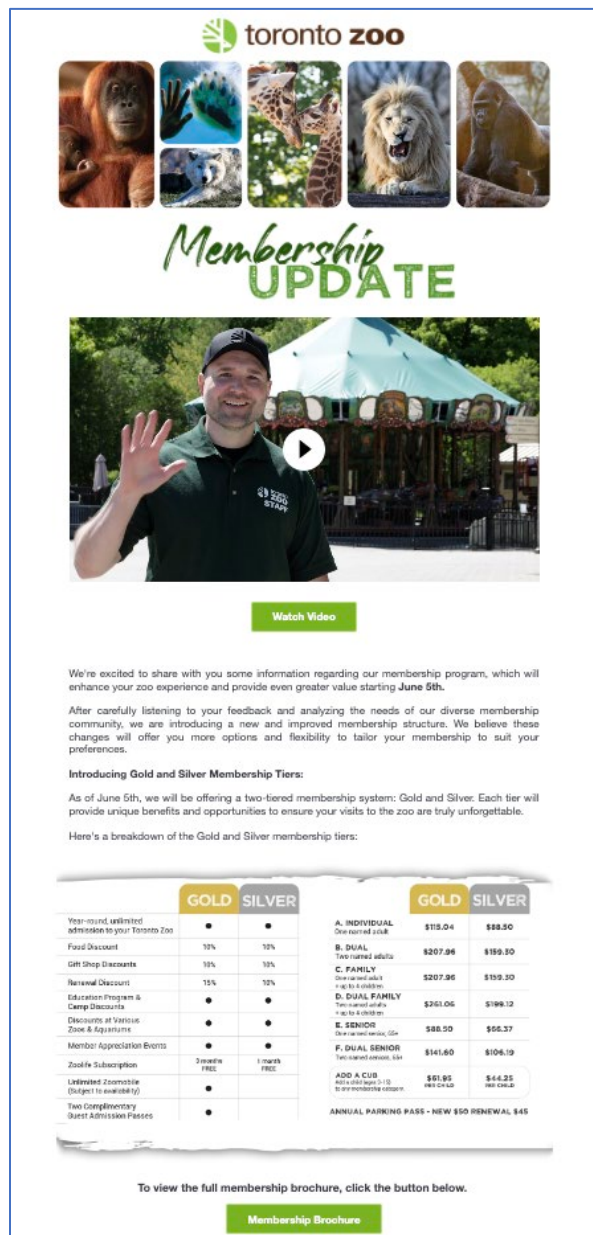


E-Marketing Performance

2.1 Top Performing E-Newsletter and Stats

These are examples of two of the top performing Member emails that were deployed, and accompanying stats.

The first below is the email that was sent out to explain the new Membership Program/structure which incorporated a video message to help with clarity of message. This email elicited an extraordinary **96% unique open rate**, and a **12% unique click rate** (which might not mean a lot to everyone, but is unheard of with email marketing data – a testament to the value our Members see in our email messages!)



toronto zoo

Membership UPDATE

Watch Video

We're excited to share with you some information regarding our membership program, which will enhance your zoo experience and provide even greater value starting **June 5th**.

After carefully listening to your feedback and analyzing the needs of our diverse membership community, we are introducing a new and improved membership structure. We believe these changes will offer you more options and flexibility to tailor your membership to suit your preferences.

Introducing Gold and Silver Membership Tiers:

As of June 5th, we will be offering a two-tiered membership system: Gold and Silver. Each tier will provide unique benefits and opportunities to ensure your visits to the zoo are truly unforgettable.

Here's a breakdown of the Gold and Silver membership tiers:

	GOLD	SILVER
Year-round, unlimited admission to your Toronto Zoo	•	•
Food Discount	10%	10%
Gift Shop Discounts	10%	10%
Renewal Discount	10%	10%
Education Program & Camp Discounts	•	•
Discounts at Various Zine & Aquariums	•	•
Member Appreciation Events	•	•
ZooLife Subscription	2 weeks FREE	1 month FREE
Unlimited Zoomobile (Subject to availability)	•	
Two complimentary Guest Admission Passes	•	

ADD A CUB
Add a child aged 5-15 to your membership option
\$61.95 (incl. GST) \$64.25 (incl. GST)

ANNUAL PARKING PASS - NEW \$50 RENEWAL \$45

To view the full membership brochure, click the button below.

