



TENNESSEE
AQUARIUM

Economic Impact



Since opening its doors in 1992, the Tennessee Aquarium has played a crucial role in transforming the Chattanooga riverfront and helping to sustain several billion dollars in capital investments. Even more important, the Aquarium has connected more than 26 million people with nature and empowered them to make informed decisions about water and wildlife.

\$4.88
BILLION

Since opening, the economic impact on the community has been \$4.88 billion from direct, indirect, and induced spending by visitors who reported their primary reason to visit Chattanooga was the Tennessee Aquarium.

\$301
MILLION

1992-2021 Total State and Local Tax Contributed by Non-Hamilton Visitors (in 2021 dollars) which helps support essential services like Police and Fire Departments and Public Schools.

2022 ANNUAL ECONOMIC IMPACT AT A GLANCE

\$187
MILLION

Annual economic impact of the Tennessee Aquarium on Chattanooga and Hamilton County.

1,563
JOBS

Number of jobs supported by the Aquarium's operating and capital expenditures, along with the spending of out-of-town visitors.

\$172.4
MILLION

Revenue realized by area businesses as a result of goods and services purchased by Aquarium visitors.

\$9
MILLION

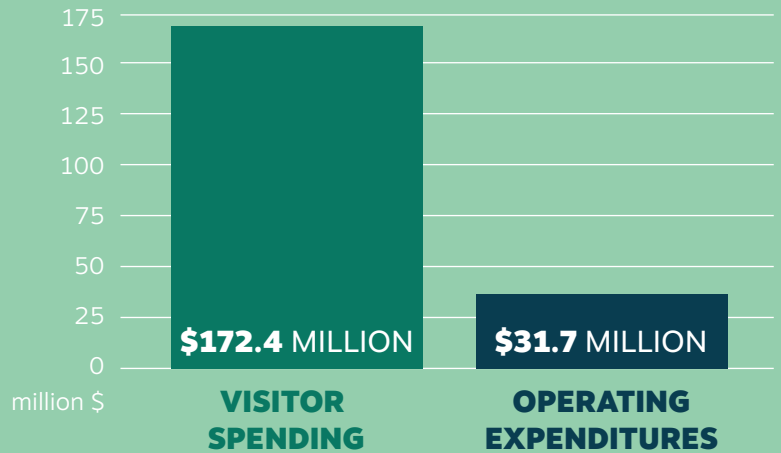
Tax revenue generated for Hamilton County and the state of Tennessee to support essential services.

IMPORTING VITAL DOLLARS FOR OUR ECONOMY

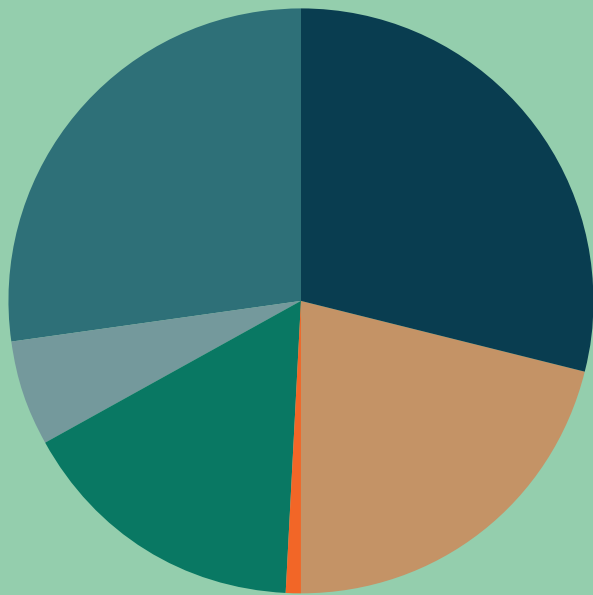
—2022 ATTENDANCE—

772,737 VISITORS

The average family visiting the Aquarium stays in Chattanooga a least one night and spends \$798—including more than \$510 on food and lodging alone—per trip.



In 2022, more than 772,737 visitors created \$172.4 million in revenues for Chattanooga businesses. Out-of-town visitors additional revenue throughout the community—eating at restaurants, staying in hotels, visiting other attractions, and purchasing goods and services from Chattanooga proprietors.



- 29% LODGING
- 21% ADMISSION/ENTERTAINMENT
- 6% SOUVENIR
- 16% TRANSPORTATION
- 1% OTHER
- 27% RESTAURANT/FOOD



This 2022/23 report by Dr. Rachel J.C. Fu, Director of the Eric Friedheim Tourism Institute and Professor & Chair of Tourism, Hospitality and Event Management Department at the University of Florida (top-5 public university in the U.S.) is based on on-site, first-hand data collections and various secondary data sources. This project utilized the US Bureau of Labor Statistic's Consumer Price Index (CPI) inflation calculations and adopted deflators generated through Impact Analysis for Planning Input/Output (I/O) models to permit data to be measured and make dollar figures comparable due to inflation in various time periods.