



| For Immediate release

## STUDY REPORTS ZOO DELIVERS BIG ECONOMIC IMPACTS ANNUALLY IN THE CITY AND PROVINCE

**November 25, 2010.** The Zoo Board of Management today received an independent Economic Impact Analysis report showing how positively the Toronto Zoo contributes to the City of Toronto economy and in Ontario as a whole from its operations and its investment in capital assets. The Zoo is also a leader in conservation, education, research and in nurturing a sustainable and healthy natural environment.

Annually (and excluding impacts of tourist spending), the Toronto Zoo operation total impacts including direct, indirect and induced were:

- \$39 million contribution to Toronto's Gross Domestic Product (GDP), with a \$47 million contribution to Ontario's GDP
- Over 600 jobs in Toronto and \$35 million in labour income
- \$21.5 million in taxes to all three levels of government. \$2.8 million to municipalities, \$7.3 million to the province of Ontario and \$11.5 million to the federal government.

Over the three years from 2007 to 2009, the Toronto Zoo invested \$21.6 million in capital. This investment created the following one-time economic impacts:

- \$15.7 million total contribution to Toronto GDP with a \$20.9 million total contribution to Ontario's GDP.
- 208 jobs in Toronto and almost \$11.6 million in labour income
- \$10.3 million in total taxes to all three levels of government, including \$1.1 million in municipal taxes, \$4 million in provincial taxes and \$5.2 million in federal taxes.

The full report can be found at [www.torontozoo.com/Press](http://www.torontozoo.com/Press)

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For more information, contact:  
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Zoo Hours – 9:30am to 4:30pm. Last admissions one hour before closing. **Admission fees including HST are:** General 13-64: \$23, Children 3 and under are free, Children 4-12: \$13 and Seniors 65+: \$17. Parking is \$10. Event schedules and admission prices are subject to change without notice. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. The Toronto Zoo is open year round (except Dec. 25<sup>th</sup>). For general information, call (416) 392-5929 or visit

**torontozoo.com**