

Finance

Where does Colchester Zoo's money come from and how is it spent?

Year 10-11

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will understand how Colchester Zoo makes a profit through a variety of methods
- ✓ **Most pupils** will understand how direct, indirect, fixed and variable costs affect the finance of Colchester Zoo differently than goods and supplies business
- ✓ **Some pupils** will know how Colchester Zoo uses a variety of strategies to ensure the Zoo can make a profit despite varying visitors numbers

Session Outline:

The session explores how tourist attractions balance visitor numbers with profitability, using Colchester Zoo as a case study. It covers financial objectives, costs, revenue, and business operations. Direct, indirect, fixed, and variable costs are discussed, along with pricing strategies, factors affecting attendance, and the breakeven point. Graphs, charts, and figures illustrate the information throughout.



Curriculum Links

- Financial objectives
- Factors affecting attendance
- Profit margins
- Minimising costs
- Sources of income
- Pricing Strategies

COLCHESTER
ZOOLOGICAL
SOCIETY