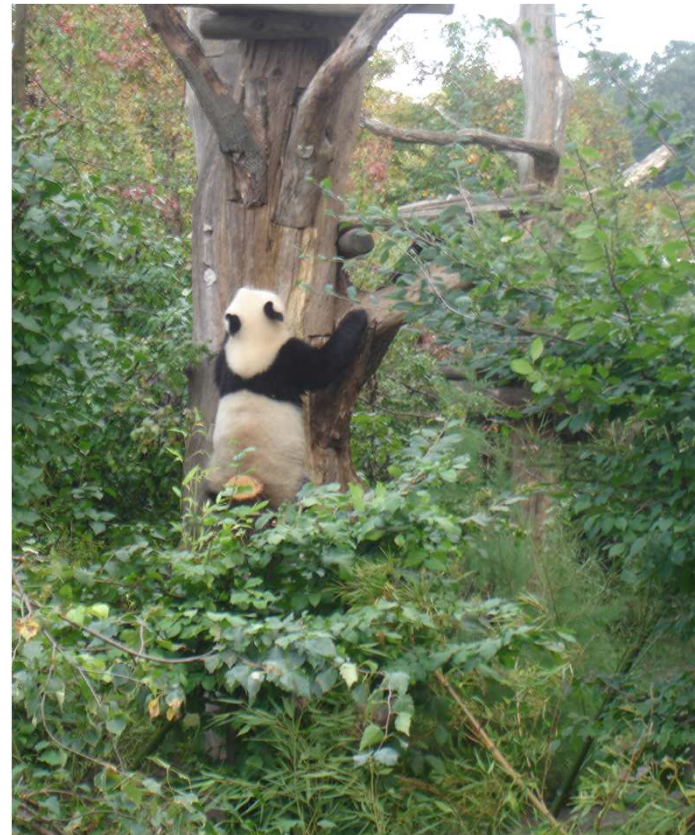


The Leading Zoological Gardens of Europe

Anthony Sheridan



Copenhagen Zoo



Vienna Zoo

Anthony D. Sheridan May 2010

Importance of Zoos Today

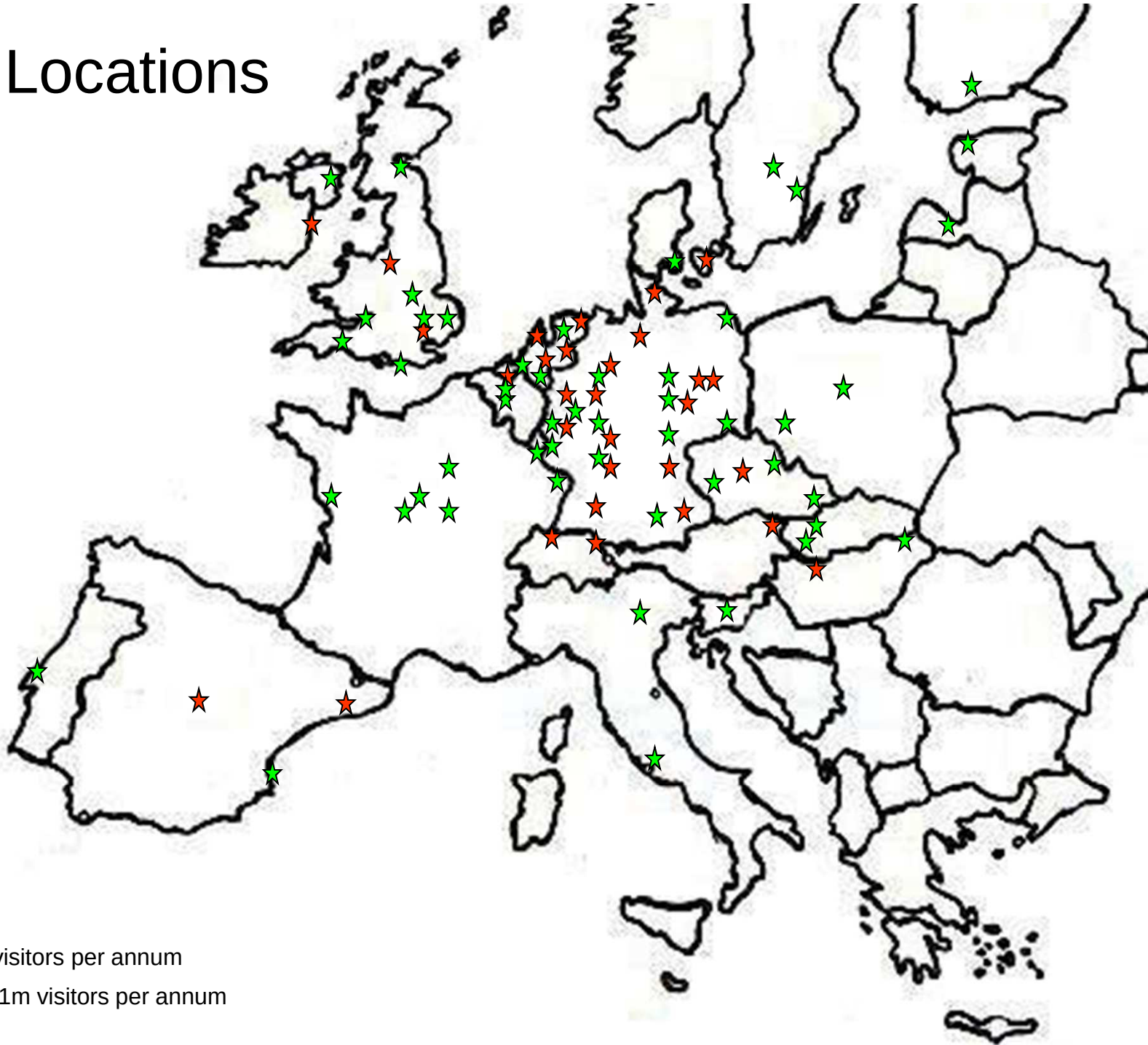
- Paid Visitor Attraction
- Education
- Conservation
- Research



