

Attendance and Revenue Report - April 2025

Date: May 23, 2025
To: Board of Management of the Toronto Zoo
From: Chief Transformation Officer
Wards: All

SUMMARY

This report will update the Board of Management on the visitor statistics and revenue results for the period 2025-01-01 through 2025-04-30. This report includes a dashboard highlighting some of the key metrics for 2025.

RECOMMENDATIONS

The Chief Transformation Officer 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

Overall guest visitation through the end of April continues to lag 2025 budget and 2024 actuals. Through April 30th attendance is at 190,615 guests. This is down more than 44,000 guests (-18%) compared to 2025 budgeted attendance and more than 47,000 guests (-19%) compared to 2024 actuals over the same period. From a monthly standpoint, following a very wintry February, March continued to experience volatile weather conditions with lower attendance at 81% of the attendance target. With longer days and milder weather, although wet at times, April guest visitation achieved 95% of the budgeted attendance.

It should be noted that while January to April accounts for a third of the Zoo's fiscal year, budgeted attendance and revenues through the end of April account for less than 20% of the annual attendance and revenue targets. Through end of April, general admissions accounted for 36% of the overall year-to-date attendance mix (compared to a budget target of 44%), with membership accounting for 45% and the remaining 19% made up of school groups and non-paying guests.

With visitation falling below attendance targets, year to date revenue totals through the end of April are also short of 2025 budget by -18% and 2024 actual by -9%. The most significant shortfalls were experienced in attendance-driven revenue categories. This includes admission sales revenue at -36% compared to budget and -27% compared to 2024 actual. Similarly, parking at -31% (although 13% above 2024 actual), retail at -17% (-19% below 2024 actual), rides and rentals at -51% (-38% below 2024 actual) and food at -24% (-16% below 2024 actual), all continue to experience significant variances to budget targets although the variance percentage has improved relative to the previous Board update through the end of February.

This impact has been offset in part by strong performance in non-attendance driven categories including membership and education. Membership revenues through end of April exceeded budget by 25% and prior year actual by 14%. Education revenues were 7% above budget and 6% above 2024 actual. Additional steps are being taken to monitor and manage the remaining impacts of lower than budgeted revenue performance during the first four months of 2025 pending more certainty on attendance and revenue recovery over the peak summer period.

Throughout March and April, the Zoo continued to host several events to entertain guests. This included the March Break Science Extravaganza, the Toronto Police Service Polar Plunge on March 23rd raising more than \$70,000 for the Special Olympics, and the Spring Marketplace held over the Easter long weekend. The Zoo also launched the "Walk on the Wild Side" animatronic animal exhibit in March with a sensory friendly early admission hosted on April 19th.

For your information, the 2025 results for attendance and the primary revenue categories are outlined in the tables and charts included in Attachment 1.

CONTACT

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SIGNATURE

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Chief Transformation Officer

ATTACHMENTS

Attachment 1 - Toronto Zoo Attendance & Revenue Dashboard - February 2025

ATTACHMENT 1

The following image outlines the 2025 year-end attendance and revenues through February 28, 2025 compared to budget plan and prior year by revenue type.

