

Annual Summary 2024

Attendance Recap and Highlights

2024 Attendance	Factory Tour	General Admission	Boeing Backstage Pass	Events & Public Programs	Total Visitation
	102,008	29,002	7,419	2,842	141,271

- 46% YOY increase in public visitation, including guests from all 50 states and 100 countries.
- 25% of visitors were international.
- Everett Public Factory Tour paused September 13 – December 6, 2024, due to suspended factory operations related to union strike.
- Boeing Flagship Retail Store exceeded 2023 sales plan by 105%.

Exhibits + Experiences

- Everett Public Factory Tour:
 - 3082 public tours were delivered in 2024.
 - During factory suspended operations, the popular theater experience *Boeing Backstage Pass: The Everett Factory* was reactivated.
- Future of Flight Gallery:
 - Added Generation 1 and 5 *Wisk* Air Taxis in new autonomous flight exhibit.
 - Added tour balcony exhibit graphics and video content to complement factory tour experience.
- Private Events + Public Programs:
 - 54 private events executed, including Mukilteo Chamber of Commerce community happy hour “Sunset on Sky Deck.”
 - Boeing showcased a Future of Flight-branded robotics coding STEM activity at EAA AirVenture Oshkosh. Over 600k aviation enthusiasts were exposed to FoF products and programs.

Facility Notes

- Modernized ticketing sales experience by migrating to Ticketure platform.
- Added a new call center and customer service channel partner, MTA.

