REPORT FOR ACTION

Attendance and Revenue Report - August 2024

Date: September 16, 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 2024-08-31. 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

During the summer of 2024 your Toronto Zoo reached a milestone with celebrations for its 50th anniversary happening throughout July and August. Year-to-date attendance does continue to track positively through August, surpassing the budgeted target by 4% and 1% ahead of 2023 (although down significantly since June). General admissions accounted for 49% of the overall year-to-date attendance mix with membership accounting for 29% and the remaining 23% made up of school groups and non-paying guests.

Volatile weather conditions including extreme heat and "the wettest summer on record" did suppress both attendance and revenues during the peak summer months. In total, 37,700 fewer guests attended your Toronto Zoo in July and August compared to the same period in 2023.

Overall attendance revenues have declined through the summer months relative to budget. Through August, year to date revenue is below budget target by -1%, while remaining 2% above 2023 year-to-date revenues. Admission sales revenue has seen the steepest decrease at -15% compared to budget (5% above 2023 actual) along with parking at -14% (and on par with 2023 actual).

The weather impacts on overall attendance have been offset through strong revenue performance in other categories including rides and rentals at 105% above budget, Zoomobile at 69% above budget, food services at 30% above budget and education programming at 24% above budget. Retail and membership also continue to maintain above budget performance at 4% and 3% above year-to-date revenue targets respectively.

The 50th anniversary was the focal point for the many events hosted at your Toronto Zoo in July and August. This included the 50-day Zoobilee celebration leading up to the 50th anniversary on August 15th. Highlights included ZooTunes with live DJ performances, Guardians of Wild Keeper Talks and mascot Mondays. This led up to the 50th celebration week during which member and VIP events were held, culminating in the unveiling of a new statue commemorating Charles, the Western Lowland Gorilla who has resided at your Zoo since 1974. Your Toronto Zoo also hosted its annual multicultural event on August 23 to 25 welcoming a diverse mix of performers and vendors reflecting Toronto's diversity. A LEGO activation was hosted August 30 through the Labour Day long weekend where guests were invited to help build a 6.5 meter long LEGO mosaic to be displayed at the Zoo.

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

CONTACT

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ATTACHMENTS

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

ATTACHMENT 1

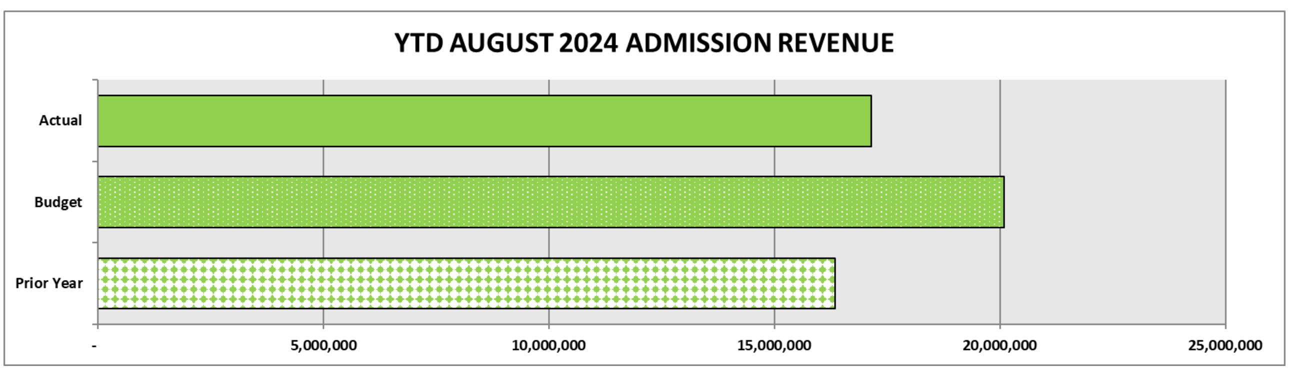
The following image outlines the year to date to April 30, 2024 attendance and revenues compared to budget plan and prior year by revenue type.