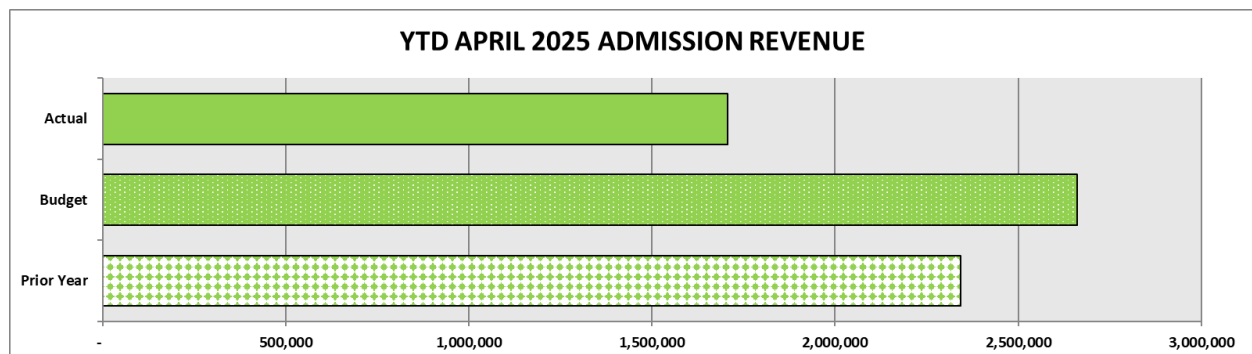


2025 ATTENDANCE & REVENUE DASHBOARD

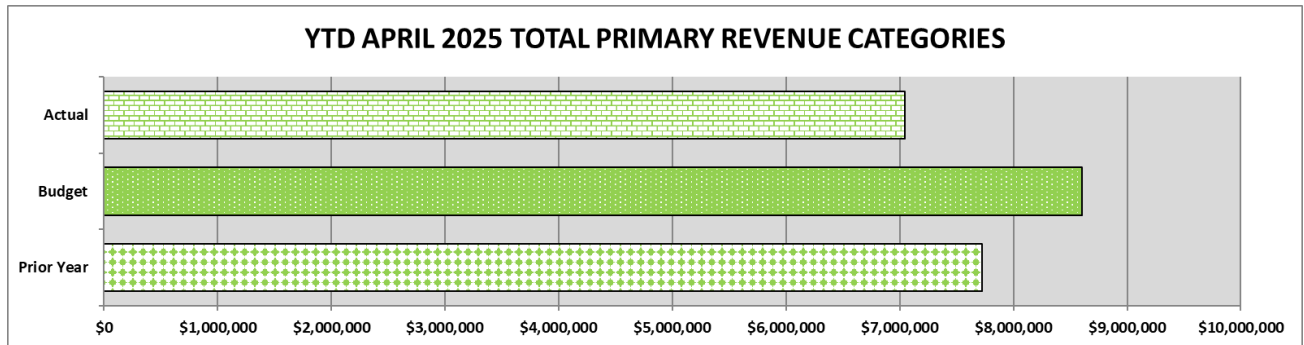
Apr-25

	YEAR TO DATE							Budget	Prior Year
	Actual	%	Budget	%	Variance	Prior Year	Variance	Variance %	Variance %
ATTENDANCE									
Admissions	67,932	36%	106,356	46%	(38,424)	89,697	(21,765)	(36%)	(24%)
School Groups	8,068	4%	9,257	4%	(1,189)	8,677	(609)	(13%)	(7%)
Non-Paying Guests	27,971	15%	25,887	11%	2,084	35,668	(7,697)	8%	(22%)
Members	86,644	45%	92,200	39%	(5,556)	101,461	(14,817)	(6%)	(15%)
TOTAL ATTENDANCE	190,615	100%	233,700	100%	(43,085)	235,503	(44,888)	(18%)	(19%)
REVENUE									
Guest & Group Admission	\$1,707,261	24%	\$2,661,338	31%	(\$954,077)	\$2,343,010	(\$635,749)	(36%)	(27%)
Parking	\$867,305	12%	\$1,254,881	15%	(\$387,576)	\$769,329	\$97,976	(31%)	13%
Retail Stores	\$364,869	5%	\$439,643	5%	(\$74,773)	\$449,641	(\$84,772)	(17%)	(19%)
Zoomobile	\$46,918	1%	\$107,963	1%	(\$61,045)	\$107,102	(\$60,184)	(57%)	(56%)
Rides & Rentals	\$179,114	3%	\$355,411	4%	(\$176,297)	\$256,755	(\$77,641)	(50%)	(30%)
Food Services	\$1,031,139	15%	\$1,352,176	16%	(\$321,037)	\$1,222,121	(\$190,981)	(24%)	(16%)
Membership	\$1,686,418	24%	\$1,345,378	16%	\$341,040	\$1,475,547	\$210,871	25%	14%
Education Programming	\$1,163,904	17%	\$1,087,546	13%	\$76,358	\$1,099,447	\$64,457	7%	6%
TOTAL REVENUE	\$7,046,929	100%	\$8,604,337	100%	(\$1,557,408)	\$ 7,722,952	(\$676,023)	(18%)	(9%)
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	22.46		23.02		(0.56)	23.82	(1.35)	(2%)	(6%)
TOTAL PAID ADMISSION SPG	\$ 22.46		\$ 23.02		\$ (0.56)	\$ 23.82	\$ (1.35)	(2%)	(6%)
ANCILLARY REVENUE (SPG)									
Parking	4.55		5.37		(0.82)	3.27	1.28	(15%)	39%
Retail Stores	1.91		1.88		0.03	1.91	0.00	2%	0%
Zoomobile Tour	0.25		0.46		(0.22)	0.45	(0.21)	(47%)	-46%
Rides & Rentals	0.94		1.52		(0.58)	1.09	(0.15)	(38%)	(14%)
Food Services	5.41		5.79		(0.38)	5.19	0.22	(7%)	4%
TOTAL ANCILLARY SPG	\$ 13.06		\$ 15.02		\$ (1.96)	\$ 11.91	\$ 1.15	(13%)	10%

