

Attendance and Revenue Report - August 2023

Date: September 6, 2023
To: Board of Management of the Toronto Zoo
From: Controller
Wards: All

SUMMARY

This report will update the Board of Management on the visitor statistics and revenue results for the period ending 2023-08-31. This report includes a dashboard highlighting some of the key metrics for 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).

COMMENTS

Attendance has been tracking well throughout the year and is 11% ahead of budget at the end of August 2023. General admissions accounted for 51% of the overall year-to-date attendance mix with membership accounting for 28% and the remaining 21% made up of school groups and non-paying guests.

Year-to-date admission sales revenue exceeded budget by 17% and membership sales revenue exceeded budget by 20%. Rides and rentals exceeded budget by 87% and education sales were trending ahead of budget by 21%.

In July we welcomed Rhythm Works Drummers to provide additional experiences for our guests along with the introduction of new "Mini Wild Encounters". On July 15th, your Zoo celebrated Arctic Sea Ice Day which raises awareness about the rapidly melting Arctic ecosystem and educates guests on why this matters. At the end of the month, your Zoo hosted World Tiger Day and Toopy and Binoo for a Meet and Greet in the front courtyard.

In August, we celebrated International Orangutan Day and provided additional activities during the Orangutan Awareness Weekend for our guests including birthday celebrations for Sekali. Your Zoo continued to celebrate the opening of the New Gunung Leuser - Guardians of the Rainforest Outdoor Orangutan Habitat in August.

For your information, the August 2023 results for attendance and the primary revenue categories are outlined in the tables and charts included in Attachment 1.

