

2017 Attendance - Private Attractions

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

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

¹ 2017 Grand Canyon Skywalk attendance was 618,535.

² Represents fiscal year 2017 (July 1, 2016-June 30, 2017).

³ Does not include Arizona Cardinals game attendance.

⁴ Represents estimate of special events attendance only.

⁵ Includes community and private events.

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

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

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

⁹ 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.