REPORT FOR ACTION

Attendance and Revenue Report - May 2026

Date: June 4, 2026
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 2026-01-01 through 2026-05-31. This report includes a dashboard highlighting some of the key metrics for 2026.

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 end of May 2026 was 347,443, falling short of budgeted attendance by 42,857 guests (-11%). This is primarily attributable to poor weather conditions experienced from March Break through mid-May which resulted in April achieving just 68% of budgeted attendance. Improved weather from the May long weekend through end of month did result in improved attendance in the second half of the month, with May rebounding to 94% of budgeted attendance. As a result, year-to-date attendance through May is slightly ahead of prior year by 1,559 guests (less than 1%). Year-to-date guest attendance through the five months of 2026 accounts for approximately 28% of the budgeted annual attendance.

Through end of May 2026, general admissions accounted for 35% of the overall year-to-date attendance mix (compared to a budget target of 38%), with membership accounting for 40% and the remaining 25% made up of school groups and non-paying guests.

Revenue performance has been buoyed by strong improvements in spend per guest totals. The average year-to-date revenue per guest at $41.18 exceeds both budget and prior year actuals of $35.76 (15%) and $39.72 (4%), respectively. As a result, and despite attendance being down -11% through May, revenue has recovered on par with budget target and up 4% compared to prior year performance. Admission sales revenue at -6% compared to budget and -1% compared to 2025 actual continues to lag given lower than forecast attendance. Year-to-date revenue shortfalls also continue to be experienced in parking at -7% and rides and rentals at -5%, although both exceed prior year totals by 3% and 9%, respectively. Revenue recovery has been supported by strong year-to-date performance in other categories including membership at 8% ahead of budget (6% ahead of prior year), food services at 8% (-1% compared to prior year), education at 4% (17% ahead of prior year), and retail at 4% (11% of prior year).

Attendance and revenues will be closely monitored as the Zoo enters peak visitation months in the spring and summer. Expenditure controls will be implemented as necessary throughout the year in response to lower than forecasted attendance and revenues in order to mitigate budgetary impacts.

Throughout April and May, the Zoo continued to host several events to recognize, attract and entertain guests and community members. This includes Easter Bunny visits, the Spring Marketplace held over Easter weekend April 4 to 6 with more than 50 local artisans, Dr. Schofield Memorial Day hosted by the Scholfield Foundation on April 12, E-Waste Collection and Community Food Drive on April 25 and 26 in support of Feed the Need Scarborough, and the Spring Wildlife Festival on May 2 held in collaboration with partner organizations including Parks Canada, Wildlife Preservation Canada, Ontario Turtle Conservation Centre and Heart Lake Turtle Troopers.

For your information, the 2026 year-to-date 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 - May 2026

ATTACHMENT 1

The following image outlines the 2026 year-end attendance and revenues through May 31, 2026 compared to budget plan and prior year by revenue type.

