

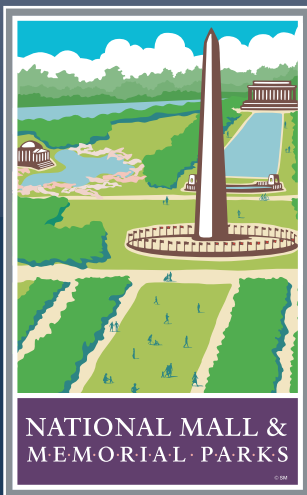


THE NATIONAL MALL

1997
THE LEGACY PLAN

1901
MCMILLAN PLAN

1791
L'ENFANT PLAN



**2008 Visitor Study:
Destinations, Preferences, and Expenditures**
August 2009

National Park Service
U.S. Department of the Interior

National Mall and Memorial Parks
Washington, D.C.



2008 VISITOR STUDY: DESTINATIONS, PREFERENCES, AND EXPENDITURES

Prepared by

Margaret Daniels, Ph.D.
Laurlyn Harmon, Ph.D.
Minkyung Park, Ph.D.
Russell Brayley, Ph.D.

School of Recreation, Health and Tourism
George Mason University
10900 University Blvd., MS 4E5
Manassas VA 20110

August 2009

This page has been left blank intentionally.

SUMMARY

The National Mall is an enduring symbol of the United States (U.S.) that provides an inspiring setting for national memorials and a backdrop for the legislative and executive branches of our government. Enjoyed by millions of visitors each year, the National Mall is a primary location for public gatherings such as demonstrations, national celebrations and special events.

Although Washington, D.C., is consistently rated a top destination for domestic and international travelers, and the National Mall is one of the most visited national parks in the country, little systematic attempt has been made to document the influence of the National Mall as a motivating factor for visitation to Washington, D.C., separate from the many other attractions and facilities in the metropolitan area.

Accordingly, a visitor study was conducted to assess visitor behaviors and the socioeconomic impacts of visitor spending on the greater Washington, DC metropolitan area. The study addressed the National Mall as a separate entity from the museums and attractions in the area that are not managed by the National Park Service.

A mailback questionnaire was used to systematically collect information regarding trip/visit characteristics, perceptions of park experiences, activities, uses of park resources and expenditures. Research teams were positioned at nine different locations in the park (two locations on each day) during the data collection period, which spanned from August 28, 2008, to September 21, 2008. During this time period, 1,834 park visitor groups were randomly selected and one individual from each group was asked to participate in the study. Using this method, 1,245 individuals from selected groups agreed to participate, while 589 declined. Of the 1,245 questionnaires that were distributed, 644 were returned with usable data, while an additional 58 were determined to have provided non-usable addresses, resulting in an adjusted response rate of 54.3%.

The average respondent age was 49.7 years and the average personal group size was 2.7 people. The sample included 51.4% male and 48.6% female respondents. The six states of the U.S. in which the highest number of visitors, including both respondents and their group members, resided were Virginia, Maryland, Pennsylvania, California, New York and Florida. Only two states, North Dakota and Rhode Island, had no representation in the respondent / group member sample. Most of the international respondents lived in Europe and the source of the largest group was the United Kingdom. Australians comprised the second largest group of international respondents, followed by Canada, Germany and Denmark. Close to thirty countries were represented in the study.

For select analyses, the respondent pool was divided into day-trippers and overnight guests, where day-trippers (sample size = 112) spent an average of 7.2 hours in the area while the overnight guests (sample size = 482) stayed in the area for an average of 4.4 days. Day-trippers were not necessarily residents of the metropolitan area, but also included out of town guests who were only in the area for the day.

Other select analyses divided the respondent pool into local versus nonlocal guests, Locals (sample = 90) are defined as those living in Washington, D.C., Charles County (MD), Montgomery County (MD), Prince George's County (MD), Arlington County (VA), Fairfax County (VA), Loudoun County (VA), Prince William County (VA) as well as the independent cities adjacent to these areas. Nonlocals (sample = 525) reside in any area not within the local definition.

The most common planning sources of information used prior to the visit associated with the study were friends/relatives/word of mouth (58.3% reported using) and previous visits (56.2% reported using). On future visits, the most common information sources that respondents indicated they would

use were the National Mall website (60.4% indicated future usage) and knowledge from previous visits (50.1% indicated future usage).

When considering the entire sample, respondents visited an average of 12.3 sites during their stay. Day-trippers visited 7.7 sites while overnight guests visited 13.4 sites. The top five destinations included the Lincoln Memorial (83.2% visited), Washington Monument (81.9% visited), World War II Memorial (81.4% visited), Vietnam Veterans Memorial (72.1% visited) and Korean War Veterans Memorial (61.2% visited). The top three activities were visiting National Mall monuments and memorials (96.9%), visiting museum sites (74.6%) and eating and drinking at restaurants and bars (64.5%).

