

CRAIN'S LIST LARGEST TOURIST ATTRACTIONS (SIGHTSEEING)

Ranked by 2007 attendance



1 NAVY PIER
600 E. Grand Ave., Chicago 60611
(312) 595-5100, www.navypier.com

Person in charge: Marilyn Gardner, general manager
2007 attendance/% change from 2006: 8,420,000/-4.0%
2007 revenue/% change from 2006: \$42.2 million/4.1%
Full-time employees: 126



2 MILLENNIUM PARK
201 E. Randolph St., Chicago 60602
(312) 742-1168, www.millenniumpark.org

Person in charge: Lois Weisberg, commissioner, Chicago Department of Cultural Affairs
2007 attendance/% change from 2006: 3,500,000/16.7%
2007 revenue/% change from 2006: NA/NA
Full-time employees: NA



3 CHICAGO TROLLEY & DOUBLE DECKER CO.
615 W. 41st St., Chicago 60609
(773) 648-5000, www.chicagotrolley.com

Person in charge: Rob Pierson, president
2007 attendance/% change from 2006: 3,096,000/3.1%
2007 revenue/% change from 2006: NA/NA
Full-time employees: 192



4 LINCOLN PARK ZOO
2200 N. Cannon Drive, Chicago 60614
(312) 742-2000, www.lpzoo.org

Person in charge: Kevin J. Bell, president, CEO
2007 attendance/% change from 2006: 3,000,000/NC
2007 revenue/% change from 2006: \$21.0 million/9.5%
Full-time employees: NA



5 SIX FLAGS GREAT AMERICA
542 N. State Route 21, Gurnee 60031
(847) 249-4636, www.sixflags.com

Person in charge: John Curty, general manager
2007 attendance/% change from 2006: 2,446,000/-6.1%
2007 revenue/% change from 2006: NA/NA
Full-time employees: 175



6 BROOKFIELD ZOO (CHICAGO ZOOLOGICAL SOCIETY); 3300 Golf Road, Brookfield 60513
(708) 688-8000, www.brookfieldzoo.org

Person in charge: Stuart D. Strahl, CEO and president of Chicago Zoological Society, director of Brookfield Zoo
2007 attendance/% change from 2006: 2,137,545/13.1%
2007 revenue/% change from 2006: \$91.6 million/43.1%
Full-time employees: 433



7 SEARS TOWER SKYDECK
103rd floor, Chicago 60606
(312) 875-9696, www.theskydeck.com

Person in charge: Randy Stancik, general manager
2007 attendance/% change from 2006: 1,300,000/NC
2007 revenue/% change from 2006: NA/NA
Full-time employees: 17



8 JOHN HANCOCK OBSERVATORY
875 N. Michigan Ave., 94th floor, Chicago 60611
(312) 751-3680, www.hancockobservatory.com

Person in charge: Daniel Thomas, general manager
2007 attendance/% change from 2006: 650,000/10.8%
2007 revenue/% change from 2006: NA/NA
Full-time employees: 21