

Top Tourist Attractions

Ranked by annual attendance, 2011

Name	2010 Attendance	No. of Employees	Description	Chief Executive	Year Founded
1 DCU Center 50 Foster St., Worcester 01608 508-755-6800 • www.dcucenter.com	500,000	700	Arena and convention center	Sandra Dunn	1982
2 Wachusett Mountain Ski Area 499 Mountain Rd., Princeton 01541 978-464-2300 • www.wachusett.com	400,000	1,000	A ski mountain open year-round for private events, weddings, summer outings and business meetings.	Jeff Crowley	1934
3 Old Sturbridge Village 1 Old Sturbridge Village Rd., Sturbridge 01566 508-347-3362 • www.osv.org	263,000	152	A 200-acre living history museum depicting a 19th-century New England town	James Donahue	1938
4 Mechanics Hall 321 Main St., Worcester 01608 508-752-5608 • www.mechanicshall.org	250,000	10	Concert hall that hosts concerts, family and business events, children's theater, proms and graduations, nonprofit, civic and education events.	Robert M. Kennedy	1857
4 Southwick's Zoo 2 Southwick St., Mendon 01756 800-258-9182 • www.southwickzoo.com	250,000	25	Zoo home to more than 100 species of wild animals	Justine Brewer	1963
6 The Hanover Theatre for the Performing Arts* 2 Southbridge St., Worcester 01608 877-571-7469 • www.thehanovertheatre.org	174,716	26	Theater that hosts a variety of stage shows and concerts	Troy Siebels	2002
7 EcoTarium 222 Harrington Way, Worcester 01604 508-929-2700 • www.ecotarium.org	137,500	89**	Museum of science and nature, with a focus on hands-on exploration and discovery. Live animals, planetarium, year-round public programs, special events and changing exhibits	Stephen M. Pitcher	1825
8 CoCo Key Water Resort 150 Royal Plaza Dr., Fitchburg 01420 978-342-7100 • www.cocokeyfitchburg.com	130,000	70	A 55,000-square-foot water park affiliated with the Courtyard by Marriott	Brenda Walli	2008
9 Worcester Art Museum* 55 Salisbury St., Worcester 01609 508-799-4406 • www.worcesterart.org	110,534	276	Museum showcasing artworks spanning five millennia from international cultures	Matthias Waschek	1896
10 Nashoba Valley Winery 100 Wattaquodock Hill Rd., Bolton 01740 978-779-5521 • www.nashobawinery.com	100,000	15	Family-owned orchard, winery, brewery and gourmet restaurant set on 52 acres with a wine and gift shop.	Richard Pelletier	1978
11 Hanover Insurance Park at Fitton Field 1 College St., Worcester 01610 508-792-2288 • www.worcestertornadoes.com	88,000	12	Home of the Worcester Tornadoes	Todd Breighner	2005
12 Tower Hill Botanic Garden 11 French Dr., Boylston 01505 508-869-6111 • www.towerhillbg.org	80,000	30	Year-round living museum of plants on 132 acres owned and operated by the Worcester County Horticultural Society. Special events and programs throughout the year. Twigs Cafe and Gift Shop.	Christopher Reece	1842
13 Higgins Armory Museum 100 Barber Ave., Worcester 01606 508-853-6015 • www.higgins.org	56,000	35	Museum dedicated to the collection, preservation, exhibition and interpretation of arms and armor.	Suzanne Maas	1929
14 Fruitlands Museums Inc. 102 Prospect Hill Rd., Harvard 01451 978-456-3924 • www.fruitlands.org	32,000	53	Collection of four museum buildings chronicling history in New England, as well as a restaurant	Susan Davy	1914
15 Vaillancourt Folk Art 9 Main St., Ste. 1-H, Sutton 01590 508-476-3601 • www.valfa.com	18,500	20	Producer of highly detailed, hand-painted collectible chalkware figurines from antique molds.	Gary Vaillancourt Luke M. Vaillancourt	1984
16 Museum of Russian Icons* 203 Union St., Clinton 01510 978-598-5000 • www.museumofrussianicons.org	15,000	8	The largest collection of Russian icons in North America, featuring special exhibitions and educational programs	Kent Russell	2007
16 Worcester Historical Museum 30 Elm St., Worcester 01609 508-753-8278 • www.worcesterhistory.org	15,000	16	Museum dedicated to preserving and showcasing Worcester's history in all time periods and subject areas	William D. Wallace	1875

Sturbridge Village



Mt. Wachusett Ski area



Tower Hill Botanic Garden

