A low-angle photograph of a person and a child looking up at numerous glowing orange jellyfish in a blue tank. The jellyfish are illuminated from below, creating a vibrant orange glow against the deep blue background. The person and child are silhouetted against the light, with their heads tilted upwards. The jellyfish have a rounded, bell-like shape with long, thin tentacles trailing downwards.

MONTEREY BAY AQUARIUM

Guest and Community Highlights

KEY FACTS AND TRENDS 2015

The Year In Review

Awareness of the Monterey Bay Aquarium—and the Central Coast—went worldwide in 2015, when 75 million viewers tuned into *Big Blue Live*. The unprecedented live television event on BBC and PBS positioned Monterey Bay as an ocean conservation success story of global significance, and the Aquarium as a key contributor.

We also continued to act locally while thinking globally and toward the future. The *Silicon Valley Business Journal* recognized the impact of our education programs to shape a new generation of ocean conservation leaders with one of its Community Impact Awards.

And we expanded our ocean policy, conservation research and sustainable seafood programs so we can continue to make a real difference for a healthy ocean locally—and around the world.

2015 Key Facts and Trends at a Glance

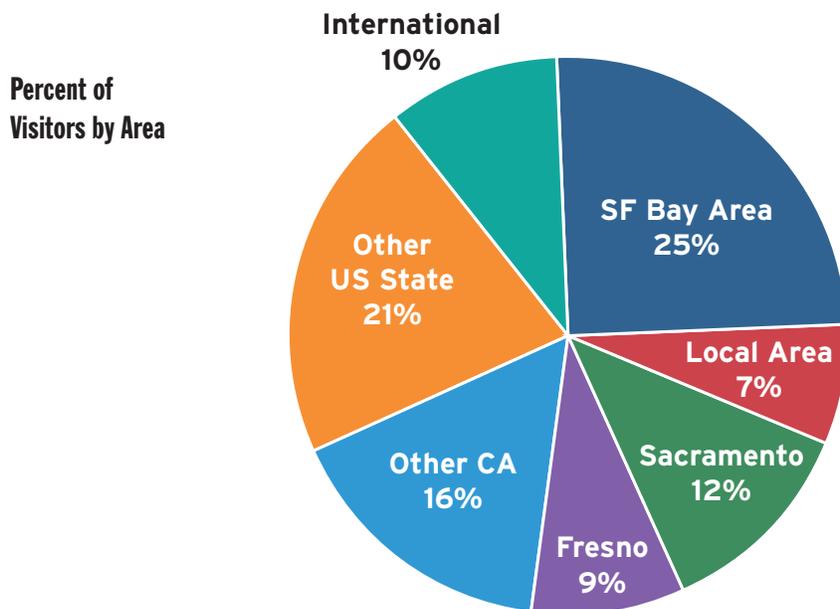
Attendance

We welcomed 2.1 million visitors—our third highest attendance ever, and the second time in our history we've had back-to-back years with over 2 million guests. Total attendance was also higher in 2015 than the previous four years.

We educate and inspire our guests. 94% of Aquarium visitors said they learned something new during their visit, and 95% were inspired to consider action on behalf of ocean conservation.