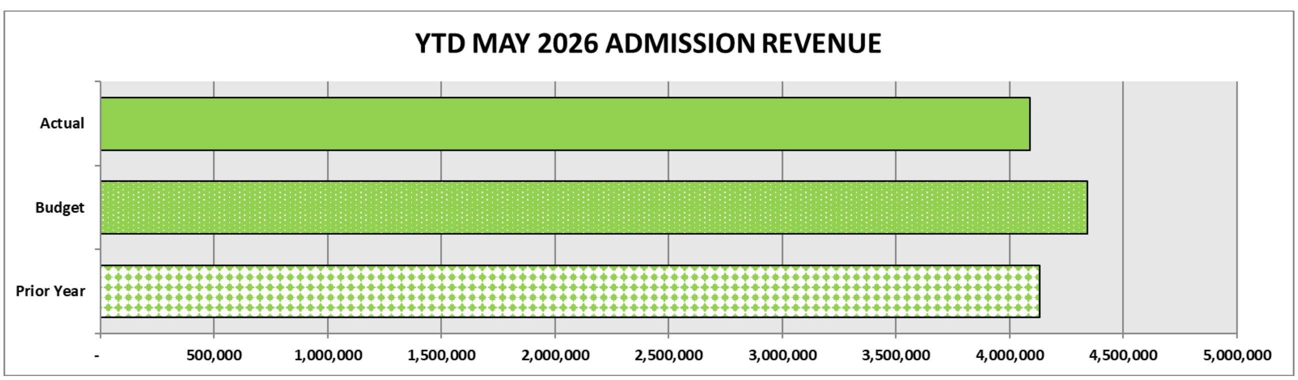
toronto zoo

2026 ATTENDANCE & REVENUE DASHBOARD

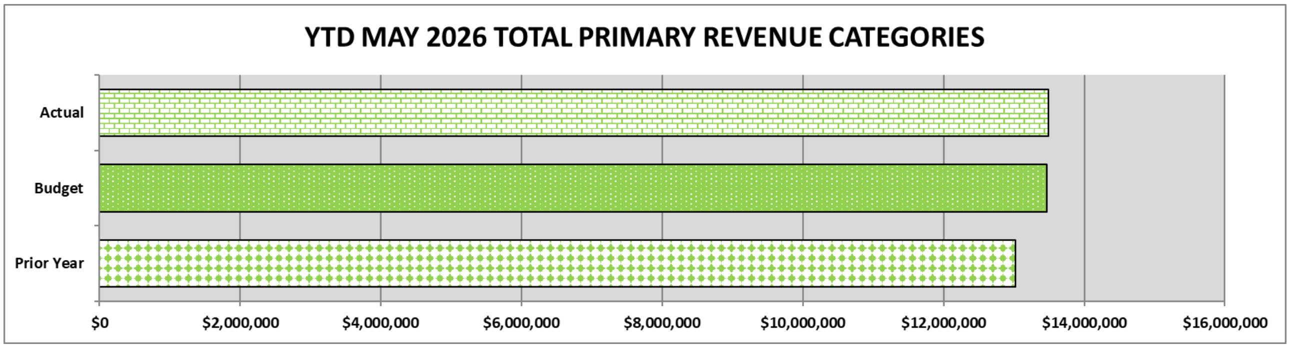
May-26

	YEAR TO DATE							Budget	Prior Year
	Actual	**%**	**Budget**	**%**	**Variance**	**Prior Year**	**Variance**	**Variance %**	**Variance %**
ATTENDANCE									
Admissions	123,093	35%	148,671	38%	(25,578)	131,098	(8,005)	(17%)	(6%)
School Groups	33,010	10%	44,380	11%	(11,370)	33,601	(591)	(26%)	(2%)
Non-Paying Guests	51,166	15%	56,463	14%	(5,297)	49,917	1,249	(9%)	3%
Members	140,174	40%	140,786	36%	(612)	131,268	8,906	(0%)	7%
TOTAL ATTENDANCE	**347,443**	**100%**	**390,300**	**100%**	**(42,857)**	**345,884**	**1,559**	**(11%)**	**0%**
REVENUE									
Guest & Group Admission	$4,091,434	30%	$4,343,499	32%	($252,065)	$4,131,972	($40,538)	(6%)	(1%)
Parking	$1,542,492	11%	$1,654,155	12%	($111,663)	$1,495,450	$47,042	(7%)	3%
Retail Stores	$817,650	6%	$789,075	6%	$28,576	$735,410	$82,241	4%	11%
Zoomobile	$173,330	1%	$187,019	1%	($13,689)	$129,937	$43,393	(7%)	33%
Rides & Rentals	$347,632	3%	$363,019	3%	($15,386)	$349,721	($2,089)	(4%)	(1%)
Food Services	$2,319,530	17%	$2,184,200	16%	$135,330	$2,348,791	($29,261)	6%	(1%)
Membership	$2,674,117	20%	$2,487,066	18%	$187,051	$2,520,061	$154,056	8%	6%
Education Programming	$1,527,871	11%	$1,465,114	11%	$62,757	$1,307,824	$220,048	4%	17%
TOTAL REVENUE	**$13,494,056**	**100%**	**$13,473,147**	**100%**	**$20,910**	**$ 13,019,166**	**$474,891**	**0%**	**4%**
SPEND PER GUEST (SPG)									
PAID ADMISSION REVENUE (SPG)									
Guest & Group Admission	26.21		22.50		3.71	25.09	1.12	16%	4%
TOTAL PAID ADMISSION SPG	**$ 26.21**		**$ 22.50**		**$ 3.71**	**$ 25.09**	**$ 1.12**	**16%**	**4%**
ANCILLARY REVENUE (SPG)									
Parking	4.44		4.24		0.20	4.32	0.12	5%	3%
Retail Stores	2.35		2.02		0.33	2.13	0.23	16%	11%
Zoomobile Tour	0.50		0.48		0.02	0.38	0.12	4%	33%
Rides & Rentals	1.00		0.93		0.07	1.01	(0.01)	8%	(1%)
Food Services	6.68		5.60		1.08	6.79	(0.11)	19%	(2%)
TOTAL ANCILLARY SPG	**$ 14.97**		**$ 13.27**		**$ 1.70**	**$ 14.63**	**$ 0.34**	**13%**	**2%**

