

The Henry Ford has Record-Breaking Year

More than 1.7 million visit history destination, record-breaking year for signature events

Dearborn, Mich. ([PRWEB](#)) January 07, 2016 -- The Henry Ford's attractions, signature and catered events had a remarkable year in 2015 with more than 1.7 million guests visiting the institution's campus, an increase of almost 100,000 from 2014. In addition to being the state of Michigan's number one most-visited cultural destination, many of The Henry Ford's signature events had record-breaking attendance including Maker Faire Detroit, Hallowe'en in Greenfield Village and Holiday Nights in Greenfield Village. The Henry Ford's catered events also had a record-breaking year confirming its accolades as the Best Event Venue in Michigan.

The Ford Rouge Factory Tour contributed to the institution's robust numbers, seeing its third highest attendance year in its 11 year history. June in particular was a banner month for the venue breaking attendance numbers for both a single day and month. The Ford Rouge Factory Tour was reimagined for 2015 with renovations taking place inside its theatrical experience now titled "Manufacturing Innovation" and inside the factory itself, with the Dearborn Truck Plant requiring major updates for its all-aluminum-bodied Ford F-150. The "Manufacturing Innovation" update designed by BRC Imagination Arts took home the 2016 THEA Award for Outstanding Brand Home Theatrical Experience given by the Themed Entertainment Association back in November 2015.

"As a result of our strategic planning and the diligent and collaborative efforts from our team and partners, 2015 was an outstanding year for The Henry Ford and not just in record-breaking numbers," said Patricia Mooradian, president of The Henry Ford. "Our national television series that airs on CBS nationally, The Henry Ford's Innovation Nation was awarded a Daytime Emmy® for Outstanding Special Class Series, and we implemented and launched a reimagined Ford Rouge Factory Tour, and had the privilege and honor of hosting nationally-recognized historians and authors Doris Kearns Goodwin and David McCullough among the many significant events we offered last year. We look forward to the year ahead."

The Henry Ford looks to continue 2015's success with new limited-engagement exhibitions opening up in 2016 including The Magical History Tour: A Beatles Memorabilia Exhibition coming in April, the filming of the third season of The Henry Ford's Innovation Nation and more. For more information on The Henry Ford, visit www.thehenryford.org.

About The Henry Ford

The Henry Ford in Dearborn, Michigan is an internationally-recognized history destination that explores the American experience of innovation, resourcefulness and ingenuity that helped shape America. A national historic landmark with an unparalleled Archive of American Innovation, The Henry Ford is a force for sparking curiosity and inspiring tomorrow's innovators. More than 1.6 million visitors annually experience its five attractions: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford Giant Screen Experience. A continually expanding array of content available online provides anytime, anywhere access. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates over 500 students a year on the institution's campus. In 2014, The Henry Ford premiered its first-ever national television series, The Henry Ford's Innovation Nation, showcasing present-day change-makers and The Henry Ford's artifacts and unique visitor experiences. Hosted by news correspondent and humorist, Mo Rocca, this Emmy®-winning weekly half-hour show airs Saturday mornings on CBS. For more information please visit our website thehenryford.org.

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