



**HENRY VILAS ZOO**  
CONSERVATION FOR GENERATIONS

# Monthly Business Snapshot

April 2025

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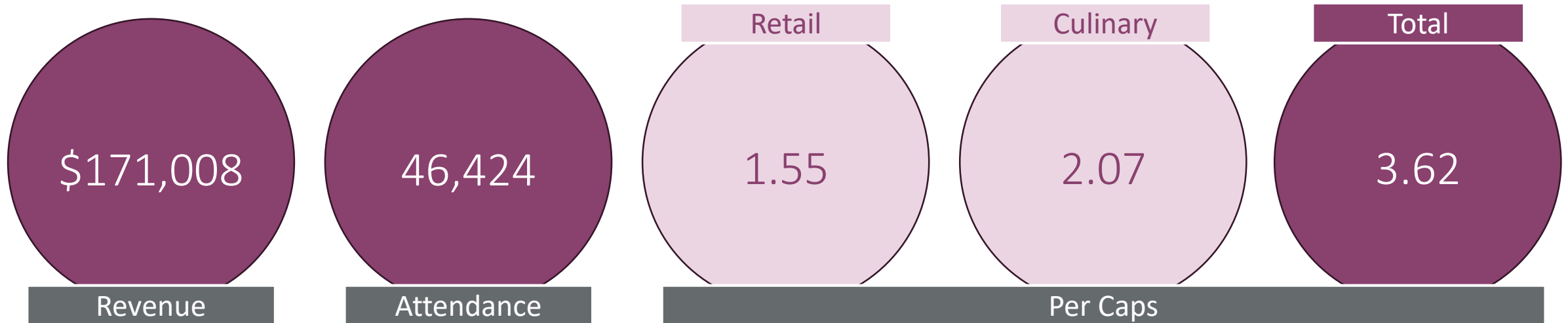
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# April Wins

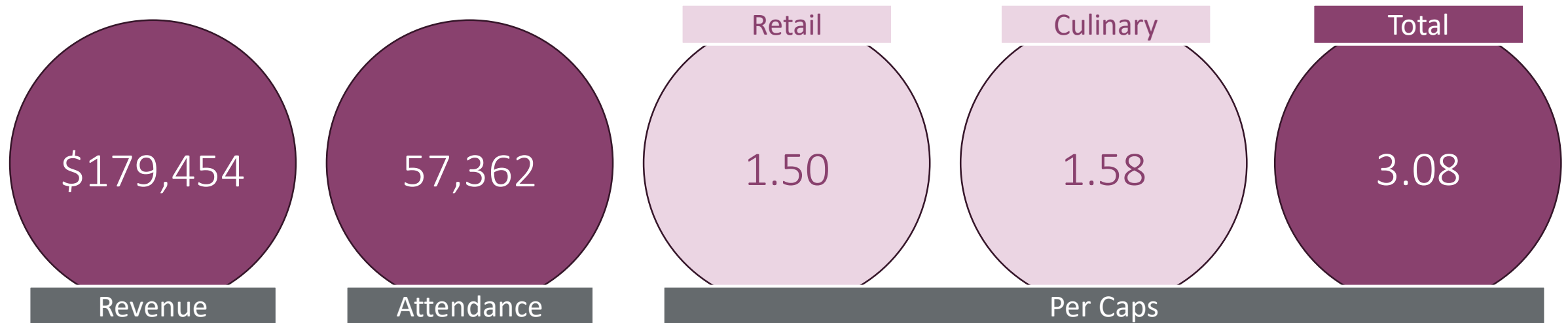


- Significant increase in per capita (+.54)
  - Added new retail fixtures to store
  - Opened more revenue centers
- Badger Bite new location growing sales by 3X
- New F&B cart added to capture school group business
  - Apparel sales grew by more than 10%

# April Overview 2025



# April Overview 2024



# Commission To Zoo



**2024 April:     \$32,576**

**2025 April:     \$32,628**

**Note, attendance was down.  
Commissions would have been  
even more!**

**Commission up YOY by 8K**

# Top Sellers - Bundled



## Food top 5 by quantity

1. Single Scoop Cup
2. Dippin' Dots Med.
3. Bottled Water
4. Gatorade
5. Reg. Fountain Drink

## Retail top 5 by quantity

1. Red Panda Plush (242)
2. Bag of Rocks (120)
3. Harbor Seal Plush (102)
4. Tie Dye Snake (97)
5. Capybara Plush (91)

## Little Critterz Pins

Pins will now have a logo'd backing card. The product landed on 4.22 and has already sold \$600 (61 units). The Little Critterz fixture was moved to a prominent spot in the store as well.







# Thank you