Respondents were asked to indicate, from a selection of thirteen options, the services and activities that they would like to have available at the park on a future visit. The top five requests included roving rangers, self-guided tours, expert lectures, ranger programs and living history programs. When comparing local and nonlocal visitors, the desire for six services / activities was statistically different, including interactive exhibits, recreation rentals, indoor exhibits, outdoor exhibits, children's programs and special events. In all cases, locals indicated a higher desire for these specialized services / activities.

Direct expenditures were calculated along eleven spending categories based on the total amount spent per party during the entire stay: 1) in Washington, D.C., and 2) outside of Washington, D.C., but within a one-hour drive (i.e., in the metropolitan area). When considering all visitors, total direct per party expenditures averaged \$759.92 in Washington, D.C., and \$402.13 in the metropolitan area. In comparing day-trippers and overnight guests, the total direct per party expenditures for day-trippers averaged \$109.28 in Washington, D.C., and \$150.56 in the metropolitan area while the total direct per party expenditures for overnight guests averaged \$930.35 in Washington, D.C., and \$431.91 in the metropolitan area. In comparing locals and nonlocals, the total direct per party expenditures for locals averaged \$162.88 in Washington, D.C., and \$111.70 in the metropolitan area while the total direct per party expenditures for nonlocals averaged \$848.99 in Washington, D.C., and \$458.63 in the metropolitan area.

For day-trippers, an average of \$34.26 per person per day was spent in Washington, D.C., while for overnight guests, an average of \$94.37 was spent per person per day (with nights configured for lodging). Therefore, every 1,000 new day-trippers are estimated to bring \$34,260 per day into the Washington, D.C., economy while every 1,000 new overnight guests are estimated to bring \$94,370 per day/night into the Washington, D.C., economy in direct spending. In terms of the metropolitan area (outside Washington, D.C., but within a one-hour drive), day-trippers spent an average of \$47.20 per person per day while for overnight guests, an average of \$43.39 was spent per person per day (with nights configured for lodging). Therefore, every 1,000 new day-trippers are estimated to bring \$47,200 per day into the metropolitan area while every 1,000 new overnight guests are estimated to bring \$43,390 per day/night into the metropolitan area in direct spending.

The final item in the questionnaire asked respondents to detail any additional information that they would like to share regarding their visit to the National Mall. Fifteen categories resulted from 588 comments that were further divided based on whether each comment was positive / neutral feedback or a critique / suggestion. The most common category, comprising almost one-third of the comments (189 comments) related to the enjoyable nature of the visit and the positive meanings attached. The other categories, in order of number of comments received, included site specific feedback (78 comments), transportation / parking / walkways / walking (69 comments), information / signage (38 comments), personnel (38 comments), cleanliness / maintenance (35 comments), additional comments (27 comments), food / beverage / water (26 comments), restrooms (23 comments), greenspace (17 comments), survey-related (16 comments), free / inexpensive activities (11 comments), safety / security (11 comments), retail (5 comments), and seating (5 comments).

CONTENTS

1. Introduction	1
2. Methods	2
2.1. Participants	2
2.2. Intercept Locations.....	2
2.3. On-site Contact	2
2.4. Study Questionnaire	3
2.5. Follow-up.....	3
2.6. Response Rate.....	3
2.7. Data Analysis.....	3
3. Results	4
3.1. Information.....	4
3.1.1. Information Acquisition	4
3.1.1.1. Planning Information in General.....	4
3.1.1.2. Previous Visits	5
3.1.1.3. Friends, Relatives and/or Word of Mouth.....	6
3.1.1.4. Travel Guides, Tour Books and/or Tour Packages.....	7
3.1.1.5. Telephone, Written and/or Email Inquiry to the Park	8
3.1.1.6. Newspaper and/or Magazine Articles.....	9
3.1.1.7. National Mall Website: www.nps.gov/nama/	10
3.1.1.8. Other Websites.....	11
3.1.1.9. School Class and/or Program.....	12
3.1.1.10. Washington Convention and Tourism Corporation (WCTC).....	13
3.1.1.11. Other Sources.....	14
3.1.2. Information Needs Assessment.....	15
3.1.3. Other Information Needs.....	15
3.2. Travel Itinerary.....	15
3.3. Primary Reason for Visiting the National Mall.....	15
3.4. Length of stay.....	16
3.5. Schedule	16
3.6. Transportation and Signage.....	18
3.6.1. Forms of Transportation	18
3.6.2. Signage to and around Washington, D.C.	18
3.7. Activities	20
3.7.1. Activities Completed during Stay	20
3.7.2. Most Important Activity	21
3.8. Destinations Visited.....	21
3.8.1. Summary of Destinations Visited during Stay	21
3.8.2. Individual Destinations	23
3.8.2.1. African American Civil War Memorial	23
3.8.2.2. Anacostia Neighborhood Museum.....	23
3.8.2.3. Arlington National Cemetery.....	24
3.8.2.4. Bureau of Engraving and Printing	24
3.8.2.5. C&O Canal	25
3.8.2.6. Capital Children’s Museum.....	25
3.8.2.7. Corcoran Gallery	26
3.8.2.8. Decatur House	26
3.8.2.9. Downtown Restaurants	27
3.8.2.10. Downtown Shops	27
3.8.2.11. F.B.I. Building.....	28

