

ANNUAL AQUARIUM ATTENDANCE REPORT

2005

Morey & Associates provides audience, membership, educator surveys and focus groups for cultural attractions throughout the country. As a service to our clients and the cultural attraction industry, we conduct the Annual Aquarium Attendance Report. This report provides information on attendance, membership, capital expenditure, and admission price trends among aquariums throughout the U.S.

There were several events that impacted 2005 results including Hurricane Katrina and the opening of Ocean Journey at the Tennessee Aquarium. Highlights from this year's report include:

- Total Attendance at each participating aquarium decreased 1.3% in 2005 compared to 2004. As a whole, it decreased 1.0%.
- General attendance by participating aquarium increased 2.7% in 2005 compared to 2004. This suggests though total attendance decreased, aquariums generated more revenue due to the increase in paid admissions.
- Membership at individual aquariums increased an average of 4.1% in 2005 compared to 2004. As a whole, it increased an average of 15.1%.
- Compared to 2004, Average Total Capital Improvement Expenditures decreased by 25.1% in 2005.
- In 2005 the Average Adult Admission Price was \$15.30.
- In 2005 the Average Child Admission Price was \$9.20.

Participants

10 aquariums participated in this year's report.

Audubon Aquarium of the Americas

Monterey Bay Aquarium

National Aquarium in Baltimore

North Carolina Aquarium at Fort Fisher

New England Aquarium

New York Aquarium

Seattle Aquarium

South Carolina Aquarium

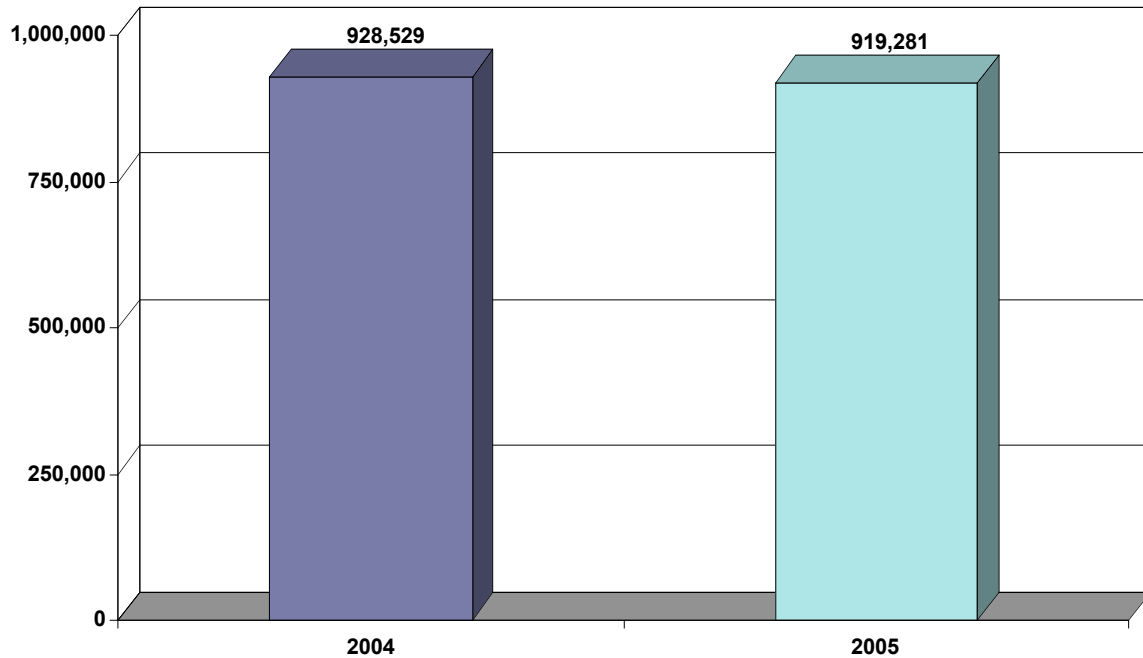
Tennessee Aquarium

Texas State Aquarium

Total Attendance

Figure 1

AVERAGE ATTENDANCE



Absolute Respondents	Base	Missing No reply	Descriptive Statistics				
			Count	Mean	Median	Minimum	Maximum
Total Attendance 2004	10	0	10	928528.8	786230.5	410190	1947610
Absolute Respondents	Base	Missing No reply	Descriptive Statistics				
			Count	Mean	Median	Minimum	Maximum
Total Attendance 2005	10	0	10	919280.9	725998.5	414745	1883671

