



## **The Aquarium Business: Economic Sustainability and Continued Growth in Aquarium Development**

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Since the last IAC in 2008 in Shanghai, aquariums have been operating in unprecedented economic conditions. The global economic downturn has challenged aquarium operators to seek creative strategies to sustain operations and improve revenue potential. Most have been able to sustain operations through these challenging times, and all are seeking improved business practices. While the economic sustainability of aquariums varies depending on their unique location, governance and competitive environment, high-quality and well operated aquariums are proven strong community resources for entertainment, education, conservation, and economic development.

This paper will review the business and economic sustainability of aquariums, highlighting prime examples of successful operating strategies. The paper will also address the future of the aquarium industry internationally, including the continued growth in aquarium development; the capacity of aquariums to excite, educate and foster stewardship amongst their visitors; and the role of aquariums as community resources for economic development.