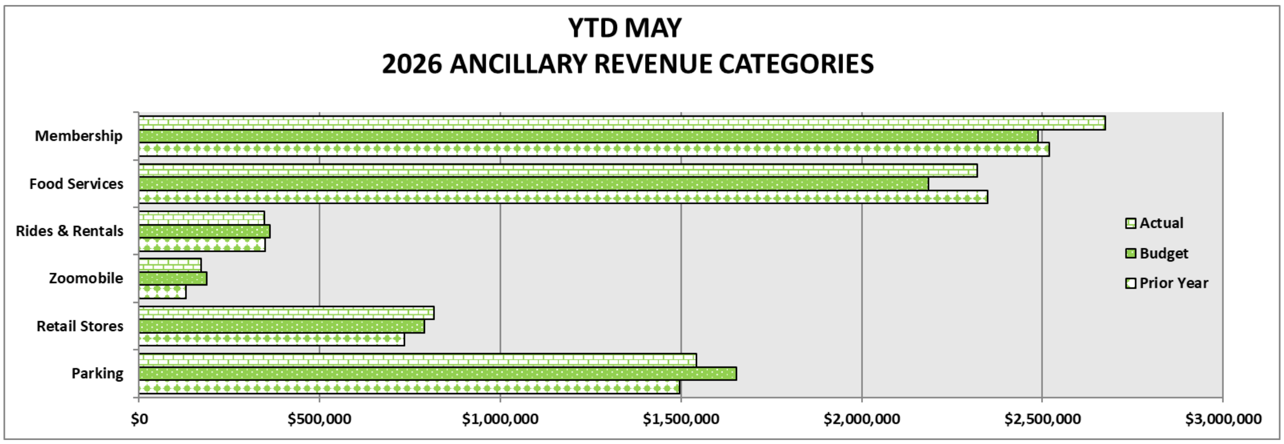
The following image outlines the year-to-date admission revenues in comparison to the budget plan and prior year.