CONTACT

Shaneela Jivraj
Controller
sjivraj@torontozoo.ca
(416) 392-5915

SIGNATURE

Jamie Austin
Director, Finance, Technology & Innovation

ATTACHMENTS

Attachment 1 - Toronto Zoo Attendance & Revenue Dashboard - August 2023

ATTACHMENT 1

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

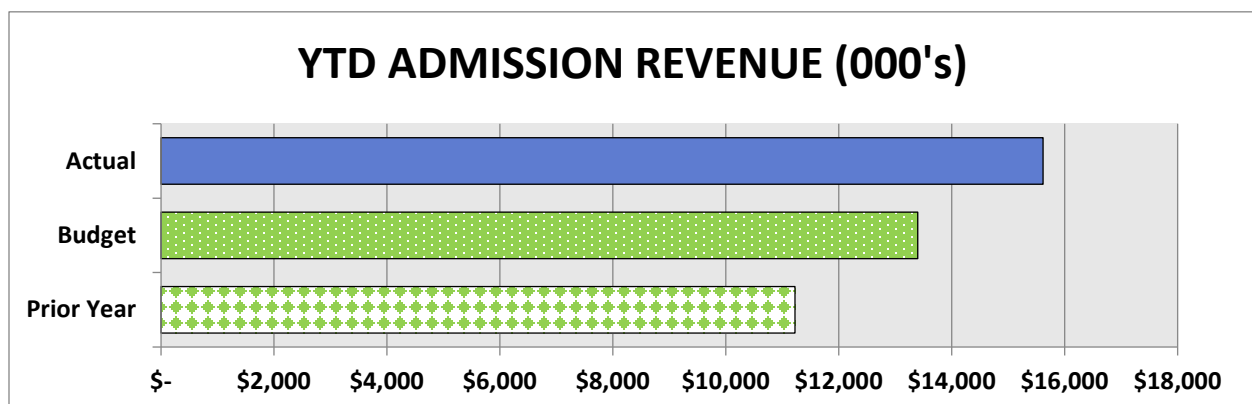


2023 ATTENDANCE & REVENUE DASHBOARD

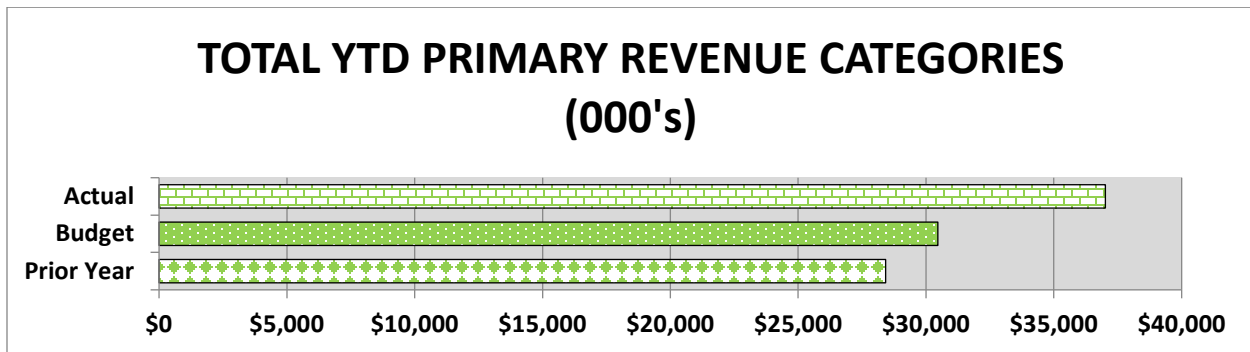
August 2023

	YEAR TO DATE							Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %	Variance %
ATTENDANCE									
Admissions	533,741	51%	463,626	49%	70,115	513,184	20,557	15%	4%
School Groups	66,307	6%	1,363	0%	64,944	34,657	31,650	4765%	91%
Non-Paying Guests	145,461	14%	114,829	12%	30,632	88,037	57,424	27%	65%
Members	292,205	28%	358,890	38%	(66,685)	278,235	13,970	(19%)	5%
Boomobile	-	0%	-	0%	-	-	-	0%	0%
TOTAL ATTENDANCE	1,037,714	100%	938,708	100%	99,006	914,113	123,601	11%	14%
REVENUE									
Guest & Group Admission	\$ 15,617,080	42%	\$ 13,398,259	44%	\$ 2,218,821	\$ 11,225,016	\$ 4,392,064	17%	39%
Parking	\$ 3,465,983	9%	\$ 3,501,385	11%	\$ (35,402)	\$ 3,266,603	\$ 199,380	(1%)	6%
Retail Stores	\$ 2,727,458	7%	\$ 2,146,216	7%	\$ 581,242	\$ 2,567,704	\$ 159,754	27%	6%
Zoomobile	\$ 711,777	2%	\$ 443,262	1%	\$ 268,515	\$ 535,537	\$ 176,240	61%	33%
Rides & Rentals	\$ 1,035,352	3%	\$ 552,948	2%	\$ 482,404	\$ 931,182	\$ 104,170	87%	11%
Food Services	\$ 7,616,443	21%	\$ 5,549,948	18%	\$ 2,066,495	\$ 6,039,063	\$ 1,577,380	37%	26%
Membership	\$ 4,639,020	13%	\$ 3,875,990	13%	\$ 763,030	\$ 3,855,629	\$ 783,391	20%	20%
Boomobile	\$ -	0%	\$ -	0%	\$ -	\$ -	\$ -	0%	0%
Education Programming	\$ 1,203,207	3%	\$ 995,154	3%	\$ 208,053			21%	
TOTAL REVENUE	\$ 37,016,320	100%	\$ 30,463,162	100%	\$ 6,553,158	\$ 28,420,734	\$ 7,392,379	22%	26%
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	29.26		28.90		0.36	20.49	8.77	1%	43%
TOTAL PAID ADMISSION SPG	\$ 29.26		\$ 28.90		\$ 0.36	\$ 20.49	\$ 8.77	1%	43%
ANCILLARY REVENUE (SPG)									
Parking	3.34		3.73		(0.39)	3.57	(0.23)	(10%)	(6%)
Retail Stores	2.63		2.29		0.34	2.81	(0.18)	15%	(6%)
Zoomobile Tour	0.69		0.47		0.22	0.59	0.10	47%	17%
Rides & Rentals	1.00		0.59		0.41	1.02	(0.02)	69%	(2%)
Food Services	7.34		5.91		1.43	6.61	0.73	24%	11%
TOTAL ANCILLARY SPG	\$ 15.00		\$ 12.99		\$ 2.01	\$ 14.60	\$ 0.40	15%	3%

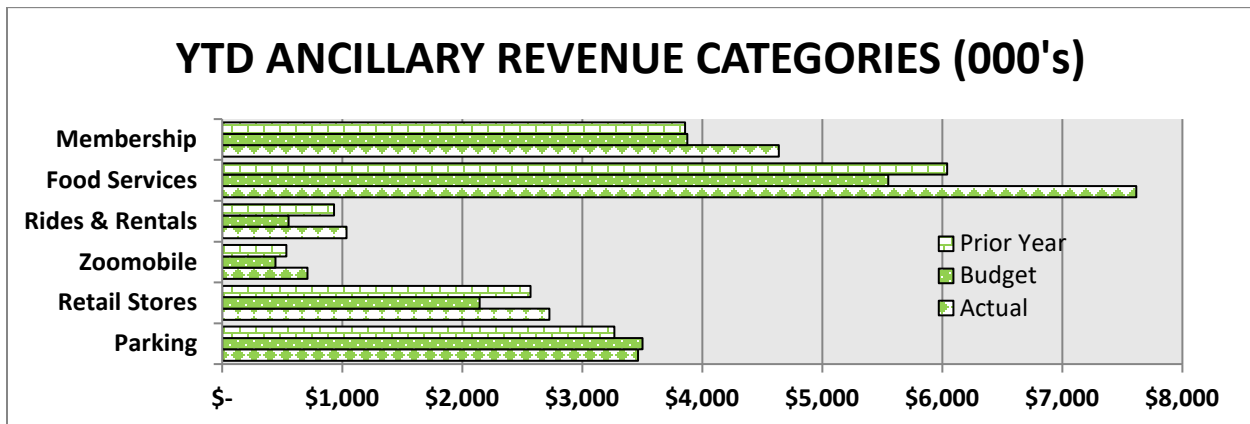
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