3.8.2.12. Franklin Delano Roosevelt Memorial	28
3.8.2.13. Ford’s Theatre National Historic Site.....	29
3.8.2.14. Frederick Douglass National Historic Site.....	29
3.8.2.15. Freer Gallery / Arthur Sackler Gallery / National Museum of African Art	30
3.8.2.16. George Washington Memorial Parkway / Great Falls.....	30
3.8.2.17. Georgetown.....	31
3.8.2.18. Hirshhorn Museum / Sculpture Garden	31
3.8.2.19. International Spy Museum	32
3.8.2.20. Iwo Jima/USMC War Memorial.....	32
3.8.2.21. Kennedy Center for the Performing Arts.....	33
3.8.2.22. Korean War Veterans Memorial	33
3.8.2.23. Law Enforcement Officers Memorial.....	34
3.8.2.24. Lincoln Memorial.....	34
3.8.2.25. Mount Vernon	35
3.8.2.26. National Air & Space Museum	35
3.8.2.27. National Building Museum	36
3.8.2.28. National Gallery of Art	36
3.8.2.29. National Museum of American History (closed at time of study).....	37
3.8.2.30. National Museum of the American Indian	37
3.8.2.31. National Museum of Crime and Punishment.....	38
3.8.2.32. National Museum of Natural History.....	39
3.8.2.33. National Portrait Gallery/American Art Museum	39
3.8.2.34. National Postal Museum	40
3.8.2.35. National Shrine of the Immaculate Conception.....	40
3.8.2.36. National Zoological Park.....	41
3.8.2.37. Newseum	41
3.8.2.38. Old Town Alexandria.....	42
3.8.2.39. Renwick Gallery.....	42
3.8.2.40. Rock Creek Park	43
3.8.2.41. Smithsonian Castle	43
3.8.2.42. Thomas Jefferson Memorial	44
3.8.2.43. U.S. Capitol.....	44
3.8.2.44. U.S. Holocaust Memorial Museum.....	45
3.8.2.45. U.S. Library of Congress.....	45
3.8.2.46. U.S. National Archives	46
3.8.2.47. U.S. Navy Memorial	46
3.8.2.48. U.S. Supreme Court.....	47
3.8.2.49. Union Station	47
3.8.2.50. Vietnam Veterans War Memorial	48
3.8.2.51. Washington Monument.....	48
3.8.2.52. Washington National Cathedral.....	49
3.8.2.53. The White House.....	49
3.8.2.54. World War II Memorial.....	50
3.8.2.55. Other Destinations Visited	51
3.8.3. Primary Destination: One Site Visitors Most Wanted to See	51
3.8.4. Most Memorable Destination	51
3.9. Washington, D.C., Residents.....	52
3.9.1. Washington, D.C., Resident Status	52
3.9.2. Washington, D.C., Commuters.....	53
3.9.3. Increasing Local Visitation.....	54
3.10. Group Composition.....	54
3.11. Future Visits.....	56
3.11.1. Visiting the National Mall in the Future	56