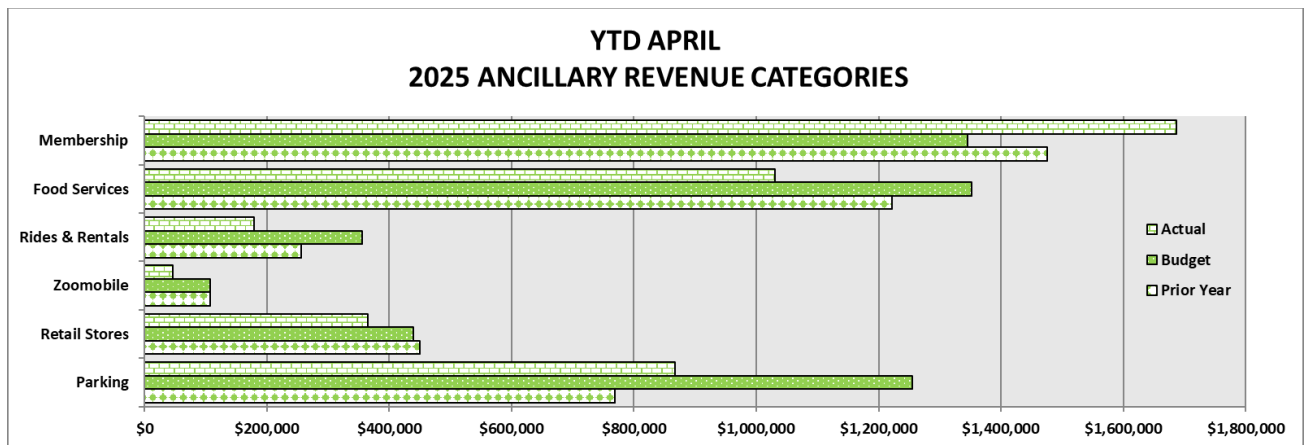
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



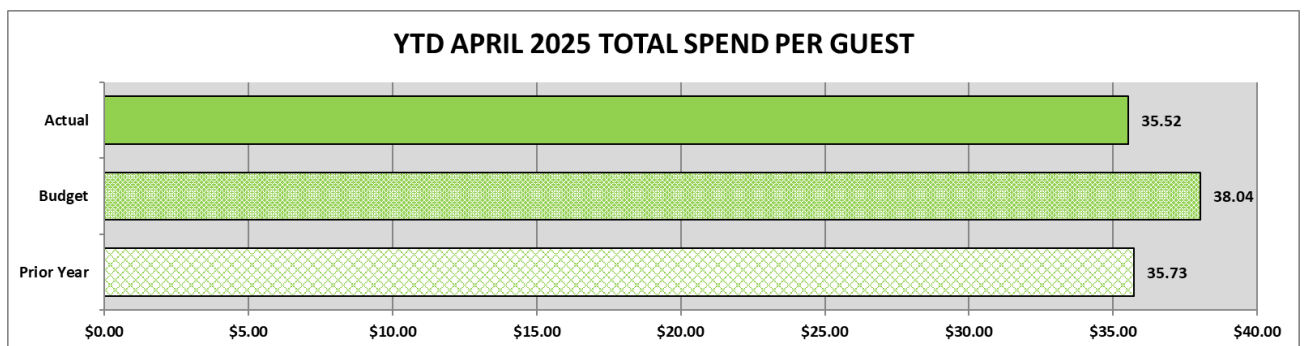
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



