

# 2017 Attendance - Private Attractions

Attraction	2017 Attendance	Region	City	Web
London Bridge	3,650,000	West Coast	Lake Havasu City	<a href="http://www.golakehavasus.com">www.golakehavasus.com</a>
Phoenix Zoo	1,372,513	Phoenix & Central	Phoenix	<a href="http://www.phoenixzoo.org">www.phoenixzoo.org</a>
Grand Canyon West <sup>1</sup>	1,050,000	West Coast	Peach Springs	<a href="http://www.grandcanyonwest.com">www.grandcanyonwest.com</a>
WestWorld of Scottsdale <sup>2</sup>	869,124	Phoenix & Central	Scottsdale	<a href="http://www.westworldaz.com">www.westworldaz.com</a>
University of Phoenix Stadium <sup>3</sup>	778,485	Phoenix & Central	Glendale	<a href="http://www.universityofphoenixstadium.com">www.universityofphoenixstadium.com</a>
Desert Botanical Garden	452,365	Phoenix & Central	Phoenix	<a href="http://www.dbg.org">www.dbg.org</a>
Bearizona	422,700	Northern	Williams	<a href="http://www.bearizona.com">www.bearizona.com</a>
Wildlife World Zoo, Aquarium & Safari Park	402,000	Phoenix & Central	Litchfield Park	<a href="http://www.wildlifeworld.com">www.wildlifeworld.com</a>
Mesa Arts Center <sup>2</sup>	390,769	Phoenix & Central	Mesa	<a href="http://www.mesaartscenter.com">www.mesaartscenter.com</a>
Arizona-Sonora Desert Museum	366,746	Tucson & Southern	Tucson	<a href="http://www.desertmuseum.org">www.desertmuseum.org</a>
Tempe Town Lake <sup>4</sup>	338,000	Phoenix & Central	Tempe	<a href="http://www.tempe.gov/lake">www.tempe.gov/lake</a>
Phoenix Art Museum	275,202	Phoenix & Central	Phoenix	<a href="http://www.phxart.org">www.phxart.org</a>
Arizona Snowbowl <sup>5</sup>	254,000	Northern	Flagstaff	<a href="http://www.snowbowl.ski">www.snowbowl.ski</a>
Heard Museum <sup>6</sup>	225,003	Phoenix & Central	Phoenix	<a href="http://www.heard.org">www.heard.org</a>
Out of Africa Wildlife Park	135,205	North Central	Camp Verde	<a href="http://www.outofafricapark.com">www.outofafricapark.com</a>
Taliesin West	106,400	Phoenix & Central	Scottsdale	<a href="http://www.franklloydwright.org">www.franklloydwright.org</a>
Biosphere 2	100,000	Tucson & Southern	Oracle	<a href="http://www.B2science.org">www.B2science.org</a>
O.K. Corral Gunfight Site	100,000	Tucson & Southern	Tombstone	<a href="http://www.ok-corral.com">www.ok-corral.com</a>
Lowell Observatory	98,463	Northern	Flagstaff	<a href="http://www.lowell.edu">www.lowell.edu</a>
Verde Canyon Railroad	85,000	North Central	Clarkdale	<a href="http://www.verdecanyonrr.com">www.verdecanyonrr.com</a>
Scottsdale Museum of Contemporary Art (SMoCA) <sup>7</sup>	80,674	Phoenix & Central	Scottsdale	<a href="http://www.smoca.org">www.smoca.org</a>
Flagstaff Extreme	68,968	Northern	Flagstaff	<a href="http://www.flagstaffextreme.com">www.flagstaffextreme.com</a>

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<b>Cosanti</b>	66,000	Phoenix & Central	Paradise Valley	<a href="http://www.cosanti.com">www.cosanti.com</a>
<b>Titan Missile Museum</b>	56,602	Tucson & Southern	Sahuarita	<a href="http://www.titanmissilemuseum.org">www.titanmissilemuseum.org</a>
<b>Arcosanti</b>	42,000	North Central	Mayer	<a href="http://www.arcosanti.org">www.arcosanti.org</a>
<b>Tucson Museum of Art and Historic Block<sup>8</sup></b>	40,771	Tucson & Southern	Tucson	<a href="http://www.tucsonmuseumofart.org">www.tucsonmuseumofart.org</a>
<b>Powell Museum</b>	34,990	Northern	Page	<a href="http://www.powellmuseum.org">www.powellmuseum.org</a>
<b>Sharlot Hall Museum</b>	30,000	North Central	Prescott	<a href="http://www.sharlot.org">www.sharlot.org</a>
<b>Pioneer Museum</b>	16,233	Northern	Flagstaff	<a href="http://www.arizonahistoricalociety.org/museums/welcome-to-pioneer-museum-flagstaff/">www.arizonahistoricalociety.org/museums/welcome-to-pioneer-museum-flagstaff/</a>
<b>Coconino Center for the Arts</b>	15,947	Northern	Flagstaff	<a href="http://flagartscouncil.org/coconino-center-for-the-arts/">http://flagartscouncil.org/coconino-center-for-the-arts/</a>
<b>Arizona Zipline Adventures<sup>9</sup></b>	14,000	Phoenix & Central	Oracle	<a href="http://www.ziparizona.com">www.ziparizona.com</a>

<sup>1</sup> 2017 Grand Canyon Skywalk attendance was 618,535.

<sup>2</sup> Represents fiscal year 2017 (July 1, 2016-June 30, 2017).

<sup>3</sup> Does not include Arizona Cardinals game attendance.

<sup>4</sup> Represents estimate of special events attendance only.

<sup>5</sup> Includes community and private events.

<sup>6</sup> The *Frida Kahlo and Diego Rivera* exhibit, open April 11-September 4, 2017, more than doubled the museum's average annual attendance.

<sup>7</sup> The *Ocean of Light: Submergence - A Squidsoup Project*, open May 6-September 24, 2017, doubled attendance for the year.

<sup>8</sup> Main galleries were closed for renovation, July 10-October 20, 2017, decreasing attendance for the year. Does not include attendance for Artisans' Markets.

<sup>9</sup> Zipliners, as well as spectators/visitors, included.

Attractions have varied operation schedules throughout the year. Certain attendance figures are estimates.

Attendance figures are self-reported. This is not a complete list of private attractions in Arizona.

*If you are an Arizona attraction and would like to be considered for inclusion on this, or the natural attractions, list please email [research@tourism.az.gov](mailto:research@tourism.az.gov).*