Bristol Zoo

Zoo Locations

- ★ >1m visitors per annum
- ★ 500k-1m visitors per annum



Criteria

- Mammals, Birds, Reptiles
- 500,000 + Visitors
- 50 + Staff direct and indirect
- Zoological Gardens
- EU/EEA Location
- EAZA Member

27 Factors Analysed

- Visitor Experience - 7 Factors
- Education and Conservation - 6 Factors
- Commercial and Marketing - 14 Factors

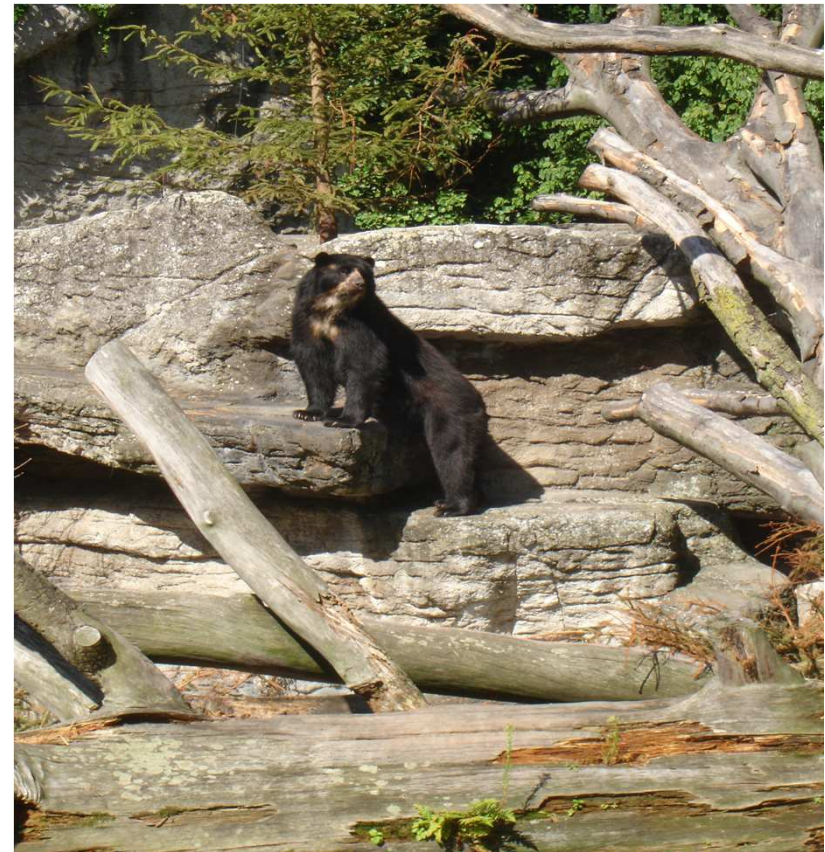


La Palmyre Zoo

Anthony D. Sheridan May 2010

Methodology

- My Questionnaire
- Personal Zoo Visits
- My Interview with Zoo Director
- Published Information by Relevant Zoo



Basel Zoo

Visitor Experience

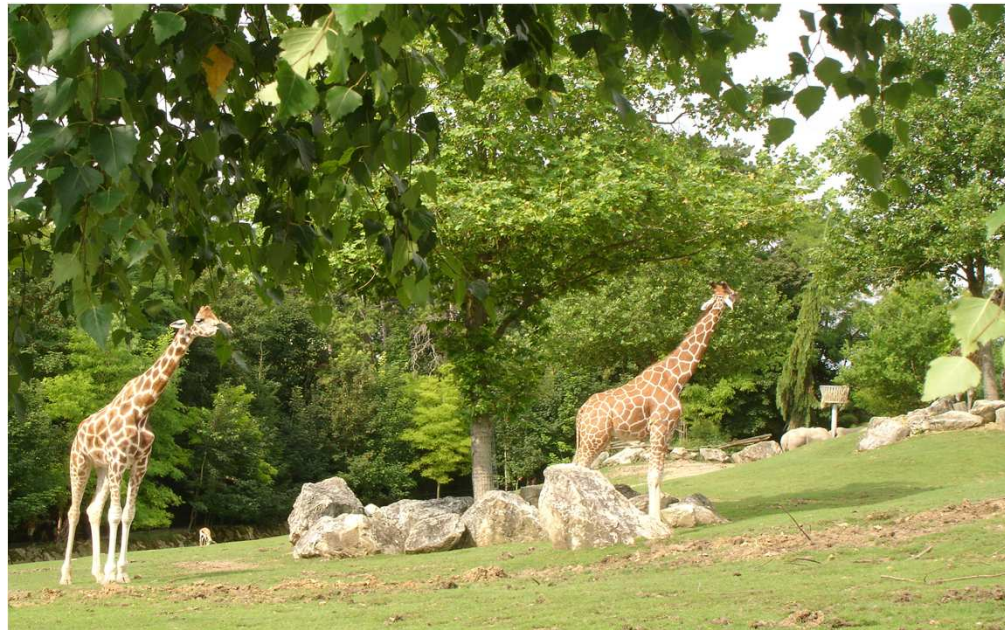
- Animal Collection
- Animal Enclosures
- Landscaping, Design and Vegetation
- Signage and Information
- Entrance prices
- Hours of Opening



Budapest Zoo

Animal Collection Analysis

- Species most Popular with Visitors
- Iconic Species
- Total Collection Numbers
- Total Collection Species



Beauval Zoo

Most Popular Mammals

Mammal Species	Zoos Holding	Most Popular Single Mammal		In Top 5 Most Popular Mammals	
Elephant	62	31	50%	58	94%
Gorilla	39	8	21%	32	82%
Giraffe	67	3	4%	48	72%
Lion	73	4	5%	50	69%
Chimpanzee	48	5	10%	32	67%
Polar Bear	24	1	4%	15	63%
Tiger	66	6	9%	40	61%
Orang-utan	40	4	10%	24	60%
Hippo/ pygmy	32	1	3%	17	53%
Sealion/Seal	60	5	8%	26	43%
Rhinoceros	50	1	2%	20	40%

Most Popular Mammals - Exceptions

Mammal Species	Zoos Holding	Most Popular Single Mammal		In Top 5 Most Popular Mammals	
Dolphin	7	6	86%	6	86%
Giant Panda	3	1	33%	2	67%
All other species		4		56	

Education and Conservation

- Education or School Centre
- School Visits
- Student Projects
- Adult Education
- In- situ Conservation
- Ex-situ Conservation