3.11.2. Recommending the National Mall to Others	57
3.11.3. Site Most Likely to Recommend to Others.....	57
3.12. Desired Services and Activities for Future Visits	58
3.13. Type of Personal Group.....	59
3.14. Personal Group Characteristics	60
3.14.1. Number of People in Personal Group	60
3.14.2. Number of Washington, D.C., Residents in Personal Group	60
3.15. Spending Patterns	60
3.16. Group Characteristics	64
3.16.1. Age of Respondent and Group Members	64
3.16.2. Origin of Respondents and Group Members.....	64
3.16.3. Number of Visits to the National Mall in 12 Months: Respondent and Group Members	66
3.17. Other Group Characteristics	67
3.17.1. Hispanic or Latino.....	67
3.17.2. Race of Respondent and Group Members	67
3.17.4. Respondent Sex	71
3.18. Difficulties with Visits	71
3.18.1. Difficulty Accessing Services	71
3.18.2. Activities Where Difficulty Was Experienced.....	72
3.18.3. Nature of the Difficulty	74
3.19. Open-ended Comments.....	77
3.19.1. General Positive Feedback / Meaningful Visit	78
3.19.2. Site-Specific Feedback.....	84
3.19.2.1. Site-Specific Feedback (Monuments / Memorials, Museums, Other): Positive and Neutral Feedback.....	84
3.19.2.2. Site-Specific Feedback (Monuments / Memorials, Museums, Other): Critiques and Suggestions	86
3.19.3. Transportation / Parking / Walkways / Walking.....	88
3.19.3.1. Transportation / Parking / Walkways / Walking: Positive and Neutral Feedback	88
3.19.3.2. Transportation / Parking / Walkways / Walking: Critiques and Suggestions....	88
3.19.4 Information / Signage (In General).....	91
3.19.4.1. Information / Signage (In General): Positive and Neutral Feedback	91
3.19.4.2. Information / Signage (In General): Critiques and Suggestions	92
3.19.5. Personnel (NPS, Museum, Other)	93
3.19.5.1. Personnel (NPS, Museum, Other): Positive and Neutral Feedback.....	93
3.19.5.2. Personnel (NPS, Museum, Other): Critiques and Suggestions	94
3.19.6. Cleanliness/Maintenance.....	94
3.19.6.1. Cleanliness/Maintenance (In General): Positive and Neutral Feedback.....	94
3.19.6.2. Cleanliness/Maintenance (In General): Critiques and Suggestions	95
3.19.7. Additional Comments.....	96
3.19.7.1. Additional Comments: Positive and Neutral Feedback	96
3.19.7.2. Additional Comments: Critiques and Suggestions.....	96
3.19.8. Food / Beverage / Water	97
3.19.8.1. Food / Beverage / Water: Positive and Neutral Feedback.....	97
3.19.8.2. Food / Beverage / Water: Critiques and Suggestions	97
3.19.9. Restrooms.....	98
3.19.9.1. Restrooms: Positive and Neutral Feedback	98
3.19.9.2. Restrooms: Critiques and Suggestions.....	98
3.19.10. Greenspace.....	99
3.19.10.1. Greenspace: Positive and Neutral Feedback	99
3.19.10.2. Greenspace: Critiques and Suggestions.....	99

3.19.11. Survey-Related Comments	100
3.19.11.1. Survey-related Comments: Positive and Neutral Feedback	100
3.19.11.2. Survey-related Comments: Critiques and Suggestions.....	101
3.19.12. Safety and Security	101
3.19.12.1. Safety and Security: Positive and Neutral Feedback.....	101
3.19.12.2. Safety and Security: Critiques and Suggestions	101
3.19.13. Free / Inexpensive Access	101
3.19.13.1. Free / Inexpensive Access: Positive Feedback.....	102
3.19.13.2. Free / Inexpensive Access: Critiques and Suggestions	102
3.19.14. Retail	102
3.19.14.1. Retail: Positive and Neutral Feedback.....	102
3.19.14.2. Retail: Critiques and Suggestions	102
3.19.15. Seating.....	102
3.19.15.1. Seating: Positive and Neutral Feedback	103
3.19.15.2. Seating: Critiques and Suggestions.....	103
Appendix: Visitor Study Questionnaire.....	105
References.....	120

1. INTRODUCTION

Audience development is described by Kotler and Kotler (1998) as a primary objective of cultural attractions, especially given a recent pattern in countries such as the United States of stagnant or declining visitation to culturally-based sites and a parallel pattern of increasing reliance on visitor-based revenues (Mylonakis & Kendristakis, 2006). This stagnation is affecting cultural attractions across the board, and even those of national prestige and international recognition are apt to struggle.

Heritage cities are particularly sensitive to being negatively impacted by visitation below carrying capacity and/or economic downturns. Of particular concern is when visitors seek lodging and other consumer services in hinterland areas to reduce travel expenditures, yet day-trip into the heritage site, causing natural resource wear and tear without associated economic benefits to the area (Derudder & Witlox, 2004; Fujita, Krugman, & Venables, 1999; Russo, 2002; Van der Borg, 2001).

The National Mall & Memorial Parks (National Mall), while more resilient than most heritage sites due to the international appeal of the attractions and robust business performance in the face of a recession (Downtown DC Business Improvement District, 2008), has seen little growth in visitation in the recent past. Visitation numbers have remained steady, according to yearly visitor counts taken at primary memorials and monuments. Further, little systematic attempt has been made to document the influence of the National Mall as a motivating factor for visitation to Washington, DC separate from the many other attractions and facilities in the metropolitan area.

The most recent comprehensive study conducted on the National Mall was a 2003 transportation study conducted on behalf of the National Park Service (NPS). While this survey resulted in valuable information for transportation planning, it did not assess motivations or expenditures patterns and it did not attempt to separate the influence of the National Mall from that of other area attractions and facilities. Therefore, the current study was conceived with the goal of assessing visitors' experiences regarding information acquisition, how the National Mall fit into overall travel plans, length of stay, on-site experiences, expenditure information, preferences for future visits and group/demographic characteristics. Questionnaires were distributed on selected dates between August 28, 2008, and September 21, 2008.