Demographics

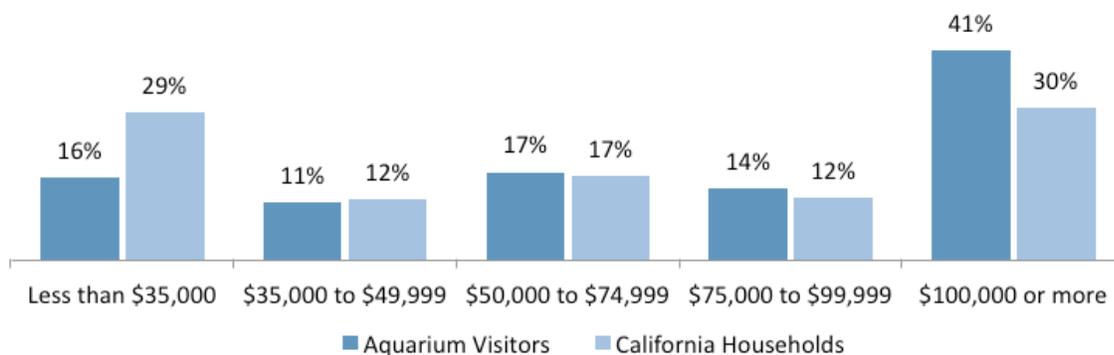
Aquarium visitor origins were 25% San Francisco Bay Area, 12% Sacramento/Stockton, 9% Fresno, 16% other California, 21% other states, 10% international and 7% local. We continue to draw our largest group of visitors from the greater San Francisco Bay Area. The percentage of visitors from other areas also remained mostly unchanged over 2014.



The annual household incomes of Aquarium visitors again reflected the household incomes of California residents, except at the upper and lower income levels.

Aquarium visitors were more likely than California households to have incomes of over \$100,000 (due to marketing efforts specifically targeting this income level) and less likely to have incomes under \$35,000.

Comparison of Aquarium Visitors and California Households by Income

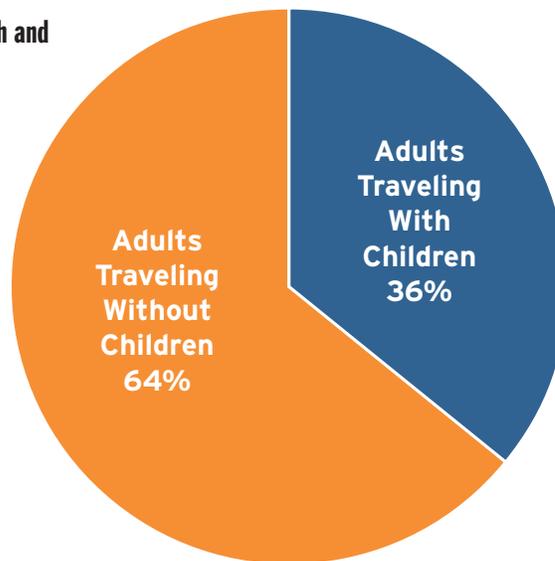


Demographics

The majority of Aquarium visitors are adults traveling without children.

In 2015 there was a 28% difference between the number of adults with and without children in their party. There was also a 9% difference over 2014 in the number of adults traveling without children.

Percent of Visitors With and Without Children



Fewer families with children under 18 years old visited the Aquarium than in the previous two years, but families still represented 36% of visitors. Local visitors and those from elsewhere in California were more likely to visit with children than visitors from outside California.

Aquarium Members

The Aquarium serves 78,000 member households. Most Aquarium members live in the Monterey and Silicon Valley areas, and 60% of all member households are families with children.

Advertising Campaign & Visitation

Our digital, search-based advertising campaign once again helped to attract more visitors to the Aquarium and the destination. In 2015 this campaign drew 372,000 more visitors (an increase of 21,000 over 2014) and created 238,000 additional room nights against our 2010 baseline.

When people are most likely to visit has remained consistent over the past three years—25% of total visitation was during July and August. January, February, October and November attracted the smallest proportion of visitors, with about 6% of visitors coming during each of those months.

Schedule is the number one factor in our visitors' leisure time decision-making process, and attempts to influence leisure visit timing have not been successful.

