

TORONTO ZOO – 2018 RATES

QUESTIONS & ANSWERS

Q: Is the Toronto Zoo increasing admission fees in 2018?

A: NO. Admission prices will remain the same as in 2017. The Toronto Zoo will continue to offer a split pricing program with both lower and higher fees based on the time of year and the offerings available to the visitors. Prices will rise in our peak season (Saturday, 2018-05-05) when all of our exhibits and events ramp up for full operation. Prices will decrease in the off season (Tuesday, 2018-10-09) when some of our outdoor exhibits may be closed due to inclement weather.

Q: What is the fee structure?

A: The fees are as follows:

Category	Peak (May 5)	Non-peak (Oct 9)
General Admission (ages 13-64)	\$29.00	\$23.00
Senior (ages 65 & up)	\$24.00	\$18.00
Child (ages 3-12)	\$19.00	\$14.00
Child (ages 2 & under)	FREE	FREE

Applicable 13% HST included

Q: Will there be an increase to school group rates?

A: NO. School group rates will remain the same as in previous years and are as follows:

Elementary	\$8.00
Secondary	\$9.00
Post-Secondary	\$10.00

Applicable 13% HST included

Q: Will there be a parking fee increase in 2018?

A: NO, the Toronto Zoo's parking fee will remain at **\$12.00 per vehicle** (operating year-round)

Fees collected from the parking operation not only fund the purchase and preparation of food for all animals in our care, but contributes to the overall operation of the Zoo and in ensuring that many wonderful things continue to happen at the Zoo – especially in the vital areas of conservation, education, and scientific research activities.

Q: Will the Zoomobile fee increase in 2018?

A: NO, the Zoomobile fee will remain the same as in 2017 at \$9 each or 4-for-\$30. The Zoomobile is a tram-like vehicle providing transportation on a designated route with a great educational commentary detailing the important role the Toronto Zoo plays as a leader in Conservation.

Q: Are Membership fees increasing?

A: NO. Membership fees will remain the same as last year. Membership to the Toronto Zoo offers exceptional value and benefits to visitors. Our membership structure encompasses multiple categories that suit various individuals. Membership allows for unlimited free admission to the Zoo, free Zoomobile rides (seasonal), 10% discount on purchases in our gift shop, 10% discount on restaurant purchases, discounted annual parking, subscription to Zoo publication Wild For Life Magazine, special offers and many other exclusive benefits to Zoo members year-round. For most of our membership categories, the membership fees pay for itself in just under **three** visits.

Proceeds from the membership operation help the Zoo continue with all the vital works in the areas of scientific research, education and animal preservation.

Q: How can I find out more about Toronto Zoo Memberships?

A: To find out more or to purchase a Toronto Zoo membership, please visit Guest Services, the Membership office OR our membership kiosk at the front entrance during summer peak season. You may also visit torontozoo.com.

Q: Will you increase admission fees in the future?

A: While the Toronto Zoo strives to hold admission prices whenever possible, the Toronto Zoo faces the ever increasing operational costs to maintain a **44** year old infrastructure and to bring exciting new offerings and exhibits to the visitors.

Like any business, the Toronto Zoo prepares annual operating and marketing plans each year. At this time, it is premature to predict what plans are necessary nor available for the Zoo next year. All major decisions for the Toronto Zoo, including fee increases, must be approved by the Board of Management of the Toronto Zoo which is comprised of private citizens and City Councillors appointed by Toronto City Council.

Q: How is Toronto Zoo financed?

A: The world class Zoo that you enjoy is a non-profit charitable organization partially funded by the City of Toronto. Principally, the Zoo is financed through its own generated revenues (about 80%) from guests and Zoo members who pay for admission, parking, giftshop and adventures, educational programming and restaurant services. This includes funds from other sources in the form of donations and sponsorship contributions. In

addition, the Zoo's operation funding includes appropriation from the City of Toronto's property tax base. The subsidy from the City is currently at its lowest point in the history of the Zoo and now only accounts for about 20 percent of its operations, down from 62% in 1975 after the Zoo's first full year of operation.

Q: What's new this year at the Zoo?