Lisbon Zoo

Animal Welfare and Enrichment

- Animal Welfare - Veterinarians and Nutritionists
- Enrichment in Enclosure
- Mixed Species Exhibits
- Student Researchers
- Training of Zookeepers
- Lack of Stress Compared with Life in Wild



Jersey Zoo

Commercial and Marketing

- Visitor Numbers
- Investment
- Staffing
- Training
- Master Plan
- Management
- Friends of the Zoo
- Marketing and Publicity
- Sponsors



Munich Zoo

Visitor Numbers

as at 01.01.2010

Zoo	Country	Visitor Numbers (000)
BERLIN ZOO	GERMANY	3150
VIENNA	AUSTRIA	2580
STUTTGART Wilhelma	GERMANY	2420
LEIPZIG	GERMANY	1780
ZÜRICH	SWITZERLAND	1700
BASEL	SWITZERLAND	1695
KÖLN	GERMANY	1630
ROTTERDAM	NETHERLANDS	1560
HAMBURG Hagenbeck	GERMANY	1550
ARNHEM Burgers	NETHERLANDS	1520
MÜNCHEN Hellabrunn	GERMANY	1415
COPENHAGEN	DENMARK	1395
CHESTER	UNITED KINGDOM	1360
PRAGUE	CZECH REPUBLIC	1350
HANNOVER	GERMANY	1270
AMSTERDAM Artis	NETHERLANDS	1210
BARCELONA	SPAIN	1200
ANTWERP	BELGIUM	1300
EMMEN	NETHERLANDS	1140
NÜRNBERG	GERMANY	1130
ZSL LONDON	UNITED KINGDOM	1110
MADRID	SPAIN	1095
GELSENKIRCHEN	GERMANY	1050
MÜNSTER	GERMANY	1030
BUDAPEST	HUNGARY	1020
DUISBURG	GERMANY	1000
KARLSRUHE	GERMANY	995
FRANKFURT	GERMANY	990
BERLIN TIERPARK	GERMANY	950
DUBLIN	EIRE	930

Profession of Zoo Directors

- Biologist/ Zoologist 35
- Veterinarians 18
- Economist/Commercial 16
- Others 11



Vienna Zoo

Survey Omissions

- Research
- Children's Zoo and Playgrounds
- Car Parking and Transport
- Catering and Visitor Facilities
- Shows
- Dogs On Leads



Rheine Zoo

Europe's Oldest Zoos

Zoo	Country	Date of Foundation
VIENNA	AUSTRIA	1752
MADRID	SPAIN	1774
PARIS - MENAGERIE	FRANCE	1794
ZSL LONDON	UNITED KINGDOM	1828
BRISTOL	UNITED KINGDOM	1835
AMSTERDAM Artis	NETHERLANDS	1838
ANTWERP	BELGIUM	1843
DUBLIN	EIRE	1844
BERLIN ZOO	GERMANY	1844
HAMBURG Hagenbeck	GERMANY	1848
ROTTERDAM	NETHERLANDS	1857
FRANKFURT	GERMANY	1858
COPENHAGEN	DENMARK	1859
KÖLN	GERMANY	1860
DRESDEN	GERMANY	1861
HANNOVER	GERMANY	1865
KARLSRUHE	GERMANY	1865
WROCLAW	POLAND	1865
BUDAPEST	HUNGARY	1866
MULHOUSE	FRANCE	1868
BASEL	SWITZERLAND	1874
MÜNSTER	GERMANY	1875
LEIPZIG	GERMANY	1878
WUPPERTAL	GERMANY	1881
LISBON	PORTUGAL	1884
HELSINKI	FINLAND	1889
BARCELONA	SPAIN	1892
ROSTOCK	GERMANY	1899