- Total Attendance at each participating aquarium decreased an average of 1.3% in 2005 compared to 2004. As a whole, it decreased 1.0%.
- The largest increase in Total Attendance at an aquarium was 19.2%
- The largest decrease in Total Attendance at an aquarium was 30.3%.
- Total attendance at 60% of participating aquariums increased compared to 2004.

General Admission

- General Admission at individual aquariums increased an average of 2.7% in 2005 compared to 2004. As a whole, it increased an average of 2.2%.
- The largest increase in General Admission at an aquarium was 10.5%
- The largest decrease in General Admission at an aquarium was 1.7%.
- 63% of participating aquariums had an increase in General Admission in 2005 compared to 2004.

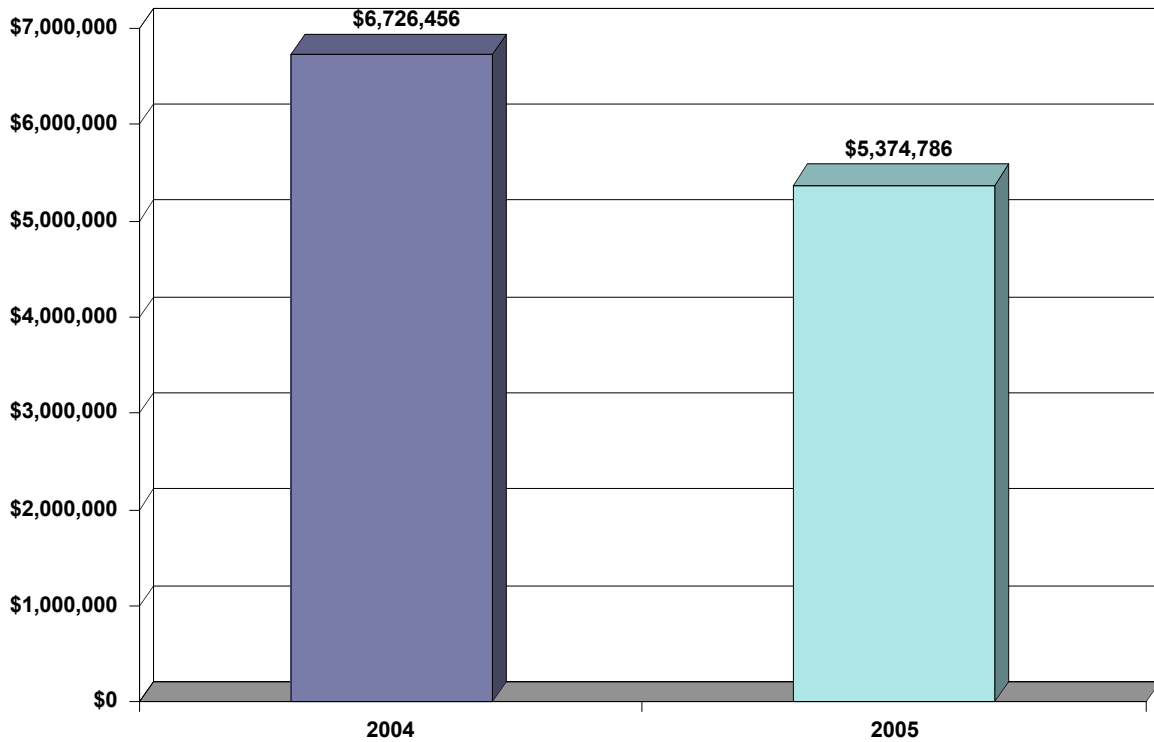
Membership

- Membership at individual aquariums increased an average of 4.1% in 2005 compared to 2004. As a whole, it increased an average of 15.1%.
- The largest increase in membership at an aquarium was 48.0%.
- The largest decrease in membership at an aquarium was 15.7%.
- 40% of participating aquariums had an increase in Membership in 2005 compared to 2004.

