



**NATIONAL  
AQUARIUM®**

ECONOMIC IMPACT REPORT

# Global Mission, Local Impact

The National Aquarium supports Maryland  
by attracting visitors and creating jobs.



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**JOHN C. RACANELLI**  
CHIEF EXECUTIVE OFFICER  
NATIONAL AQUARIUM

Dear Friends—

Since it opened in 1981, the National Aquarium has served as an economic anchor in Baltimore and Maryland. Based on our most recent analysis, the Aquarium annually generates nearly \$455 million in economic activity across the state, with an impact of more than \$360 million within Baltimore City.

While this is significant, we are not content to let this impact serve as our only contribution to the region. We feel it's our responsibility to give back to our hometown of Baltimore and to be an institution for all Marylanders.

One way we fulfill this commitment is through our community access programs—including Maryland Mornings, Half-Price Friday Nights and our Read to Reef Book Club with the Enoch Pratt Free Library—that ensure the Aquarium's doors are open to all our neighbors.

Our education programs connect local students to ocean science and conservation right in their classrooms and, thanks to support from the Maryland State Department of Education, through cost-free field trips to the Aquarium.

We invest in projects across Baltimore and engage city residents in important conservation work right in their own neighborhoods—from Jonestown to Locust Point to Curtis Bay. Our habitat restoration, clean-up projects and animal rescue work take us to the beaches of Maryland's Eastern Shore and extend throughout the Chesapeake Bay watershed.

We are committed to being a key resource for our region, and having a meaningful, positive impact on people and our planet, today and for generations to come.

With gratitude,

A handwritten signature in dark ink, appearing to read "John C. Racanelli". The signature is fluid and cursive, with a period at the end.



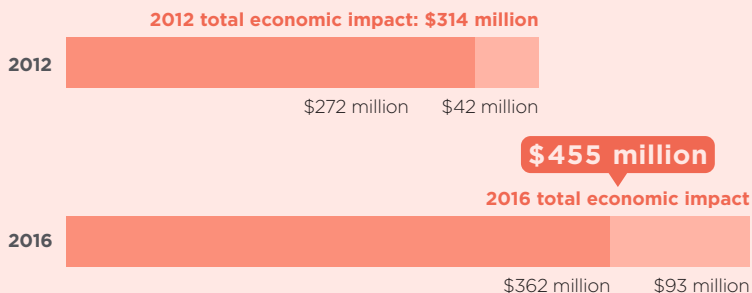
# Impact

A destination, an institution,  
an inspiration

The National Aquarium is the number one paid cultural destination in Baltimore, attracting more than **1.3 million visitors** each year. Nearly 90 percent of Aquarium visitors report that the Aquarium is their primary reason for visiting Baltimore.

Through its own operational and capital spending, as well as business sales generated by visitors and staff, the National Aquarium is responsible for more than \$360 million in annual economic activity in Baltimore City and nearly **\$455 million statewide**.

## TOTAL ECONOMIC IMPACT STATEWIDE



City of Baltimore



State of Maryland





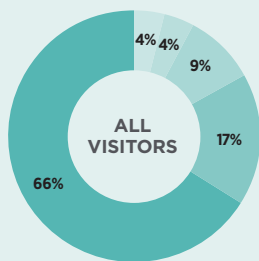
# Visitors

Attracting guests from Maryland,  
the U.S. and abroad

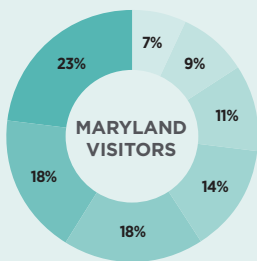
Roughly five in six visitors to the National Aquarium come from outside the Baltimore region. Nearly one-third of Aquarium visitors stay overnight in the area.

From transportation to shopping and dining, day-trip visitors to the Aquarium spend approximately **\$100 million** annually during their visits, while overnight guests spend more than **\$155 million**.

## NATIONAL AQUARIUM GENERAL ADMISSION GUESTS BY PLACE OF RESIDENCE, 2016



- 66% U.S. (Out of Maryland)
- 17% Baltimore MSA\*
- 9% Maryland-D.C. Suburbs\*\*
- 4% Other Maryland Counties
- 4% International



- 23% Other Maryland Counties
- 18% Montgomery County
- 18% Baltimore City
- 14% Baltimore County
- 11% Anne Arundel County
- 9% Prince George's County
- 7% Howard County

\*Baltimore MSA includes Baltimore City and Anne Arundel, Baltimore, Carroll, Harford and Howard Counties. | \*\*The key Maryland-D.C. suburbs includes Charles, Montgomery and Prince George's Counties.



# Jobs

Supporting employment in tourism, conservation, construction and other sectors

The Aquarium directly employs more than 400 people, while its economic activity supports approximately **3,900 jobs** in Baltimore City and **\$173 million** in associated employee compensation.

Spillover effects into other jurisdictions result in the Aquarium supporting **4,500 jobs** and **\$200 million** in associated employee compensation statewide.

## TOTAL JOBS SUPPORTED, 2016



**4,567 jobs**



■ City of Baltimore



■ State of Maryland



Represents 20 jobs



# Tax Revenue

Generating economic activity to  
benefit Baltimore and Maryland

The Aquarium supports more than **\$9 million** in annual tax revenue for the City of Baltimore and more than **\$20 million** for the State of Maryland.

Since 2012, tax revenue collections attributable to the Aquarium increased 54 percent for the City of Baltimore and 76 percent for the State of Maryland.

## ANNUAL TAX REVENUE



City of Baltimore



State of Maryland



“The National Aquarium is an important pillar for our state’s economy, supporting jobs, tourism and revenue.”

—MIKE GILL, SECRETARY, MARYLAND DEPARTMENT OF COMMERCE



To learn more about the impact of the National Aquarium,  
please read our most recent annual report.  
**[aqua.org/about/annual-reports](https://aqua.org/about/annual-reports)**



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THE NATIONAL AQUARIUM IS A NONPROFIT ORGANIZATION WHOSE MISSION  
IS TO INSPIRE CONSERVATION OF THE WORLD'S AQUATIC TREASURES.

Printed on Rolland Satin, 100% post-consumer fiber.

**ON THE COVER**

A percula clownfish in the *North Atlantic to the Pacific* habitat at the National Aquarium.

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