The purpose of this report is to offer detailed results of the visitor study. The findings of this study will be used for park operations, management, education and interpretive activities

2. METHODS

2.1. PARTICIPANTS

The respondent universe was adult visitors 18 years of age and older visiting the National Mall during the study period, which spanned from August 28, 2008 until September 21, 2008. A systematic sampling procedure was used to intercept 1,834 groups in order to request participation in the study. Only one individual per group was permitted to participate. If more than one individual expressed an interest, the “closest birthday” approach was used to select the respondent. Using this method, 1,245 individuals from selected groups agreed to participate, while 589 declined.

2.2. INTERCEPT LOCATIONS

Visitors were intercepted at nine sites within the National Mall. In order to account for the expected fluctuation in visitor demographics on weekends and weekdays, as well as the known relative visitation levels of some sites, the data collection schedule was weighted towards weekends and the sites that are known to generate the highest level of visitation. Table 2.2.A illustrates the data collection schedule.

In order to address the physical comfort of participants, increase response rate, and to facilitate identification as an NPS-sponsored study, a small table and 8x8 shade tent with accompanying signage stating “National Mall Visitor Study” was erected at each research location in an NPS-approved space, and researchers wore NPS Volunteer caps and shirts during data collection.

TABLE 2.2.A. DATA COLLECTION SCHEDULE

Date	Location
Thursday 08/28	10 am-2 pm: Capitol Reflecting Pool 3 pm-6 pm: Thomas Jefferson Memorial
Saturday 08/30	10 am-2 pm: Washington Monument 3 pm-6 pm: Lincoln Memorial
Sunday 08/31	10 am-2 pm: Vietnam Veterans Memorial 3 pm-6 pm: FDR Memorial
Monday 09/01	10 am-2 pm: World War II Memorial 3 pm-6 pm: The Mall at 6 th and Jefferson
Friday 09/05	10 am-2 pm: Thomas Jefferson Memorial 3 pm-6 pm: Capitol Reflecting Pool
Sunday 09/07	10 am-2 pm: Lincoln Memorial 3 pm-6 pm: Washington Monument
Wednesday 09/10	10 am-2 pm: FDR Memorial 3 pm-6 pm: Vietnam Veterans Memorial
Thursday 09/11	10 am-2 pm: The Mall at 6 th and Jefferson 3 pm-6 pm: World War II Memorial
Saturday 09/13	10 am-2 pm: World War II Memorial 3 pm-6 pm: Lincoln Memorial
Tuesday 09/16	10 am-2 pm: Korean Memorial 3 pm-6 pm: Lincoln Memorial
Friday 09/19	10 am-2 pm: Vietnam Veterans Memorial 3 pm-6 pm: Vietnam Veterans Memorial
Sunday 09/21	10 am-2 pm: World War II Memorial 3 pm-6 pm: Korean Memorial

2.3. ON-SITE CONTACT

The initial contact with visitors to explain the study and determine interest took approximately one minute. Characteristics about the visitor groups that refused were noted using a front-end refusal log,

where the researchers tracked the date, time, sex of respondent, group characteristics and reason for “no” response so that basic demographics could be compared to determine participation bias. The primary reasons for refusal were lack of time, no interest and language barrier.

Visitors who voluntarily agreed to participate in the study were escorted to the research table to complete a consent form and front-end interview that included questions regarding group characteristics that were later used to conduct a non-response bias check. Once these forms were completed, the visitor was given a survey packet, which included the questionnaire, a National Mall map created by the NPS, a copy of the consent form and a postage-paid return envelope. As an incentive, visitors were offered timed entrance tickets to the Washington Monument or passes for Ranger tours, as well as NPS pens, cups, stickers and bags.

2.4. STUDY QUESTIONNAIRE

The questionnaire format and many of the items have been used in NPS visitor studies around the country. The questionnaire and survey methodology were peer-reviewed by a team of academic professionals from George Mason University representing areas of expertise in research methods, economic assessment and analysis, tourism assessment and analysis, and public park assessment and analysis. Additionally, a team of representatives from the NPS was engaged in the on-going development of the questionnaire and survey methods. The questionnaire then was approved by the NPS Social Science Division and the federal government’s Office of Management and Budget.

2.5. FOLLOW-UP

Participants were mailed a thank you/reminder postcard within 14 days of accepting the questionnaire. For those who had not returned the questionnaire within 28 days, a second postcard reminder was mailed.

2.6. RESPONSE RATE

Of the 1,245 questionnaires that were distributed, 644 were returned with usable data, while an additional 58 were determined to have provided non-usable addresses, resulting in an adjusted response rate of 54.3%.

