

Attendance and Revenue Report - April 2024

Date: May 17, 2024
To: Board of Management of the Toronto Zoo
From: Director, Finance, Technology, and Innovation
Wards: All

SUMMARY

This report will update the Board of Management on the visitor statistics and revenue results for the period ending 2024-04-30. This report includes a dashboard highlighting some of the key metrics for 2024.

RECOMMENDATIONS

The Director of Finance, Technology, and Innovation 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 targets account for 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 positively through the first four months of the year, surpassing the budgeted target by 21% (and 24% ahead of 2023 year-to-date attendance). General admissions accounted for 38% of the overall year-to-date attendance mix with membership accounting for 44% and the remaining 18% made up of school groups and non-paying guests.

Overall attendance revenues through April have been strong at 27% ahead of budget (and 43% above 2023 year-to-date revenues). Admission sales revenue exceeded budget by 28% and membership sales revenue exceeded budget by 22%. Retail sales are 64% ahead of budget, while education sales were trending ahead of budget by 33%. Rides and rentals exceeded budget by 132% with parking revenues 7% above budget.

A number of events were hosted at the Toronto Zoo in March and April. March Break was a very popular period with lots of activities for guests including Paw Patrol dance parties, Orchid Oasis in the Greenhouse and food trucks in the main plaza. The Zoo's first ever Drum Social was hosted in partnership with Scarborough Health Network and Scarborough Centre for Healthy Communities on March 23rd to welcome the start of spring. On March 24th more than 260 participants took part in the Polar Plunge hosted by the Toronto Police Service in support of Special Olympics Ontario. Over the Easter holiday weekend, the Zoo hosted the second annual Spring Marketplace with more than 40 local artisans.

For your information, the April 2024 results for attendance and the primary revenue categories are outlined in the tables and charts included in Attachment 1.

CONTACT

Jamie Austin
Director of Finance, Technology, and Innovation
jaustin@torontozoo.ca
(416) 392-5914

SIGNATURE

Jamie Austin
Director, Finance, Technology, and Innovation

ATTACHMENTS

Attachment 1 - Toronto Zoo Attendance & Revenue Dashboard - April 2024

ATTACHMENT 1

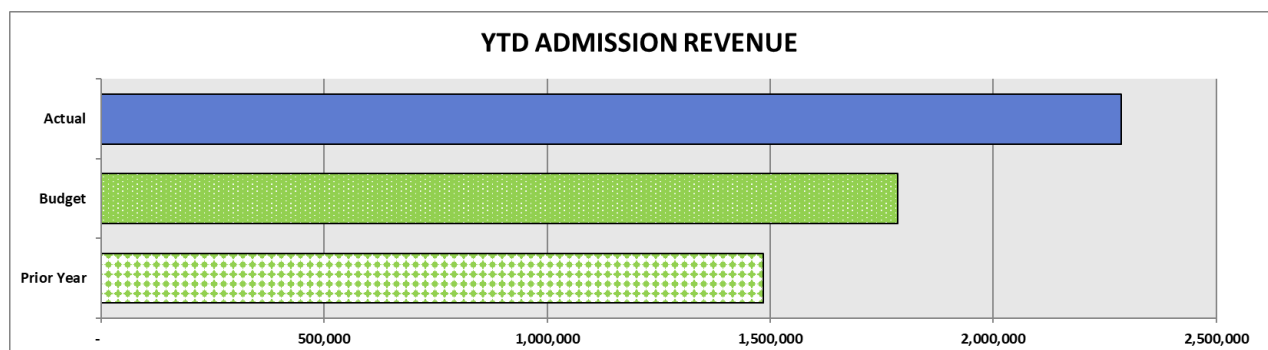
The following image outlines the year to date to April 30, 2024 attendance and revenues compared to budget plan and prior year by revenue type.



