

## TORONTO ZOO – 2015 ADMISSION RATES

### QUESTIONS & ANSWERS

**Q: Is the Toronto Zoo increasing admission fees in 2015?**

**A:** NO. Admission prices will remain the same as last year. 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 when all of our exhibits and events are in full operation. Prices will decrease in the off season when some of our outdoor exhibits are closed due to the impact of the cold weather on some of the animals originally from warm climates.

**Q: What is the fee structure?**

**A:** The fees are as follows:

Category	Peak (May 1)	Non-peak (Nov 1)
General Admission (ages 13-64)	\$28.00	\$23.00
Senior (ages 65 & up)	\$23.00	\$18.00
Child (ages 3-12)	\$18.00	\$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 last year and 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 2015?**

**A:** YES, a nominal increase in parking fee will take effect on Friday, March 13, 2015. The new rate for parking fee is \$12 per vehicle. The last time parking fee was increased was in 2010 when it was adjusted from \$8 to \$10.

Fees collected from the parking operation not only fund the purchase and preparation of food for the entire animal population, 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 scientific research, education and conservation activities.

The Toronto Zoo strives to hold prices whenever possible. In 2015, the Zoo was successful in holding admission and membership prices, unfortunately, a nominal increase in parking was needed to meet the ever increasing operational costs to maintain a 41-year old infrastructure and to bring exciting new offerings and exhibits to the visitors.

**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 Collections 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 conservation.

**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](http://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 41 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 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 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, retail & rides, special Zoo exhibits, 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. Each year, the appropriation from the City is reduced, forcing for increased onsite generation of revenues more critical. 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:

- Re-opened in 2014 – Eurasia Wilds. The Toronto Zoo re-opened its newly renovated Eurasia Wilds. Come face to face with our snow leopards in their newly re-designed viewing area and be amazed by our soaring sea eagle and eagle owls in their new aviaries. Other featured animal species include red panda, camel, West Caucasian tur, chamois and reindeer;
- NEW in 2014 –Tundra Airways. The Toronto Zoo's new Zip Line Ride offers an exhilarating and memorable experience like no other! Visitors will get the chance to soar over the Zoo's award winning Tundra Trek at a maximum speed of 48 kilometers per hour. The unique design accommodates one or two people in a seat and is the only zip line where you can ride forwards and backwards in tandem. This ride is one you'll want to ride over and over as it gives you a different view of the Tundra animals including arctic wolves, polar bears and reindeer. Fun for all ages! (*Additional fee applies.*)
- Opened in 2013, giant panda exhibit welcomes new residents, Er Shun and Da Mao, as part of a long-term conservation partnership agreement between China and Canada;
- 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;
- Opened in 2013, a drive-thru Zoomobile (*separately ticketed*) route experience through the Eurasia Wilds;
- Recently opened – the white lions exhibit, the endangered African penguin exhibit and the Gorillas Climb ropes course;
- The 10-acre Tundra Trek – housing our polar bears as well as snow geese, Arctic fox and wolves, reindeer 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;
- Educational programs including: Zoo Camp and the overnight Serengeti Bush Camp experience;
- Numerous daily Zoo Keeper talks;
- Carousel, camel, pony and Zoomobile rides (seasonal operation).

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

**A:** You can contact Member & Guest Services at 416-392-5929 or visit our website at [torontozoo.com](http://torontozoo.com).