REPORT FOR ACTION

Attendance and Revenue Report - June 2025

Date: July 16, 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 2025-06-30. 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 June continues to lag 2025 budget and 2024 actuals. Through June 30th attendance is at 511,181 guests. This is down approximately 88,000 guests (-15%) compared to both 2025 budgeted attendance and 2024 actuals over the same period. From a monthly standpoint, following a resurgent April, May experienced wet and cool weather conditions with lower attendance at 83% of target. With longer operating hours and warmer weather, June saw stronger attendance performance at 92% of target.

While January to June accounts for one half of the Zoo's fiscal year, budgeted attendance and revenues through the end of June account for less than 38% of the annual attendance and revenue targets. Through end of June, general admissions accounted for 40% of the overall year-to-date attendance mix (compared to a budget target of 47%), with membership accounting for 33% and the remaining 28% made up of school groups and non-paying guests. On a positive note, the average spend per guest at $37.96 is exceeding both 2025 budget ($37.88) and 2024 actual ($34.03).

With visitation falling below attendance targets, year to date revenue totals through the end of June have yielded gradual improvement since the previous Board update through end of April, although still short of 2025 budget by -15% and 2024 actual by -5%. The most significant shortfalls continue to be experienced in attendance-driven revenue categories. This includes admission sales revenue at -28% compared to budget and -19% compared to 2024 actual. Similarly, parking at -27% (although 15% above 2024 actual), retail at -12% (-15% below 2024 actual), rides and rentals at -41% (-19% below 2024 actual) and food at -2% (-4% below 2024 actual), all continue to experience notable variances to budget targets although the variance percentage has improved relative to the previous Board update through the end of April.

This impact has been offset in part by continued strong performance in non-attendance driven categories including membership and education. Membership revenues through end of June exceeded budget by 18% and prior year actual by 9%. Education revenues were 16% above budget and 8% above 2024 actual. Measures continue to be taken to monitor and manage the remaining impacts of lower than budgeted revenue performance during the first six months of 2025 pending more certainty on attendance and revenue recovery over the peak summer period.

Throughout May and June, the Zoo continued to host several events to attract and entertain guests and community members. This included the Scarborough Business Association's Mayor's Luncheon on May 7, Science Rendezvous hosted with University of Toronto Scarborough on May 10 presenting guests with hands-on activities and demonstrations to make science come alive, Pride events throughout June including storytime and drag show on June 14, and celebrating National Indigenous Day on June 21. Zoo staff also welcomed several corporate partners and volunteers to take part in invasive species removal events in June.

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 - June 2025

ATTACHMENT 1

The following image outlines the 2025 year-end attendance and revenues through June 30, 2025 compared to budget plan and prior year by revenue type.