A: The Zoo continually looks for product offerings and events to meet our guests varied interests and expectations as well as to enhance our already spectacular facility. Highlights this year include:

- Three mega-size **Aldabra giant tortoises** have made their home at the Toronto Zoo's African Rainforest Pavilion. One of the largest tortoises in the world, measuring up to 4 feet long and over 500 pounds, these tortoises are just one of the many species the Toronto Zoo is working to protect.
- We are also delighted to welcome back **Amur (Siberian) tigers**, the largest of all tigers and of all cats, after a 5-year absence and will call the old giant panda exhibit their home.
- We are proud to announce a new zipline and aerial park is opening – **ecotrek zipline & canopy tour***. Explore a canopy walk through the trees, an aerial challenge course and a guided ecological educational exploration. Continually check our website for anticipated launch of this new experience. *(*Separately ticketed experience.)*
- 2018 marks the completion of the 5-year long-term conservation partnership agreement between China and Canada. **Er Shun** and **Da Mao**, and our twin cubs, **Jia Panpan** and **Jia Yueyue**, are due to leave the Toronto Zoo for the Calgary Zoo. See this **giant panda** family for the last time – last day they will be on exhibit is Sunday, March 18, 2018.
- Opened simultaneously with the giant panda exhibit, the **Panda Interpretive Centre** located in the **Discovery Zone**. The climate controlled Panda Interpretive Centre has been outfitted with interactive graphic and audiovisual displays and demonstration and will tell the story of pandas in the wild and how zoos and other conservation organizations are working to preserve this and other highly endangered species. The door of this attraction closes on Sunday, March 18, 2018.
- Eurasia Wilds - come face to face with our snow leopards in their newly re-designed viewing area and be amazed by our **Stellar sea eagles** and **eagle owls** in their aviaries. Other featured animal species include **red panda**, **camel**, **West Caucasian tur** and **chamois**.
- **TundraAir Ride*** – soar through the air on a thrilling Toronto Zoo adventure! **TundraAir** goes up to speeds of 48 kilometers per hour, seats 1 or 2 people and takes you to new heights as you fly over the Zoo's award-winning **Tundra Trek**. The ride offers an exhilarating and memorable experience like no other! This ride is one you'll want to ride over and over as it gives you a different view from the top of the Tundra animals including arctic wolves and polar bears; and a beautiful panoramic look at the Zoo. Fun for all ages! *(Additional fee and some restrictions apply.)*
- A drive-thru **Zoomobile*** route experience through the **Eurasia Wilds**; *(Seasonal operation, additional fee applies.)*
- **Gorilla Climb ropes course*** – hang out like Charles and the **Western lowland gorilla** troop do at the Zoo's Gorilla Climb Ropes Course. Visitors of all ages will be

able to safely swing and balance while guiding their own path through the almost 33 foot high climb's 26 elements, resulting in a different adventure every time. *(Additional fee and some restrictions apply.)*

- **Conservation Carousel Ride*** – Carousels are timeless, with links back to the 12th century and the Crusades and the pageantry of the Medieval times. You can again experience this nostalgic link to other times and places at the Toronto Zoo. *(Seasonal operation, additional fee applies.)*
- The 10-acre Tundra Trek – housing our **polar bears** as well as **snow geese**, **Arctic fox** and **wolves** and **snowy owl**;
- The **Great Barrier Reef** in the **Australasia Pavilion**;
- Our award-winning **Gorilla Rainforest** and **African Savanna** exhibits;
- The **Discovery Zone's Splash Island, Kids Zoo and Waterside Theatre**, home to family fun entertainment including our **Amazing Animal and Bird Shows**; *(Seasonal operation.)*
- Educational programs including: **Zoo Camp** and the overnight **Serengeti Bush Camp** experience;
- Numerous daily **Zoo Keeper talks**;

**Will operate weather permitting*

Q: How can I find out more about what is taking place at the Toronto Zoo?

A: The Toronto Zoo website (torontozoo.com) is a great resource for up-to-date information on what's new and scheduled events and programming. You can also contact Guest Services at 416-392-5929.