



FOR IMMEDIATE RELEASE

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Navy Pier, Inc. Announces Record Attendance in 2012

An estimated 9.2 million guests visited Navy Pier; Largest attendance in Pier history

CHICAGO – Navy Pier, Inc. is proud to announce it has surpassed its attendance record in 2012! An estimated 9,175,000 million people visited Navy Pier in 2012.

“Navy Pier continues to achieve great success and these attendance numbers reflect that accomplishment,” said Mayor Rahm Emanuel. “As the number one leisure destination in the Midwest, Navy Pier’s record-breaking numbers demonstrate that tourists and Chicagoans alike are seeking out this iconic landmark, and driving economic opportunity in the process.”

Marilynn Gardner, President and CEO of Navy Pier, Inc. said highly popular Navy Pier events, programming and attractions such as the 12th annual Winter WonderFest presented by Bank of America, weekly summer fireworks and favorable weather were all contributing factors.

In just over a decade, Winter WonderFest, Navy Pier’s 170,000 square-foot winter extravaganza, has quickly become a holiday tradition for Chicagoland families. This year, during the event’s five-week run, Winter WonderFest exceeded its previous record with an estimated 635,000 attendees.

“We would like to thank Chicagoland as well as our guests from around the world for our continued success,” Gardner said. “As Navy Pier continues to reimagine itself as its 100th anniversary approaches in 2016, milestones such as today’s announcement reflect a global interest in Chicago and our celebrated public space.”

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Located on Lake Michigan, just east of Chicago’s downtown, Navy Pier® (www.navypier.com) is the top-visited tourist and leisure destination in the Midwest, welcoming more than eight million visitors annually for entertainment, family attractions, cultural and educational events, as well as business meetings and tradeshow. Originally opened in 1916 as a shipping and recreation facility, it is now one of the country’s most unique recreation and exposition facilities, showcasing more than 50

acres of parks, gardens, restaurants, shops, attractions, sightseeing and dining cruise boats, and more. Navy Pier is accessible by car, CTA Bus, taxi, bike or on foot.