Membership Brochure

Existing Memberships:

Rest assured, all current Toronto Zoo Memberships remain unchanged until your renewal date. When the time comes for you to renew your membership, you will have the opportunity to select one of the new membership tiers that best suits your needs.

We're confident that these changes will elevate your Toronto Zoo experience and provide even more value for your membership investment. *Please note that as of June 5th, 2 year memberships and student memberships will no longer be available.*

Thank you for your continued support as a Toronto Zoo member. Your commitment allows us to carry out our vital conservation efforts and helps support our mission of connecting people, animals, and conservation science to fight extinction.

If you have any questions or require further information, please don't hesitate to reach out to our membership office by emailing membership@torontozoo.ca or by phone at [416-392-9101](tel:416-392-9101).

MEMBERSHIP ACCOUNT
register or login today!

Have you logged in to the **NEW** Membership website? You will need to create a new account using the same email address associated with your membership, to access your existing membership details, digital cards and to renew your membership. Thank you for your patience during this transition. We look forward to seeing you soon!

Access Account

Contact us at membership@torontozoo.ca if you have any membership questions or concerns. Please do not reply to this email as this address is not monitored.

[f](#)
[x](#)
[in](#)
[ig](#)
[v](#)
[t](#)

Buy Tickets | Events | Wildlife Conservancy | Zoo To You | Online Zootique | Donate

Visit Toronto Zoo Website

You are receiving this email as an exclusive benefit to your membership. Toronto Zoo is accredited by **AZA (Association of Zoos and Aquariums)**. Look for their logos whenever you visit a Canadian Zoo as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you and a better future for all living things. For more information visit aza.org.

Please send any inquiries to membership@torontozoo.ca - Mailing Address: Toronto Zoo, 361A Old Finch Ave, Toronto ON, M1B 5K7 - Phone: 416-392-9101

View Toronto Zoo's [Privacy Statement](#)

We acknowledge the land we are on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit and the Williams Treaty signed with multiple Mississaugas and Chippewa bands.

© 2023 Company. Toronto Zoo All Rights Reserved.

The second example above was from our orangutan opening, the Members invitation for a special preview. Unique open rate again was extraordinarily high at 78% with a 3% click rate – our Members love orangutans!





New OUTDOOR ORANGUTAN HABITAT

Please note, as the orangutans are getting used to their new space they may not be visible to public. 

The **NEW** Outdoor Orangutan Habitat officially opens to public on June 30 🦒

We would like to thank you for your ongoing support by inviting you to an exclusive member preview of the habitat on Thursday, June 29th!

Under construction since late 2020, this new outdoor habitat was built to stimulate the orangutans' physical, social, and intellectual needs. The seven Sumatran orangutans that call the Toronto Zoo home will slowly be introduced to over 13,000sq ft of new habitat space, each at their own pace and comfortability level. Once they are settled in, they will be able to climb up to 75ft in the air and feel the breeze as they look out over the treetops of the Rouge Valley. If you come visit their new home and they are not quite used to their new space yet, don't worry, they still have their indoor habitat that they love to explore!

Integrated into the new space will be a research station where animal behavioural scientists can study our majestic tree dwellers, known also as the "Guardians of the Rainforest" 🌿 Guests can also learn more about how they can help this critically endangered species by shopping smart and learning more about sustainable palm oil choices – you can be a Guardian of the Rainforest too!

Learn more by clicking the button below!

[Learn More](#)

YOU'RE INVITED

WHEN?
THURSDAY JUNE 29TH

WHERE?
INDO-MALAYA PAVILION

MEMBER EXCLUSIVE



29TH JUNE

New
OUTDOOR ORANGUTAN
HABITAT OPENING

Contact us at membership@torontozoo.ca if you have any membership questions or concerns.
Please do not reply to this email as this address is not monitored.

