

Total Number of Visitors and Statistics on Admission Tickets

The total number of visitors was 3,673,564, revenue from admission tickets was NT\$ 114,345,393. The Special Exhibit House opened on January 26, 2009 (Lunar Chinese New Year's Day) and totaled 3,056,275 visitors for the year.

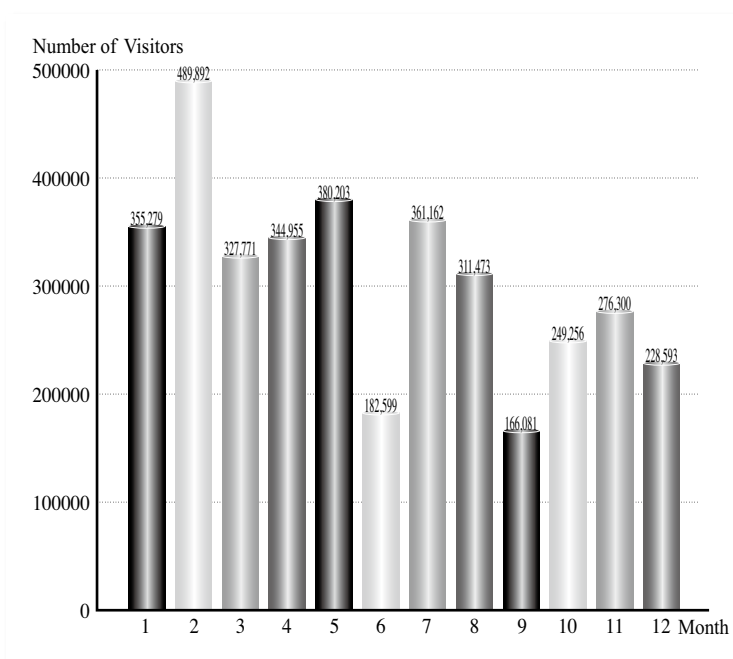
Regular Services

1. Services provided by the Visitor's Center included broadcasting announcements (15,492 broadcasts), lost and found (880 items), visitor telephone queries (110,936 calls), community service opportunities for middle and high school students inside the Zoo (3,411 persons).
2. Visitor's shuttle services: Number of shuttle tickets sold totaled 2,759,495 persons.
3. There are 24 restroom facilities in the Taipei Zoo totaling 240 toilets and 25 multi-functional disabled toilets for the public, each and everyone is conveniently clean and tidy and embedded with animal imageries. The entire restroom facilities received a score no less than 86 (inclusive) by the Department of Environmental Protection of Taipei City. In which, 230 facilities were rated extremely excellent and 11 rated excellent (compared to the 103 extremely excellent and 7 excellent awards received in 2008).
4. Efforts continued throughout the year improving shading for visitors as well as enhancing scenery. The total number of individual plants, flowers and ground cover plants in the Zoo was 68,080.
5. In the vast zoo compound 4 shady arbors adjacent to the Camel, African Elephant and the Formosan Sika Exhibit inside the Temperate Zone Animal Area were renovated within the year. Adjustments to visitor benches throughout the Zoo were also made, adding 250 new benches, so as to provide a more convenient and better recreational space.



■ Statistical Chart on the Number of Visitors per Month in 2009

Month	Number of Visitors
1	355,279
2	489,892
3	327,771
4	344,955
5	380,203
6	182,599
7	361,162
8	311,473
9	166,081
10	249,256
11	276,300
12	228,593
Total	3,673,564



Creative Recreation Experience



1.Planning and implementations to update visitor's F&B and souvenir services via vending stations

Public merchant recruitment to outsource the entire food and beverage and concession operations took place in July 2009. Updates to visitor's service locations to feature unique characteristics of respective exhibit areas were also carried out so to bring more diverse, pleasant and improved service categories to the public. Vending stations outsourced for operation have the following features:

- Each vending station was named and decorated in accordance to the unique characteristics of nearby animal exhibition area, so as to present a put-together atmosphere. The concessions sold also carried the same unique characteristics.
- Museum-centric vending station: the vending station located on the 2nd floor of the Special Exhibit House was decorated to the theme of animal evolution, with walls displaying educational information, facilitating service attendants and teachers leading field trips to use as explanation materials.
- The beautifully decorated restaurant located on the 2nd floor of the Special Exhibit House has tables outfitted with explanations on tabletops, a section for bus-your-own-table, coffee and beverages tooting the Fair Trading label and simple meal selections, so as to reinforce the link between visitors and conservation.

2.Building the South Side ECO-LOHAS Center of Taipei

The administrative tasks to terminate the premise leasing-rights in the ex-situ service center continue. Ending as of November 25 2009, a total of 121 tenants have vacated their premises according to administrative procedures, 14 remained. We launched the green-concept "ECO-LOHAS Center" with the intent to show educational features such as wild animal conservation, energy conservation and

carbon emission reduction and eco-conservation, and to provide/promote responsive public recreational services. The Zoo also proposed the "River of Life", an exhibition idea pertinent to the center's overall development, and finished the related planning report at the end of 2009, so as to continue the drive building the South Side ECO-LOHAS Center of Taipei.