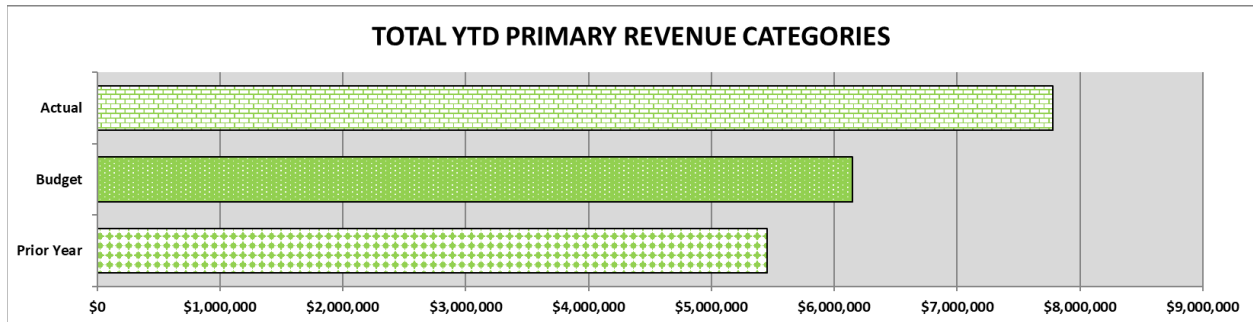
2024 ATTENDANCE & REVENUE DASHBOARD April 2024

| | YEAR TO DATE | | | | | | | Budget | Prior Year |
|------------------------------|--------------|------|--------------|------|--------------|--------------|--------------|------------|------------|
| | Actual | % | Budget | % | Variance | Prior Year | Variance | Variance % | Variance % |
| ATTENDANCE | | | | | | | | | |
| Admissions | 90,686 | 38% | 78,900 | 40% | 11,786 | 75,064 | 15,622 | 15% | 21% |
| School Groups | 8,290 | 3% | 7,230 | 4% | 1,060 | 5,741 | 2,549 | 15% | 44% |
| Non-Paying Guests | 35,141 | 15% | 21,769 | 11% | 13,372 | 24,372 | 10,765 | 61% | 44% |
| Members | 103,807 | 44% | 89,101 | 45% | 14,706 | 86,411 | 17,396 | 17% | 20% |
| TOTAL ATTENDANCE | 237,924 | 100% | 197,000 | 100% | 40,924 | 191,592 | 46,332 | 21% | 24% |
| REVENUE | | | | | | | | | |
| Guest & Group Admission | \$ 2,287,662 | 29% | \$ 1,785,358 | 29% | \$ 502,304 | \$ 1,485,358 | \$ 802,304 | 28% | 54% |
| Parking | \$ 753,899 | 10% | \$ 702,946 | 11% | \$ 50,953 | \$ 754,220 | \$ (321) | 7% | (0%) |
| Retail Stores | \$ 552,643 | 7% | \$ 336,976 | 5% | \$ 215,667 | \$ 387,896 | \$ 164,747 | 64% | 42% |
| Zoomobile | \$ 86,839 | 1% | \$ 73,243 | 1% | \$ 13,596 | \$ 52,565 | \$ 34,274 | 19% | 65% |
| Rides & Rentals | \$ 241,404 | 3% | \$ 104,116 | 2% | \$ 137,288 | \$ 167,145 | \$ 74,259 | 132% | 44% |
| Food Services | \$ 1,266,229 | 16% | \$ 1,090,304 | 18% | \$ 175,925 | \$ 837,596 | \$ 428,633 | 16% | 51% |
| Membership | \$ 1,475,547 | 19% | \$ 1,213,833 | 20% | \$ 261,714 | \$ 811,183 | \$ 664,364 | 22% | 82% |
| Education Programming | \$ 1,113,962 | 14% | \$ 840,670 | 14% | \$ 273,292 | \$ 959,534 | \$ 154,428 | 33% | 16% |
| TOTAL REVENUE | \$ 7,778,185 | 100% | \$ 6,147,446 | 100% | \$ 1,630,739 | \$ 5,455,497 | \$ 2,322,688 | 27% | 43% |
| SPEND PER GUEST (SPG) | | | | | | | | | |
| PAID ADMISSION REVENUE (SPG) | | | | | | | | | |
| Guest & Group Admission | 23.11 | | 20.73 | | 2.38 | 18.38 | 4.73 | 11% | 26% |
| TOTAL PAID ADMISSION SPG | \$ 23.11 | | \$ 20.73 | | \$ 2.38 | \$ 18.38 | \$ 4.73 | 11% | 26% |
| ANCILLARY REVENUE (SPG) | | | | | | | | | |
| Parking | 3.17 | | 3.57 | | (0.40) | 3.94 | (0.77) | (11%) | (20%) |
| Retail Stores | 2.32 | | 1.71 | | 0.61 | 2.02 | 0.30 | 36% | 15% |
| Zoomobile Tour | 0.36 | | 0.37 | | (0.01) | 0.27 | 0.09 | (3%) | 33% |
| Rides & Rentals | 1.01 | | 0.53 | | 0.48 | 0.87 | 0.14 | 91% | 16% |
| Food Services | 5.32 | | 5.53 | | (0.21) | 4.37 | 0.95 | (4%) | 22% |
| TOTAL ANCILLARY SPG | \$ 12.18 | | \$ 11.71 | | \$ 0.47 | \$ 11.47 | \$ 0.71 | 4% | 6% |