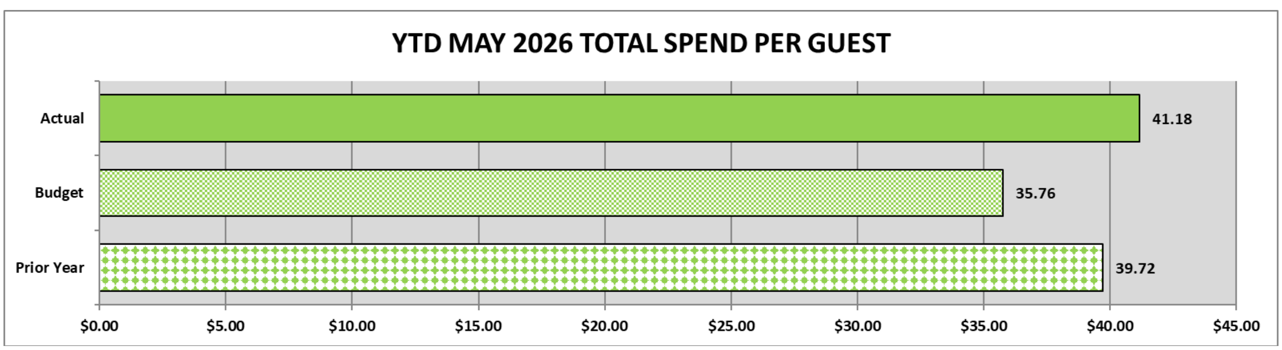
The following image outlines the year-to-date primary revenues in comparison to budget and prior year. Primary revenues include admissions, membership, food services, rides and rentals, and parking.



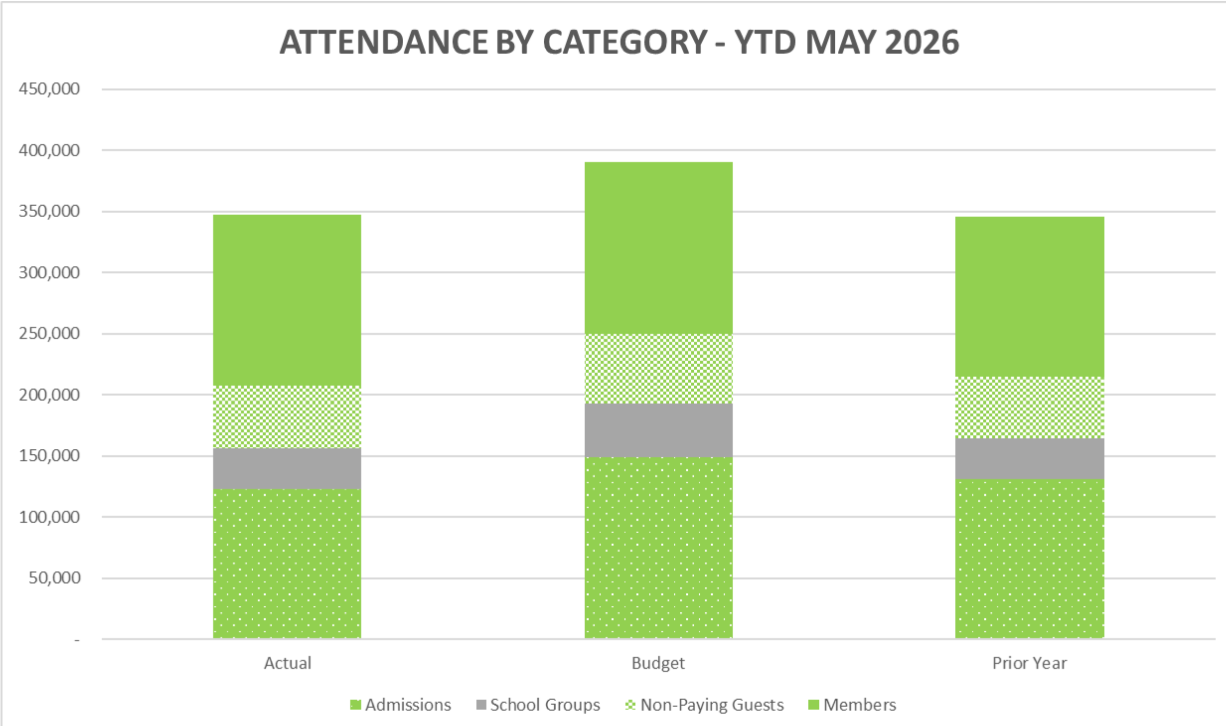
The following image outlines the year-to-date ancillary revenues in comparison to the budget plan and prior year. Ancillary revenues include membership, food services, rides and rentals, retail and parking revenues.



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.