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FRESNO CHAFFEE ZOO SETS SEVENTH CONSECUTIVE ANNUAL ATTENDANCE RECORD

Fresno, CA – Fresno Chaffee Zoo officials are proud to announce that 2016 was not only an annual attendance record-breaking year, but it was also the largest annual attendance increase in the Zoo's history.

In 2016, 964,091 guests visited the Zoo, a 19 percent increase from 2015, which saw 808,914 guests.

"We are overjoyed with the outcome of 2016 and the direction that our Zoo is going," said Scott Barton, executive director at the Zoo. "We owe much of this increase to African Adventure and the community's continued support through Measure Z."

The largest monthly increase was in February 2016 when 87,878 guests visited the Zoo – a 100 percent increase from February 2015's attendance of 43,943.

While most guests came from California, the Zoo also welcomed guests from 29 countries and all 50 states.

Annual attendance wasn't the only number that increased at the Zoo; annual memberships saw a 10 percent increase. The Zoo finished 2016 with 18,856 household memberships.

"We have a number of upcoming projects," Barton said. "The soonest will be an expansion of Dino Dig and a children's water play area. After that, we will start working on two large projects – an Asian exhibit which will feature new and expanded spaces for Malayan tigers and sloth bears, followed by phase 2 of African Adventure which will bring hippos and crocodiles to Fresno."

"Fresno Chaffee Zoo inspires wonder of our natural world, provides an engaging learning environment, and creates a passion for conservation."

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