guide handed out at the admission gates. Survey results are shared monthly with Toronto Zoo leadership team members to provide information on guest feedback to support maintaining and improving guest experiences.

COMMENTS

The 2022 guest survey consisted of 17 questions evaluating various attributes related to guest experience. There were 7,340 surveys completed and submitted by Toronto Zoo members and guests. The response rate from members declined significantly. Members were not required to book their tickets online in 2022 and the survey was not sent directly to them after their visit which is likely the result of the lower response rate. Due to the variance in member response rate from 2021 to 2022, the results have been separated into member and non-member to allow for the most accurate year-to-year comparison. Survey results indicate that the Zoo continues to perform well on many metrics, though there is room to improve on delivering exceptional guest experiences.

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SIGNATURE

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ATTACHMENTS

Attachment 1 - 2022 Guest Survey Results