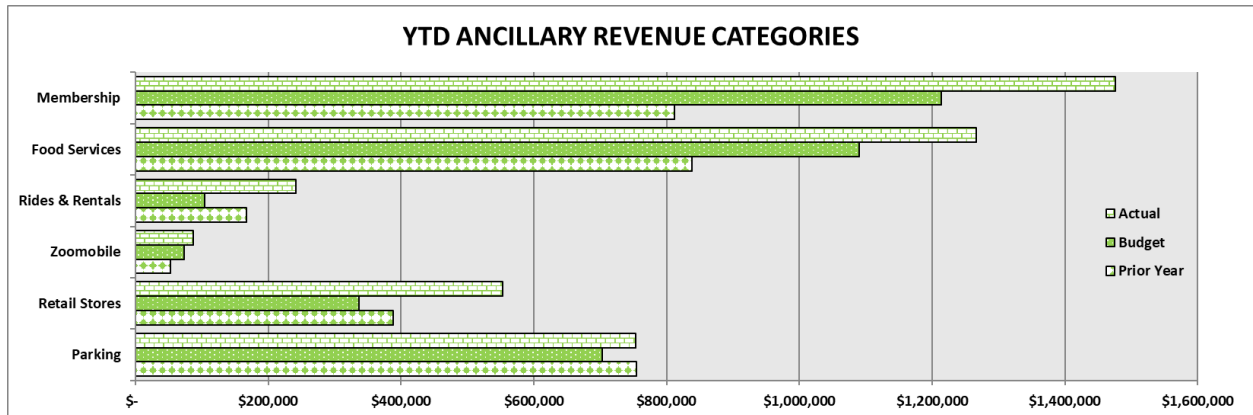
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



