

Finance

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

Post 16

Learning Outcomes:

At the end of the session:

- ✓ **All students** will understand how Colchester Zoo makes a profit and the economic impact the Zoo has on the local and regional area
- ✓ **Most students** will understand there are many factors that affect the finance of Colchester Zoo differently than goods and services business
- ✓ **Some students** will know specific strategies used to cope with varying visitors' numbers, and will understand how some of these strategies can be applied in other business

Session Outline:

The session explores how tourist attractions balance visitor numbers and profitability, using Colchester Zoo as a case study. It covers financial objectives, costs, revenue, business operations, pricing strategies, breakeven points, and factors affecting attendance. Colchester Zoo's local and regional economic impact is also examined, with graphs, charts, and figures used throughout.



Curriculum Links

PEST Analysis

Economic Impact

Profit margins

Minimising costs

Sources of income

Pricing Strategies