

# NEWS RELEASE

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## Virginia Aquarium Shatters Revenue Records for Previous Fiscal Year

(VIRGINIA BEACH, VA) From the inception of a wildly successful Valentine’s Day Dinner with the fishes to the third installment of Mermaid Mondays in April, new and revamped programs were essential to the past operating year for the Virginia Aquarium & Marine Science Center. Final audited numbers were recently posted, and revealed a banner year which shattered records for revenues in several categories.

In fiscal year 2016, the Virginia Aquarium tallied the highest membership revenue on record at a 10% increase over fiscal year 2015; the highest Aquarium admissions revenue at an 11% increase over fiscal year 2015; and the highest store sales ever, also showing an 11% increase over the previous record in fiscal year 2015. Aquarium attendance was also the second highest since the Aquarium opened, only losing to fiscal year 1997 when the Aquarium’s Phase II expansion tripled the facility’s size.

“This important achievement shows our value to the Virginia Beach community, visitors, and the Hampton Roads region,” said Lynn Clements, Executive Director for the Virginia Aquarium. “We hope that we have helped each guest that came through our doors realize their impact on the marine environment, as well as appreciate the beauty of our underwater world.”

New programs and exhibits for the fiscal year included the Valentine’s Day Dinner event, Wild Workshops Paint Night series, a new permanent exhibit opening, and the addition of three new high profile animals: Rudder, the harbor seal, and Ralf and Sommer, the new Tomistoma crocodiles.

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*The Virginia Aquarium & Marine Science Center is an accredited member of the Association of Zoos and Aquariums, and the Alliance of Marine Mammal Parks and Aquariums whose mission is conservation through education. The Aquarium is located at 717 General Booth Boulevard, just south of Rudee Inlet in Virginia Beach. For more information on exhibits, movies, boat rides and special events, call (757) 385-FISH (3474), (TDD 385-4305) or visit [www.VirginiaAquarium.com](http://www.VirginiaAquarium.com).*