2.7. DATA ANALYSIS

Quantitative data were analyzed using SPSS statistical package software. Qualitative data were analyzed by determining response frequencies and, as needed, using constant comparative analysis to inductively create themes.

3. RESULTS

3.1. INFORMATION

Table 3.1.A summarizes the information source usage for visitors prior to their visit to the National Mall during the study period as well as their predicted source usage for their next visit. Respondents were able to check all source areas that were applicable. The most common sources of information used prior to the visit associated with the study were friends/relatives/word of mouth (58.3% reported using) and previous visits (56.2% reported using). On future visits, the most common information sources that respondents indicated they would use were the National Mall website (60.4% indicated future usage) and knowledge from previous visits (50.1% indicated future usage). Each source type is discussed following the summary table.

TABLE 3.1.A. PERCENTAGE OF RESPONDENTS INDICATING SOURCE USE PRIOR TO VISIT AND PREDICTING SOURCE USE FOR FUTURE VISITS

	Sources of Information	On Future Visits
20%	Obtained no planning information	
56.2%	Previous visits	50.1%
58.3%	Friends/relatives/word of mouth	34.2%
45.2%	Travel guides/tour books/tour packages	44.8%
5.1%	Telephone/written/email inquiry to the park	9.5%
13.9%	Newspaper/magazine articles	14.2%
17.0%	National Mall website: www.nps.gov/nama/	60.4%
30.4%	Other websites	30.1%
4.1%	School class/program	0.8%
6.4%	Washington Convention and Tourism Corporation	14.4%
7.9%	Other sources: (specify) _____	5.4%

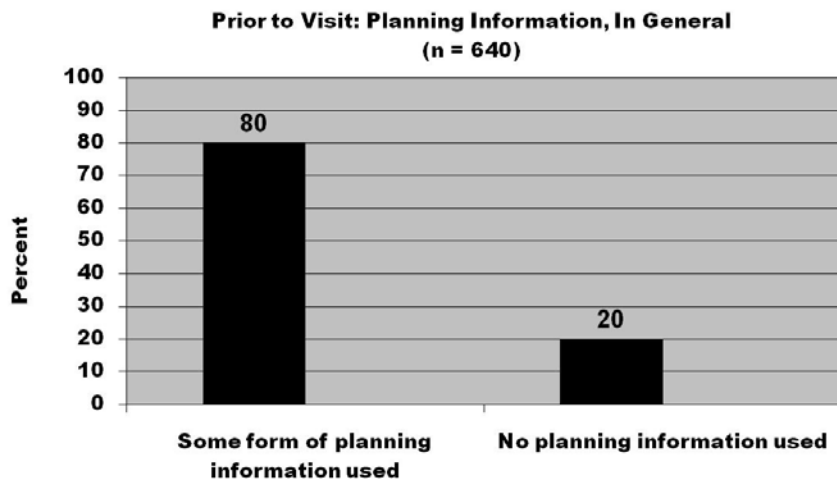
3.1.1. Information Acquisition

3.1.1.1. Planning Information in General

Twenty percent of the respondents indicated no planning information used. These individuals were more likely to be local to the area than those who used some form of planning information.

TABLE 3.1.1.1.A. PRIOR TO THIS VISIT: PLANNING INFORMATION IN GENERAL

	Frequency	Percent
Some form of planning information used	512	80.0
No planning information used	128	20.0
Total	640	100



3.1.1.2. Previous Visits

Over half of the respondents (56.2%) indicated that the knowledge gained during previous visits was used to inform the current visit. Similarly, just over half of the respondents (50.1%) indicated that they would rely on their experiences in when planning future visits.

