

Agenda III. d) Explanation of City Attendance Projection

Visitation Estimates

As the Garden has no way to make contact with every visitor, any visitation projection is approximate. Two visitation numbers were known for each quarter's results in the survey:

- Actual ticket sales at the Japanese Garden during the same time period
- Actual Conservatory ticket sales (2015*)

Every respondent was asked if they intended to visit ticketed portions of the garden or general (unticketed) areas only and how many people were visiting the garden in their group. Based on the percentage of total respondents visiting only non-ticketed areas and known numbers of ticket sales, the number of visitors who did not buy a ticket was calculated. Add to known numbers for ticket sales, total attendance was estimated. For example in Quarter 1:

Projected First Quarter Attendance

	Percentage all Respondents	Visitors	Persons/Group	Groups
Japanese Garden Ticket Sales	43.1%	32,216	3.19	10,900
Conservatory Ticket Sales*	11.7%	8,788	3.19	2,755
Subtotal		41,004		12,854
General Areas Only	45.2%	33,821	3.19	10,602
Total	100%	74,825		23,456

**2015 were figures used as the Conservatory was closed through the study and 2016 figures would be skewed due to high attendance at Butterflies in the Garden.*

Future Visitation Estimates

Projections on future Garden visitation if new fees were imposed was based on:

- 334,400 annual visitation estimated in the intercept study
- 10% decline in attendance first year new fees were applied
- 3% growth in each following year
- Revenue projections do not reflect the impact of memberships as membership revenue typically offsets any reduction in gate fees when members visit.