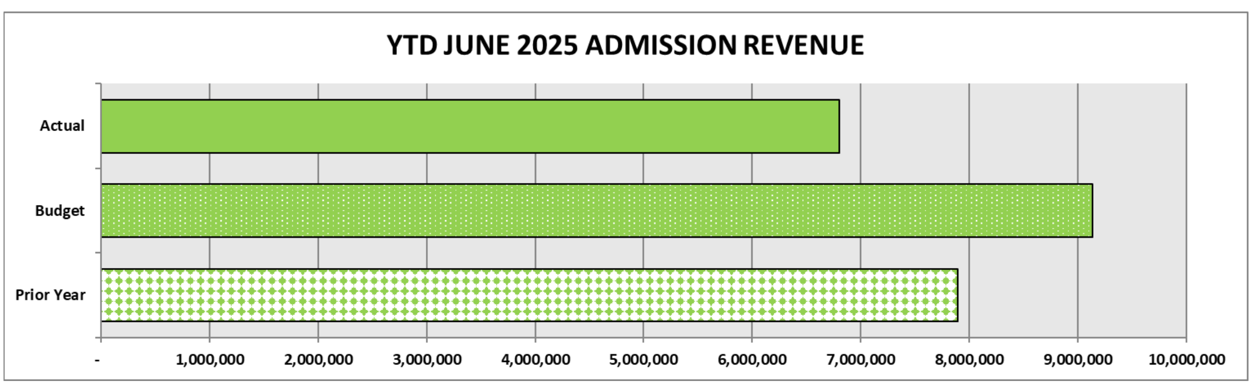
toronto zoo

2025 ATTENDANCE & REVENUE DASHBOARD

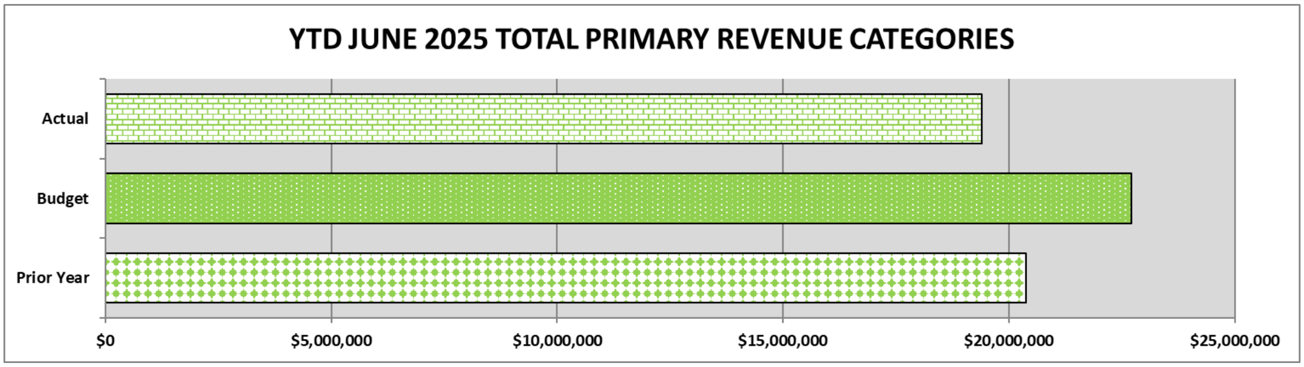
Jun-25

	YEAR TO DATE							Budget Variance %	Prior Year Variance %
	Actual	%	Budget	%	Variance	Prior Year	Variance		
ATTENDANCE									
Admissions	204,273	40%	283,250	47%	(78,977)	250,688	(46,415)	(28%)	(19%)
School Groups	65,283	13%	69,529	12%	(4,246)	68,843	(3,560)	(6%)	(5%)
Non-Paying Guests	74,481	15%	62,480	10%	12,001	92,433	(17,952)	19%	(19%)
Members	167,144	33%	184,316	31%	(17,172)	187,093	(19,949)	(9%)	(11%)
TOTAL ATTENDANCE	**511,181**	**100%**	**599,575**	**100%**	**(88,394)**	**599,057**	**(87,876)**	**(15%)**	**(15%)**
REVENUE									
Guest & Group Admission	$6,799,437	35%	$9,134,224	40%	($2,334,787)	$7,889,230	($1,089,792)	(26%)	(14%)
Parking	$2,249,673	12%	$3,098,771	14%	($849,098)	$1,962,027	$287,646	(27%)	15%
Retail Stores	$1,182,341	6%	$1,345,090	6%	($162,749)	$1,397,851	($215,510)	(12%)	(15%)
Zoomobile	$263,390	1%	$509,319	2%	($245,929)	$395,014	($131,624)	(48%)	(33%)
Rides & Rentals	$542,628	3%	$863,923	4%	($321,295)	$595,025	($52,396)	(37%)	(9%)
Food Services	$3,772,654	19%	$3,849,960	17%	($77,306)	$3,926,103	($153,449)	(2%)	(4%)
Membership	$3,232,064	17%	$2,742,969	12%	$489,095	$2,955,417	$276,647	18%	9%
Education Programming	$1,361,126	7%	$1,169,194	5%	$191,932	$1,263,081	$98,045	16%	8%
TOTAL REVENUE	**$19,403,314**	**100%**	**$22,713,450**	**100%**	**($3,310,137)**	**$ 20,383,747**	**($980,434)**	**(15%)**	**(5%)**
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	25.22		25.89		(0.67)	24.69	0.53	(3%)	2%
TOTAL PAID ADMISSION SPG	**$ 25.22**		**$ 25.89**		**$ (0.67)**	**$ 24.69**	**$ 0.53**	**(3%)**	**2%**
ANCILLARY REVENUE (SPG)									
Parking	4.40		5.17		(0.77)	3.28	1.13	(15%)	34%
Retail Stores	2.31		2.24		0.07	2.33	(0.02)	3%	(1%)
Zoomobile Tour	0.52		0.85		(0.33)	0.66	(0.14)	(39%)	-22%
Rides & Rentals	1.06		1.44		(0.38)	0.99	0.07	(26%)	7%
Food Services	7.38		6.42		0.96	6.55	0.83	15%	13%
TOTAL ANCILLARY SPG	**$ 15.67**		**$ 16.12**		**$ (0.45)**	**$ 13.82**	**$ 1.86**	**(3%)**	**13%**