Hispanic Visitors and Economic Impact

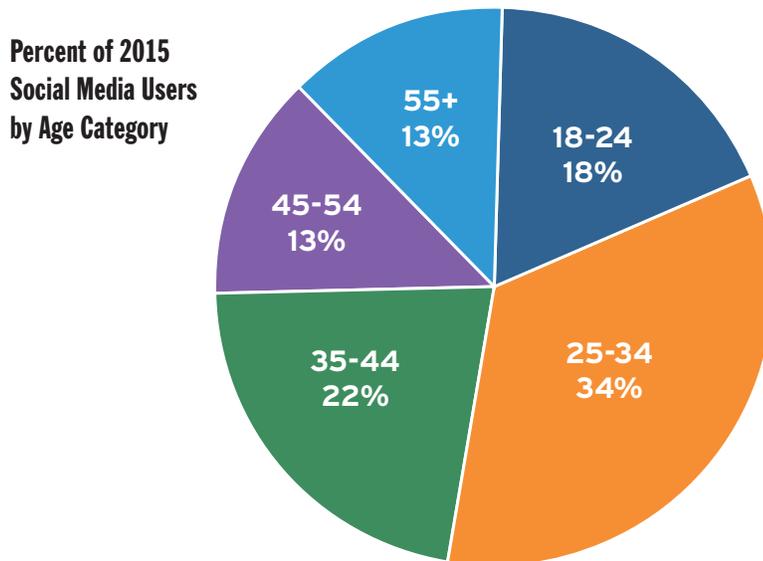
About one-third (32%) of paid Aquarium visitors from California were Hispanic.

Most of our Hispanic attendance is from California, with the majority of visitors arriving from the San Francisco, Sacramento, Fresno and local tri-county area (Monterey, Santa Cruz and San Benito counties) markets in which we advertise directly in Spanish-language media.

Over a third (38%) of Hispanic visitors spent at least one night in a Monterey-area hotel during their visit, accounting for an estimated 88,000 room nights.

Social Media User Characteristics in General

Most adult visitors are active on social media—86% reported they regularly use one or more sites. The age of those visitors doesn't vary much from one platform to the next, but in general:



Among Hispanic visitors who are active on social media, Facebook, Instagram and YouTube are the most popular sites, with usage of Pinterest, Instagram and YouTube trending higher in 2015. Facebook is the top site visited among those who speak Spanish at home, followed by YouTube and Instagram (tied for second), and Pinterest and Yelp (tied for third).

Social Media User Characteristics by Platform

Most Popular Overall

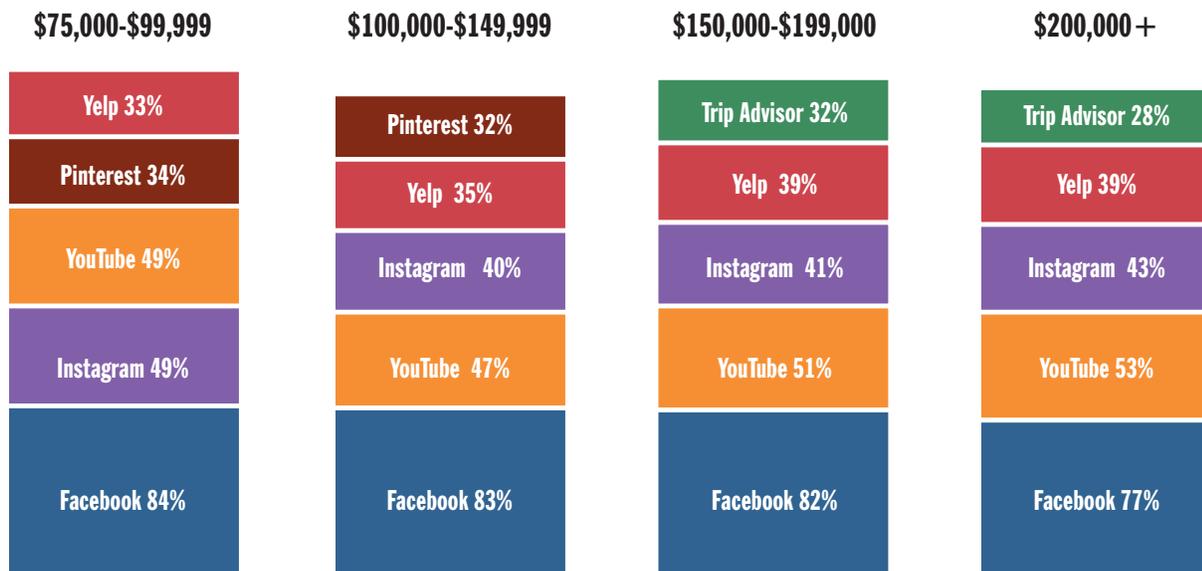
First Facebook **83%** **Second** Instagram, YouTube (tie) **47%** **Third** Yelp, Pinterest (tie) **31%**