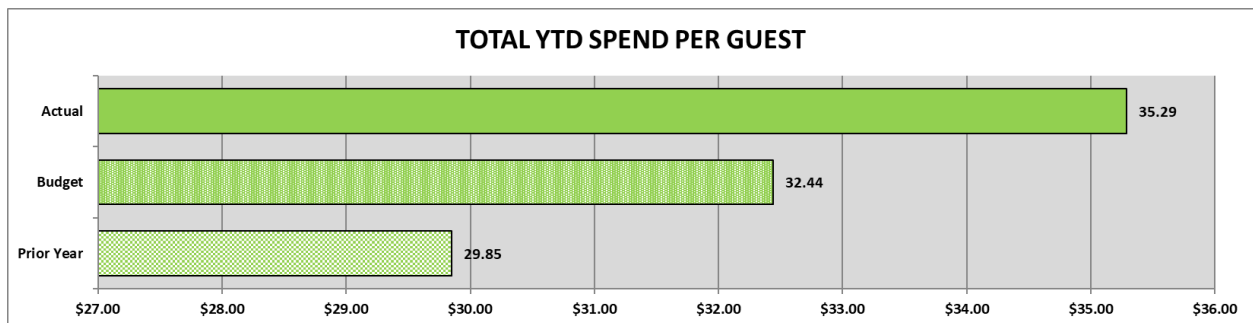
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



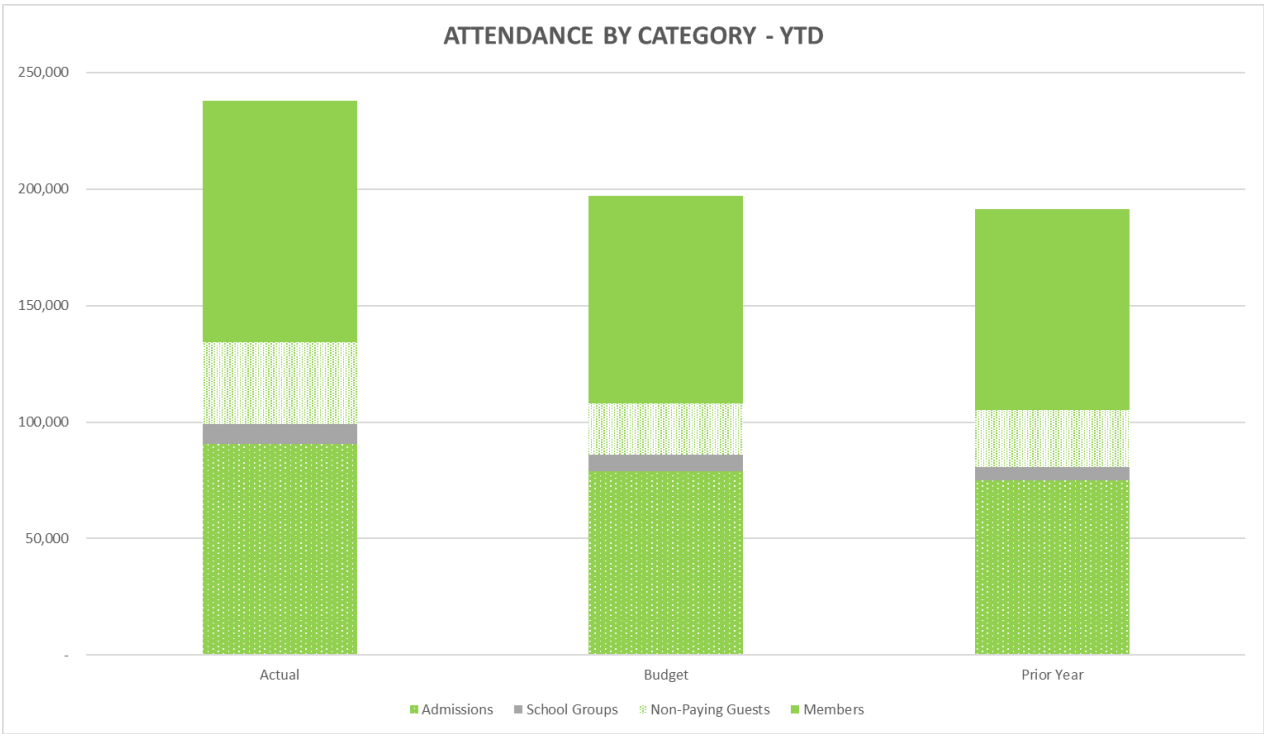
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.