Largest Zoos by Area

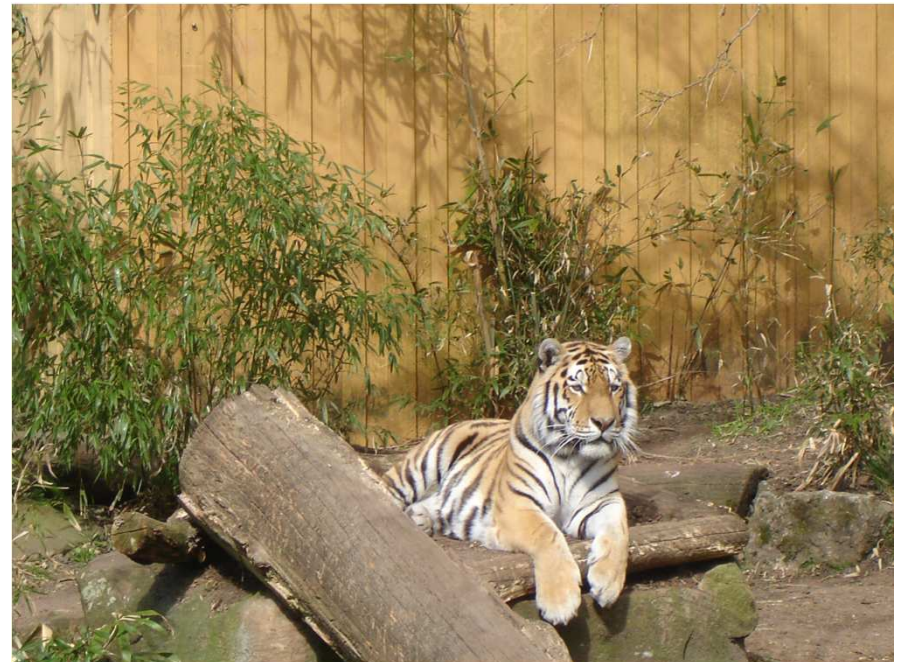
Zoo	Country	Area (Ha)
BERLIN TIERPARK	GERMANY	160
KOLMARDEN	SWEDEN	140
BRATISLAVA	SLOVAKIA	96
ZSL WHIPSNADE	UNITED KINGDOM	84
DVUR KRALOVE	CZECH REPUBLIC	70
NÜRNBERG	GERMANY	70
TALLINN	ESTONIA	66
ERFURT	GERMANY	63
PRAGUE	CZECH REPUBLIC	60
PARADISO	BELGIUM	59
ZLIN	CZECH REPUBLIC	52
CHESTER	UNITED KINGDOM	50
MARWELL	UNITED KINGDOM	50
ARNHEM Burgers	NETHERLANDS	45
BUSSOLENGO	ITALY	45
MECHELEN Planckendael	BELGIUM	40
WARSAW	POLAND	40
SOSTO	HUNGARY	40
ROSTOCK	GERMANY	37
MÜNCHEN Hellabrunn	GERMANY	36
BERLIN ZOO	GERMANY	35
WROCLAW	POLAND	35
EDINBURGH	UNITED KINGDOM	34
PAIGNTON	UNITED KINGDOM	34
DUBLIN	EIRE	30
GELSENKIRCHEN	GERMANY	30
MÜNSTER	GERMANY	30
STUTTGART Wilhelma	GERMANY	30

Smallest Zoos by Area

Zoo	Country	Area (Ha)
BRISTOL	UNITED KINGDOM	5
PARIS - MENAGERIE	FRANCE	6
KARLSRUHE	GERMANY	9
HALLE	GERMANY	10
COPENHAGEN	DENMARK	11
BUDAPEST	HUNGARY	11
ESKILSTUNA	SWEDEN	11
ANTWERP	BELGIUM	12
FRANKFURT	GERMANY	12
BASEL	SWITZERLAND	12
HEIDELBERG	GERMANY	12
BARCELONA	SPAIN	13
DRESDEN	GERMANY	13
AMSTERDAM Artis	NETHERLANDS	14
DOUE LA FONTAINE	FRANCE	14
LA FLECHE	FRANCE	14
KREFELD	GERMANY	14
ZSL LONDON	UNITED KINGDOM	15
DUISBURG	GERMANY	16
VALENCIA	SPAIN	16
VIENNA	AUSTRIA	17
EMMEN	NETHERLANDS	18
LA PALMYRE	FRANCE	18
ROME	ITALY	18
AMERSFOORT	NETHERLANDS	18
TWYCROSS	UNITED KINGDOM	18
AMNEVILLE	FRANCE	20
KÖLN	GERMANY	20
MAGDEBURG	GERMANY	20
LJUBLJANA	SLOVENIA	20

