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Loveland Living Planet Aquarium hits 500,000 visitors!

The Loveland Living Planet Aquarium welcomed its 500,000th guest on July 24th, just 122 days after opening its doors! This milestone comes well ahead of anticipated projections. The Aquarium conservatively projected reaching 500,000 in December 2014.

The Aquarium continues to set other records as well. In April, the Loveland Living Planet Aquarium had the fourth highest attendance among all US aquariums. It would seem the “Aquarium in the desert” has found its place next to other iconic aquariums such as the Georgia Aquarium, Monterey Bay, and the Shedd Aquarium.

“Seeing the thousands of guests who visit a day is a validation to all of the people who have worked to make this Aquarium a reality,” said Loveland Living Planet Aquarium Founder and CEO Brent Andersen. “We hope that as we continue to foster a world class educational environment that we can inspire minds unable to have had exposure to this information and type of experience before the Aquarium was here. We’ve not only seen record numbers of visitors from Utah, but from out of state as well. “

Since the Aquarium opened on March 25, guest experiences continue to be added. These include feeding presentations with the sharks, penguins, toucans, and fish in the Amazon giant’s tank. Guests can also participate in a Penguin Encounter where they have the opportunity to feed the penguins themselves. These are typically once in a lifetime experiences that are now offered in Utah’s backyard.

The previous attendance record set at the Sandy location was in 2012, with 457,619 visitors. The Loveland Living Planet Aquarium is the ninth largest Aquarium in the nation.

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About the Loveland Living Planet Aquarium

The Aquarium is a tax-exempt 501(c)(3) nonprofit organization. The Aquarium’s mission is to inspire people to explore, discover and learn about Earth’s diverse ecosystems. Advance tickets and memberships may be purchased online at www.thelivingplanet.com. Ticket sales help support the Aquarium’s mission. The Loveland Living Planet Aquarium is located at 12033 South Lone Peak Parkway in Draper, Utah.