Total Capital Improvement Expenditures

Figure 2

AVERAGE TOTAL CAPITAL IMPROVEMENT EXPENDITURES



Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total C.I. Expenditures 2004 (no \$ sign)	10	4	6	6726456	1917441	685573	17332000

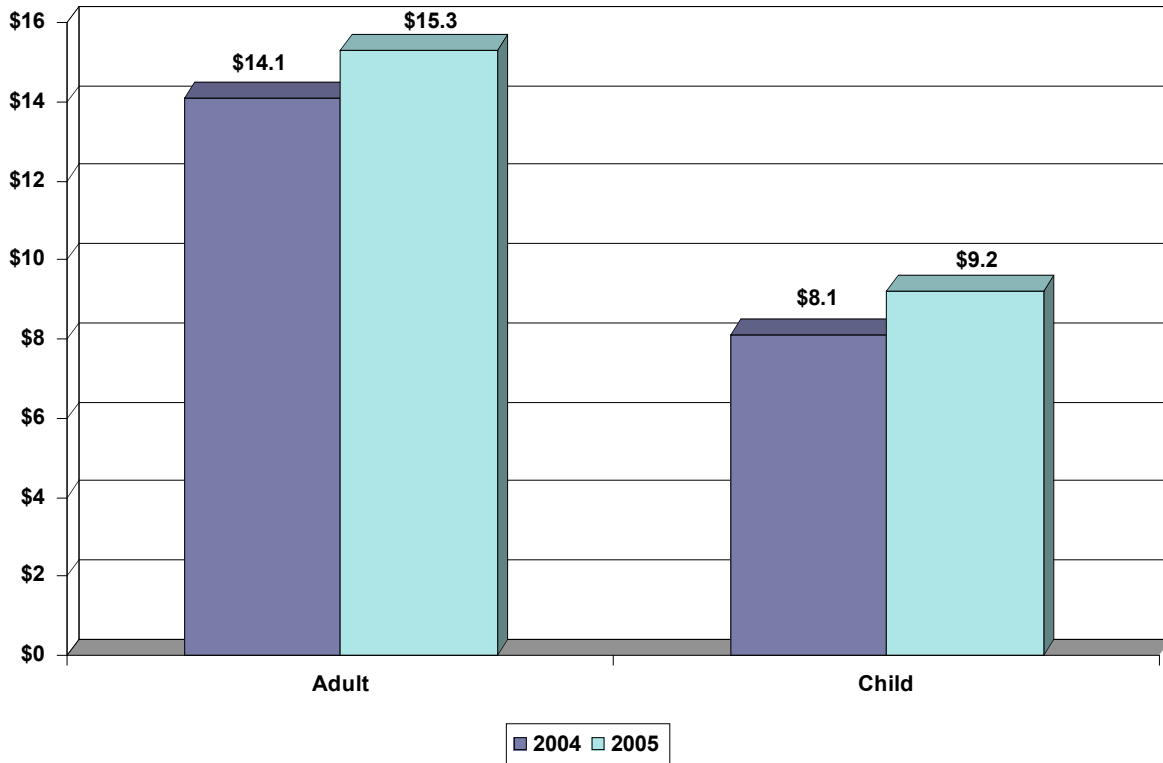
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Total C.I. Expenditures 2005 (no \$ sign)	10	4	6	5374786	4517913	187893	13923000

- Compared to 2004, Average Total Capital Improvement Expenditures decreased 25.1% in 2005.
- 60% of participants submitted data for capital improvement expenditures.

Admission Price

Figure 3

AVERAGE ADMISSION PRICE



Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Adult Admission Price 2004 (no \$ sign)	10	0	10	14.1	14.5	7	20
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Adult Admission Price 2005 (no \$ sign)	10	0	10	15.3	15.5	7	22

Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Child Admission Price 2004 (no \$ sign)	10	0	10	8.1	8	5	11
Absolute Respondents	Base	Missing	Descriptive Statistics				
		No reply	Count	Mean	Median	Minimum	Maximum
Child Admission Price 2005 (no \$ sign)	10	0	10	9.2	9	5	14