TABLE 3.1.1.2.A. PRIOR TO THIS VISIT: PREVIOUS VISIT KNOWLEDGE

	Frequency	Percent
Used source	360	56.2
Did not use source	281	43.8
Total	641	100

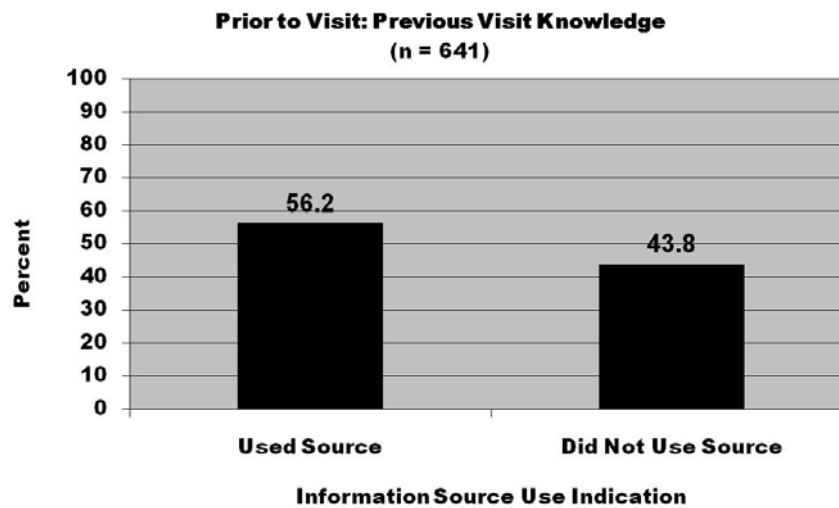
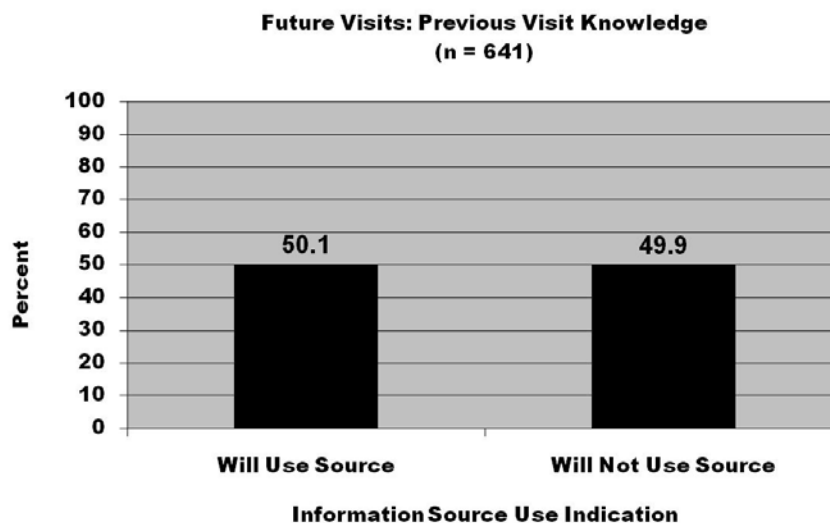


TABLE 3.1.1.2.B. FUTURE VISITS: PREVIOUS VISIT KNOWLEDGE

	Frequency	Percent
Will use source	321	50.1
Will not use source	320	49.9
Total	641	100



3.1.1.3. Friends, Relatives and/or Word of Mouth

The insight offered from friends, relatives and word of mouth was the highest source of information for participants prior to the visit coinciding with the study period, with 58.3% indicating that they gathered information this way. However, this influence was predicted to decrease, with only 34.2% indicating that they would once again rely on feedback from others when planning future visits.

TABLE 3.1.1.3.A. PRIOR TO THIS VISIT: FRIENDS/RELATIVES/WORD OF MOUTH

	Frequency	Percent
Used source	374	58.3
Did not use source	267	41.7
Total	641	100

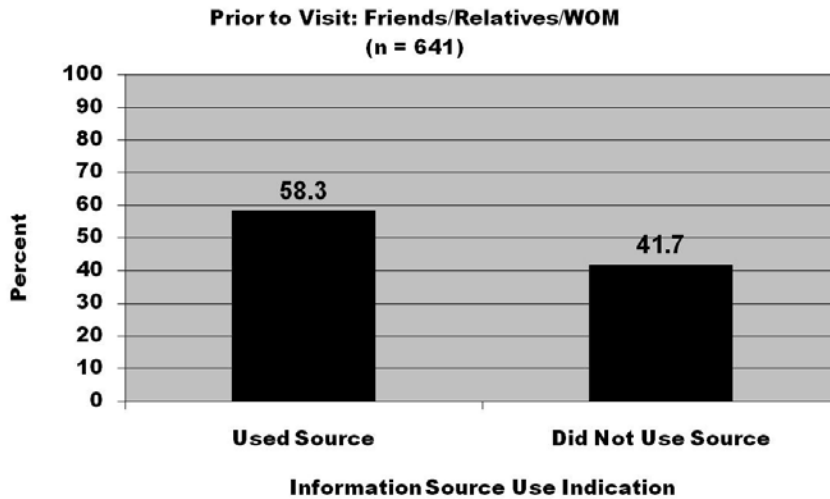
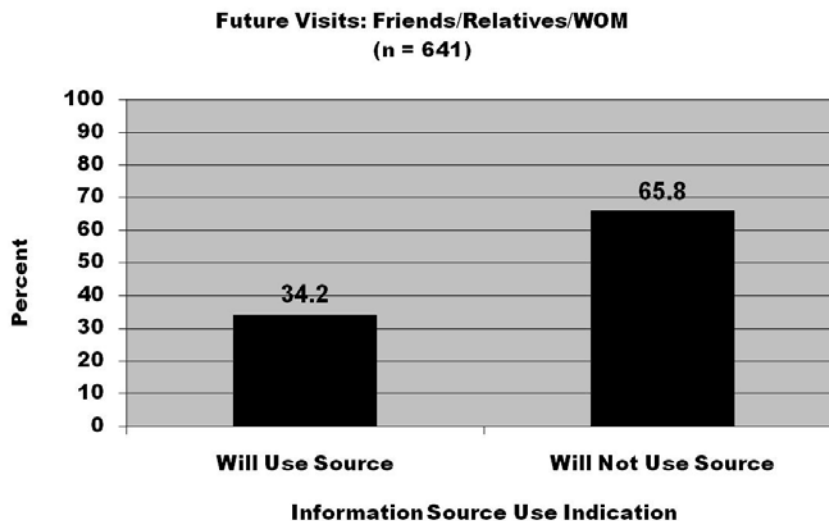