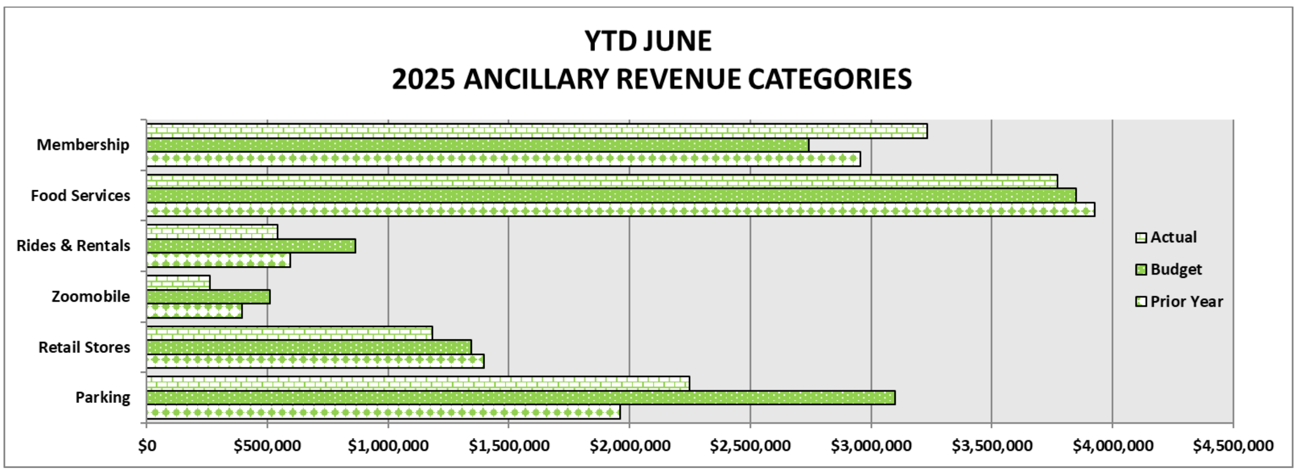
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



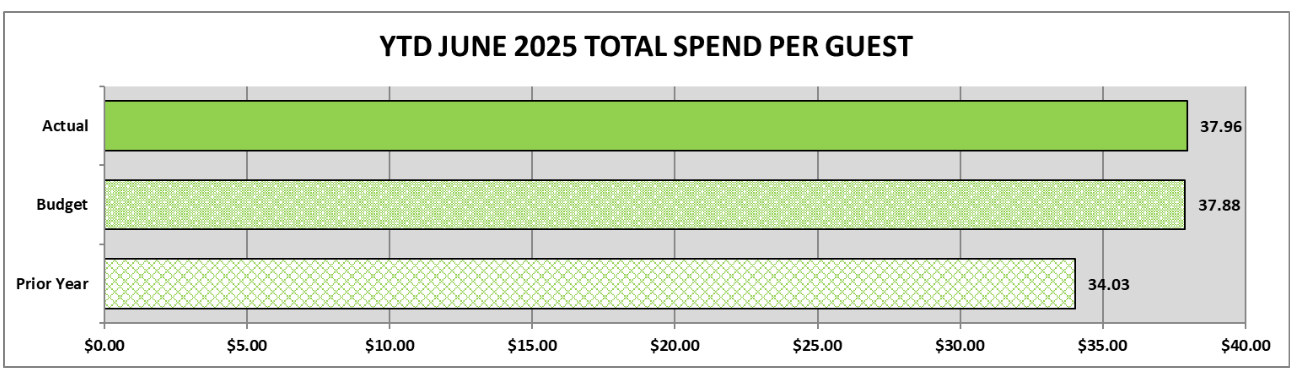
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