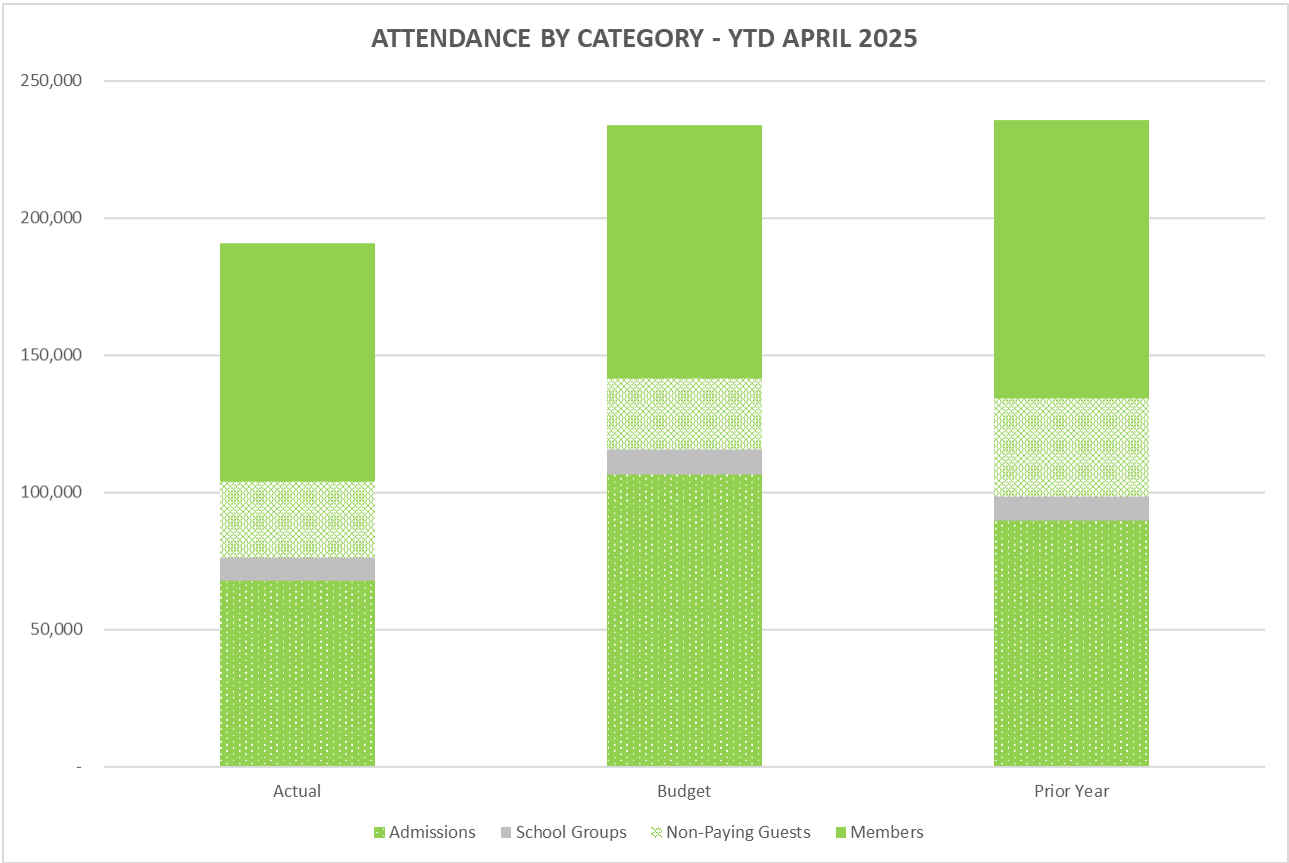
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.

