

2021 Annual Summary

Attendance and Operations Recap

	Factory Tour	General Admission	Public Programs + Private Events	Virtual Programs	Total Visitation
2021 Attendance	0	33,208	118	2,466	35,792

- Boeing Future of Flight facility re-opened to the public on February 18, 2021 with 5-day/week operations.
- Everett Factory Tour continued to be closed through 2021.
- Due to popularity of general admission offerings, an Annual Pass produce was launched in May 2021 to support repeat visitation. A total of 64 annual passes were sold during 2021.

Exhibit and Experiences

- *Celebrate a Legacy* exhibit opened in June, honoring diverse heritage of Boeing's Rosie the Riveter
- Gallery exhibit enhancement continued with addition of two new programs
 - QR codes added to Boeing exhibits for more information and engagement with products
- Passport to Learning booklet offered as complimentary handout to encourage deeper exploration of gallery through a scavenger hunt
- 2021 included development and testing of new programs, including exploration of digital opportunities:
 - Robotics 101 Workshop
 - Tech Talk special program in Theater with Betsy Case, author of *Boeing's Trailblazers*
 - Virtual Field Trips
 - Livestream Tours

Facility Notes

- Continue investment Future of Flight facility including addition of Education Lab gallery space enhancement.

