Economic Impact

*National Aquarium is a major economic force in the City of Baltimore, the State of Maryland and throughout the region.*

National Aquarium continues to be a major economic force in Baltimore City, the State of Maryland, and the surrounding region, supporting $319.6 million in annual economic impact and creating 3,347 jobs, according to a 2012 economic impact study conducted by Sage Policy Group, Inc.

**THE NUMBERS**
The Aquarium commissioned Sage to measure the nonprofit organization’s economic impact on the region to include both the Baltimore and Washington, DC, venues. The 2012 assessment includes major statistical findings, key analyses, and the following essential economic indicators about the Aquarium’s effect on the region:

- The Aquarium supported substantial employment (3,347 jobs) and economic impacts ($319.6 million) for the City of Baltimore, the State of Maryland, and the District of Columbia.
- Collectively, the Aquarium supported $17.9 million in fiscal impact for the City of Baltimore, the State of Maryland, and the District of Columbia.
- Together, both venues attracted more than 1.5 million visitors.
- Operational expenditures expanded to more than $50 million per annum.

**National Aquarium, Baltimore**
- National Aquarium, Baltimore, attracted more than 1.4 million visitors and was the number one paid tourist destination in the city.
- Approximately 88.14 percent of visitors claimed it was the primary reason for their visit to the city.
- Visitors to National Aquarium, Baltimore, spent nearly $205 million on lodging, transportation, food, shopping, gas, and recreation.
- Nearly one out of every three (31.3 percent) visitors stayed overnight in the region, providing further impact to local hotels and restaurants.
- Statewide, the National Aquarium supported 3,300 jobs, nearly $127 in employee compensation, and had an economic impact of $314 million.
- In the City of Baltimore, Aquarium operations supported nearly $6 million in annual tax revenues.
- The State of Maryland received $11.7 million in annual tax revenues from the Aquarium.

**National Aquarium, Washington, DC**
- In the District of Columbia, the National Aquarium supported 43 jobs associated with annual employee compensation of $2.1 million and local business sales of $5.6 million.
- Visitors to National Aquarium, Washington, DC, spent more than $3 million per year on lodging, transportation, food, shopping, gas, and recreation.
- The Aquarium supported $0.3 million in fiscal impact in Washington, DC.