

2023 Guest Survey Report

Date: March 14, 2024

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 2023.

RECOMMENDATIONS

The Director, Guest Experience 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 recommendation in this report.

DECISION HISTORY

In 2021, the Toronto Zoo implemented a digital post-visit guest survey. The survey is sent by email to all online admission ticket purchasers 24 hours after their visit. In 2023, the survey was also sent by email to Toronto Zoo Members after each visit. A QR code is included on the printed guest guide handed out at the admission gates to capture guests who purchase their tickets onsite. Survey results are shared with Toronto Zoo leadership team members to provide information on guest feedback to support maintaining and improving guest experiences.

COMMENTS

The 2023 Guest Survey Results are attached. There were 9,143 complete surveys submitted by Toronto Zoo members and guests in 2023. With the new point of sale (POS) system that went live in 2023, a post visit email was sent to members after their visit which was not done in 2022. This resulted in over 50% of survey responses being submitted by members. Due to the variance in member response rate from 2021 to 2023, 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, with our Toronto Zoo Members having great visits and being strong supporters.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1 - 2023 Guest Survey Results