Zoo Ownership

• Municipal	41
• Government	5
• Society	14
• Private/Family	9
• Private Non Profit Company	7
• Public Company	4



Münster Zoo

Threats to Wildlife In-Situ

- Human Population Increase
- Increased Farming
- Deforestation
- Bushmeat
- Poaching and Hunting
- Logging
- Mining and Extraction
- Climate Change
- Increased Desertification
- Disease

Population Developments in Selected Tropical Countries

Country	Population % Increase 1971-2007	Population 1971 (m)	Population 2007 (m)	Median Age 2009	Population Density 2007 (person/sqkm)
Ivory Coast	327.3	4.4	18.8	19.4	58
Uganda	255.2	8.7	30.9	15.5	128
DRC - Congo	243.8	17.8	61.2	16.5	26
Kenya	224.3	11.1	36.0	18.3	62
Tanzania	189.8	13.7	39.7	17.5	42
Cameroon	186.4	5.9	16.9	19.1	36
Madagascar	180.0	7.0	19.6	18.3	33
Mozambique	173.3	7.5	20.5	17.9	26
Ghana	152.7	9.1	23.0	20.4	96
Costa Rica	150.0	1.8	4.5	27.8	88
Nepal	149.6	11.3	28.2	21.3	192
South Africa	130.4	20.7	47.7	24.7	39
Malaysia	129.8	11.4	26.2	26.0	79
Colombia	121.7	21.2	47.0	26.5	41
Phillipines	121.4	38.8	85.9	23.0	286
Vietnam	108.2	41.5	86.4	27.9	261
Nigeria	106.3	66.5	137.2	18.5	148
Peru	105.8	14.0	28.8	25.3	22
Morocco	103.8	15.9	32.4	25.8	72
India	99.3	569.7	1135.6	24.7	345
Brazil	98.4	96.4	191.3	28.6	23
Indonesia	88.4	121.1	228.1	27.9	120
Burma	83.3	28.1	51.5	27.6	76
Thailand	77.0	36.9	65.3	32.8	127
Sri Lanka	63.6	12.9	21.1	30.3	320
Cuba	29.9	8.7	11.3	37.7	102
Germany	9.2	75.7	82.7	43.9	231
UK	6.6	56.3	60.0	39.7	247
World	80.0	3675.0	6616.0	28.9	45

Source: The Economist" Pocket World in Figures" 2010 Edition

Leading European Zoos Ranking List

(1m+ Visitors)

Rank	Zoo	Full Zoo Name
1	Vienna	Tiergarten Schönbrunn
2	Leipzig	Zoo Leipzig
3	Berlin	Zoologischer Garten Berlin
4	Zurich	Zoo Zürich
5	Rotterdam	Diergaarde Blijdorp
6	Chester	Chester Zoo
7	Basel	Zoo Basel
	Cologne	Zoologischer Garten Köln
9	Arnhem	Burgers' Zoo
10	Copenhagen	Copenhagen Zoo
	Nuremburg	Tiergarten Nürnberg
	Prague	Prague Zoo
13	Hamburg	Tierpark Hagenbeck
14	Amsterdam	Artis Zoo Amsterdam
	Munich	München Tierpark Hellabrunn
	Stuttgart	Wilhelma Stuttgart
17	Antwerp	KMDA Antwerp Zoo
	Munster	Münster Allwetterzoo
19	Budapest	Budapest Zoo
	Hanover	Zoo Hannover
21	Frankfurt	Zoologischer Garten Frankfurt
22	Emmen	Dierenpark Emmen
23	Duisburg	Zoo Duisburg
24	Berlin Tierpark	Tierpark Berlin
	London	ZSL London Zoo
26	Gelsenkirchen	Zoom Erlebniswelt
27	Barcelona	Parque Zoológico de Barcelona
28	Madrid	Zoo-Aquarium de Madrid
29	Karlsruhe	Zoologischer Garten Karlsruhe
30	Dublin	Dublin Zoo

Conclusion

- Recent Transformation of Zoos
- Countering the Anti -Zoo Lobby
- Relevance of Zoos to General Education, Awareness and Importance of Habitat Preservation
- Need for Public Investment
- The Future



Osnabrück Zoo