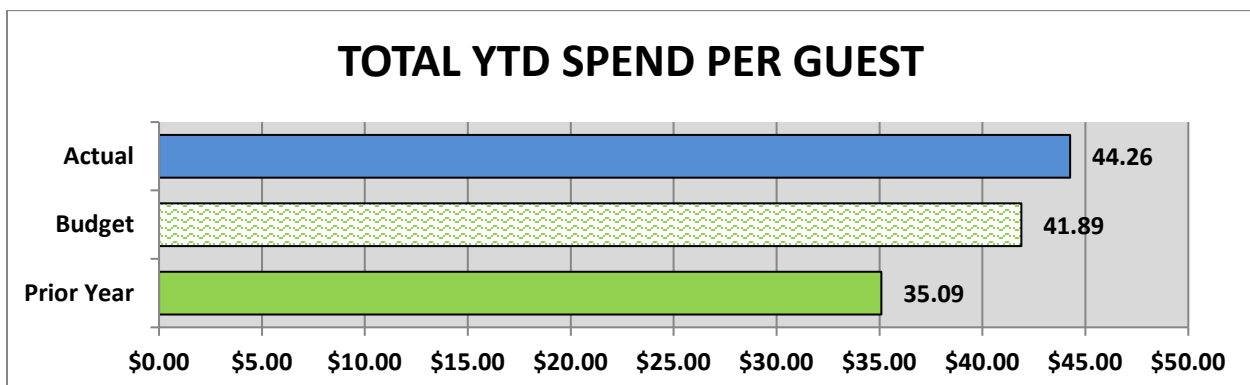
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



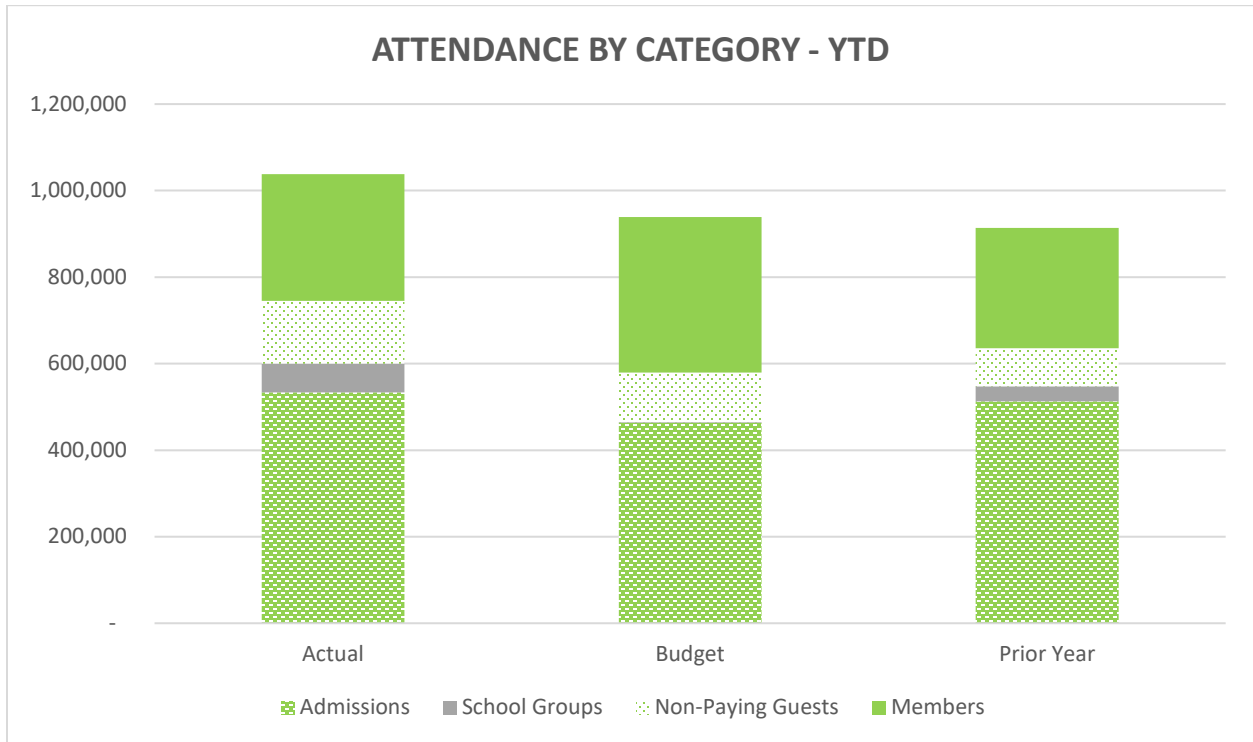
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.