Social Media User Characteristics by Platform

Most Popular by Age

	18-24	25-34	35-44	45-54	55-64	65+
Facebook	79%	88%	87%	81%	75%	78%
YouTube	54%	49%	45%	48%	41%	40%
Instagram	71%	56%	40%	29%		
Yelp					30%	23%
Trip Advisor					38%	29%

Most Popular by Household Income



2016 Marketing Strategies based on 2015 Research Findings

Our annual market research informs our marketing plan for the following year. These 2016 strategies in particular reflect what we learned in 2015.

- We will continue to run an integrated advertising campaign consisting of online, TV, radio and out-of-home in the San Francisco Bay Area between Memorial Day and Labor Day. An online campaign will connect in-market events with digital activities to both drive visitation and raise awareness of the Aquarium's conservation impact areas.
- Our online, search-based advertising program targeting high-propensity visitors will expand to include all markets in the state and nationally, including our historical core market (San Francisco Bay Area).
- Based on market research and success in the past, we'll continue to run advertising targeting the Hispanic audience using the same campaign creative used for our historical core market.
- We've been successful in driving Millennial visitation. More than one-half (54%) of 2015 Aquarium visitors were between the ages of 18 and 34, while only one-third (33%) of California residents are in that age group. We will continue to focus on this audience, with additional emphasis on engaging them with the Aquarium and our mission largely through our social channels.
- We will continue to share the Aquarium's most compelling stories using our new online newsroom to integrate social and traditional media, offering journalists, bloggers and social media fans alike a variety of stunning photographs, videos, stories and expert bios to support their stories, while simultaneously sharing ours via a live social media stream.
- In the face of growing threats to ocean health, we adopted a new strategic approach that focuses our conservation and science efforts on critical issues affecting the future of the ocean, including steps to reduce plastic pollution, address climate change, and protect key species like sea otters, sharks and Pacific bluefin tuna.

2015 Community Impacts at a Glance

More than
550
employees, with a
\$32.9 million
annual payroll

Education for schoolchildren remains a top priority. Since we opened in 1984 we have provided free visits to more than 2.3 million students.

77,000 students participate in free field trips each year

20% of all students from Monterey County and 20% from Santa Cruz County visited on a field trip in 2015.

More than
95,000
people in our
community admitted
free of charge

Includes underserved audiences visiting through our "Free to Learn," "Shelf to Shore," "Student Ocean Stewards" and annual "Community Open House" programs.

Our digital, search-based advertising campaign was again a key factor in attracting more visitors to the Aquarium and Monterey County and generating higher tax revenues.

372,000 more visitors

238,000 additional room nights

\$56.55 million spent on lodging

\$27.06 million spent on retail

\$31.7 million spent on food & beverage

***Total = \$115.31** million in spending

\$11.0 million in tax revenue (sales tax & TOT)

***\$1.3** million increase over 2104

A key element of the Aquarium's education strategy is to focus on teachers.



For More Information

The Monterey Bay Aquarium conducts ongoing market research to better understand how we can improve the experience for our visitors, to inform our marketing and communications strategies, and to identify the Aquarium's economic and social contributions to the region.

We are happy to share our audience research data when appropriate, particularly with our partners in the hospitality industry. Should you want more information about our visitors, please contact:

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