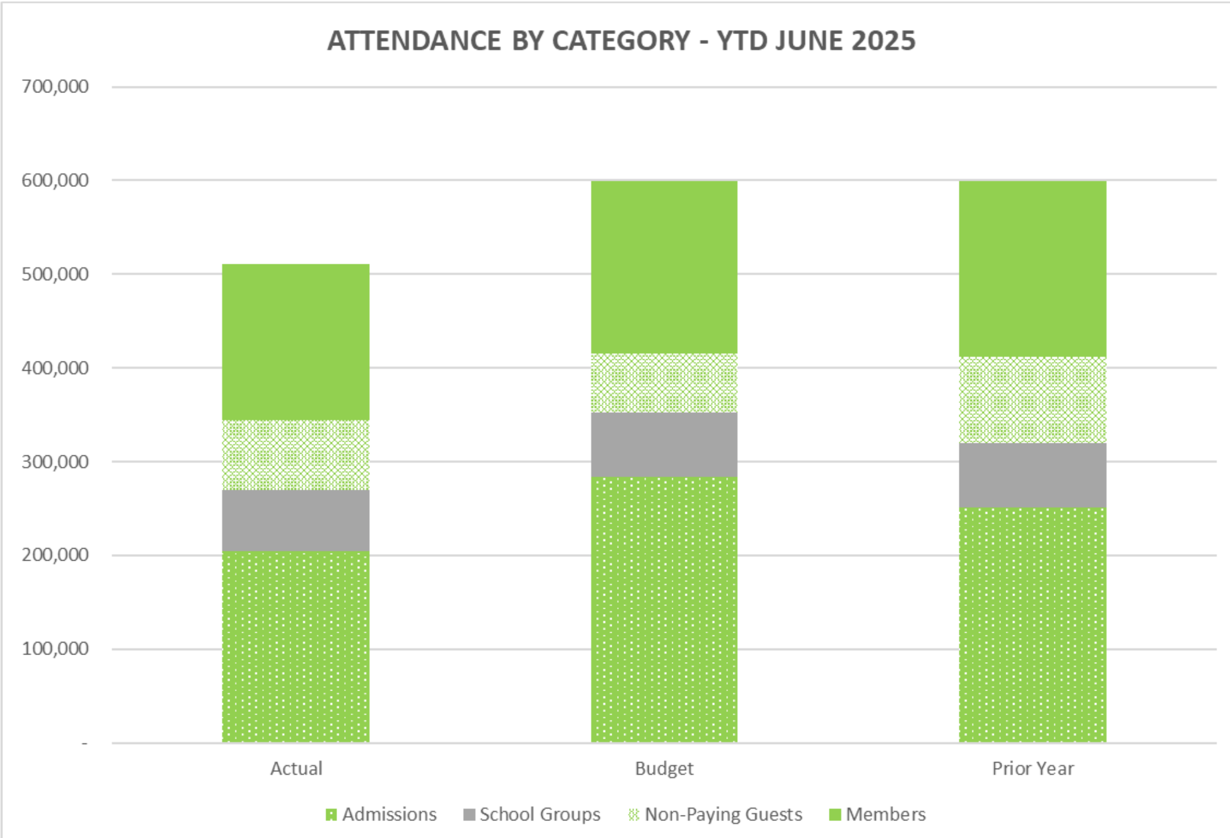
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.