2024 ATTENDANCE & REVENUE DASHBOARD

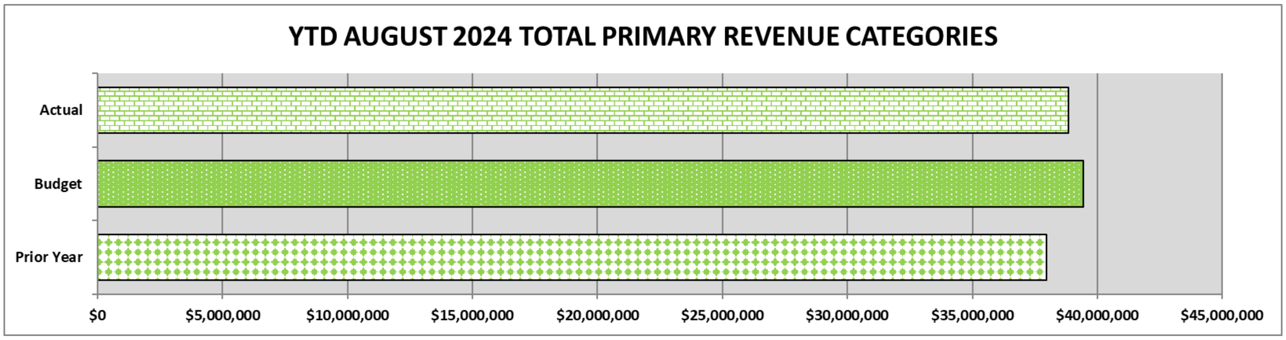
Aug-24

	YEAR TO DATE Actual	%	Budget	%	Variance	Prior Year	Variance	Budget Variance %	Prior Year Variance %
ATTENDANCE									
Admissions	522,033	49%	559,499	54%	(37,466)	565,079	(43,046)	(7%)	(8%)
School Groups	71,477	7%	62,777	6%	8,700	66,548	4,929	14%	7%
Non-Paying	171,267	16%	120,466	12%	50,801	136,525	34,742	42%	25%
Members	308,369	29%	289,258	28%	19,111	297,473	10,896	7%	4%
TOTAL ATTENDANCE	**1,073,146**	**100%**	**1,032,000**	**100%**	**41,146**	**1,065,625**	**7,521**	**4%**	**1%**
REVENUE									
Guest & Group Admission	$17,142,985	44%	$20,092,726	51%	($2,949,741)	$16,348,791	$794,194	(15%)	5%
Parking	$3,548,914	9%	$4,130,454	10%	($581,540)	$3,551,228	($2,314)	(14%)	(0%)
Retail Stores	$2,743,448	7%	$2,633,125	7%	$110,324	$2,794,294	($50,845)	4%	(2%)
Zoomobile	$941,724	2%	$558,452	1%	$383,272	$733,314	$208,410	69%	28%
Rides & Rentals	$1,162,088	3%	$566,323	1%	$595,764	$1,064,167	$97,921	105%	9%
Food Services	$1,376,107	4%	$1,054,925	3%	$321,182	$1,201,978	$174,129	30%	14%
Membership	$4,464,839	11%	$4,353,998	11%	$110,841	$4,111,632	$353,207	3%	9%
Education Programming	$7,472,248	19%	$6,034,354	15%	$1,437,894	$8,143,831	($671,583)	24%	(8%)
TOTAL REVENUE	**$38,852,353**	**100%**	**$39,424,357**	**100%**	**($572,004)**	**$ 37,949,235**	**$903,118**	**(1%)**	**2%**
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	28.88		32.29		(3.41)	25.88	3.00	(11%)	12%
TOTAL PAID ADMISSION SPG	**$ 28.88**		**$ 32.29**		**$ (3.41)**	**$ 25.88**	**$ 3.00**	**(11%)**	**12%**
ANCILLARY REVENUE (SPG)									
Parking	3.31		4.00		(0.70)	3.33	(0.03)	(17%)	(1%)
Retail Stores	2.56		2.55		0.00	2.62	(0.07)	0%	(3%)
Zoomobile Tour	0.88		0.54		0.34	0.69	0.19	62%	28%
Rides & Rentals	1.08		0.55		0.53	1.00	0.08	97%	8%
Food Services	6.96		5.85		1.12	7.64	(0.68)	19%	(9%)
TOTAL ANCILLARY SPG	**$ 14.79**		**$ 13.49**		**$ 1.30**	**$ 15.28**	**$ (0.50)**	**10%**	**(3%)**

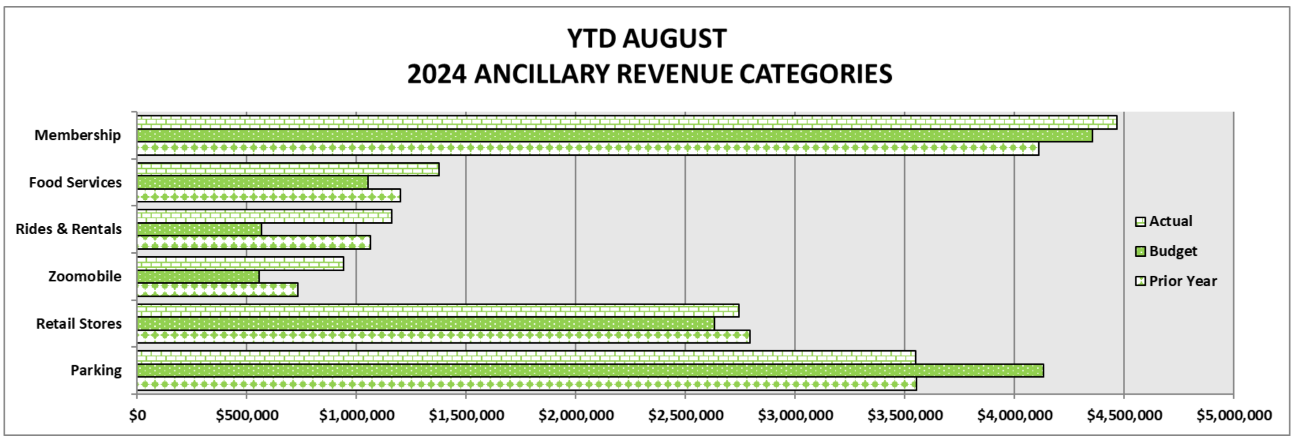
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



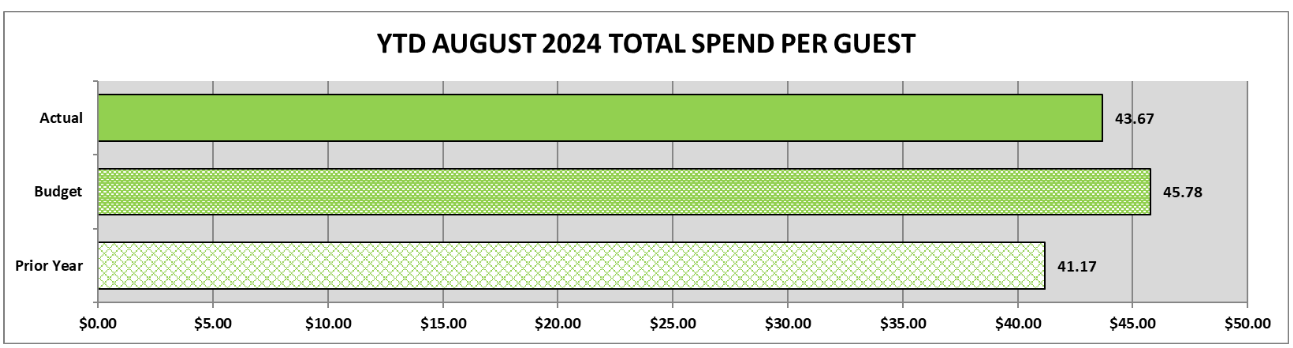
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



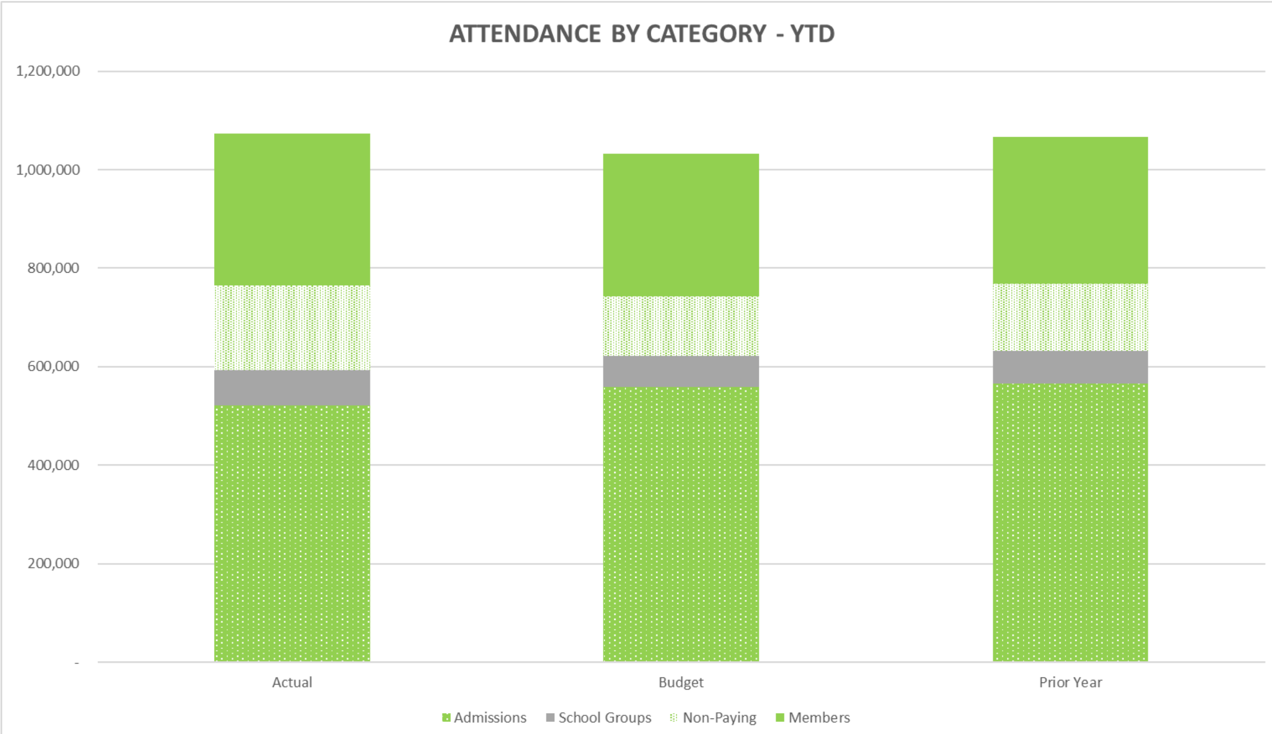
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.