TABLE 3.1.1.3.B. FUTURE VISITS: FRIENDS/RELATIVES/WORD OF MOUTH

	Frequency	Percent
Will use source	219	34.2
Will not use source	422	65.8
Total	641	100



3.1.1.4. Travel Guides, Tour Books and/or Tour Packages

The use of travel guides, tour books and/or tour packages as an information source prior to the visit during the study period was indicated by 45.2% of the respondents, and a very similar percentage (44.8%) plan to use these source types when planning future visits.

TABLE 3.1.1.4.A. PRIOR TO THIS VISIT: TRAVEL GUIDES / TOUR BOOKS / TOUR PACKAGES

	Frequency	Percent
Used source	290	45.2
Did not use source	351	54.8
Total	641	100

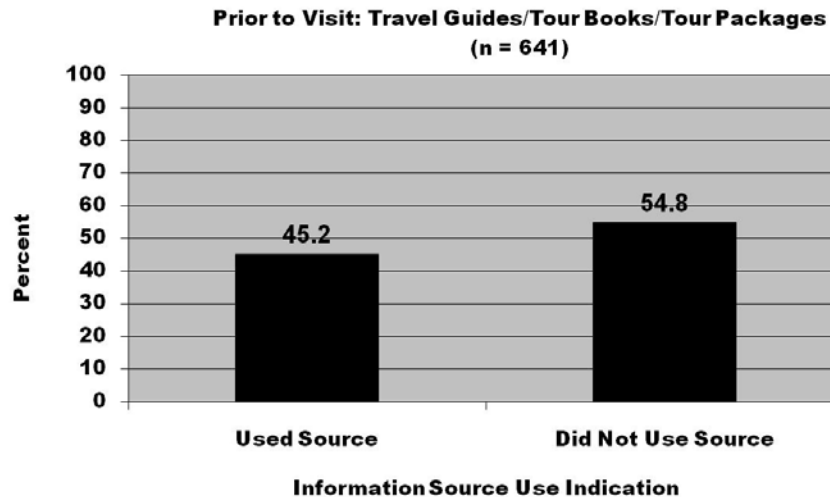
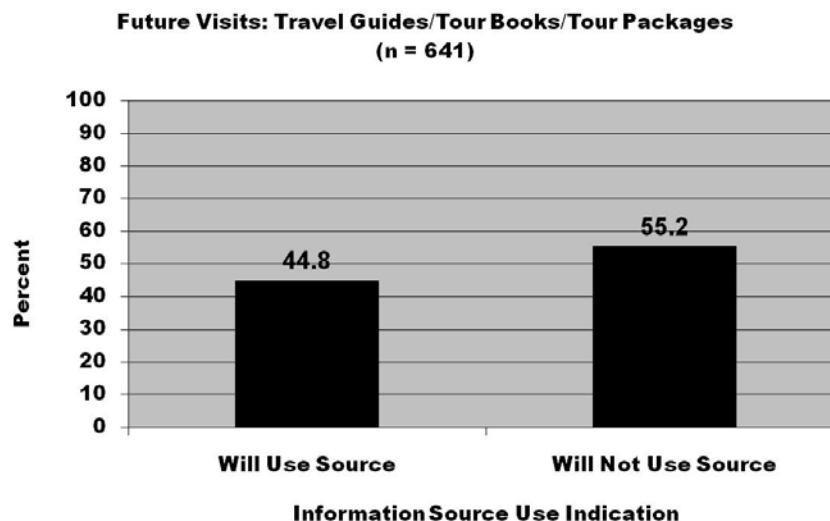


TABLE 3.1.1.4.B. FUTURE VISITS: TRAVEL GUIDES/TOUR BOOKS/TOUR PACKAGES

	Frequency	Percent
Will use source	287	44.8
Will not use source	354	55.2
Total	641	100



3.1.1.5. Telephone, Written and/or Email Inquiry to the Park

The use of a telephone, written and/or email inquiry to the park as an information source prior to the visit during the study period was only indicated by 5.1% of the respondents. The use of these sources is predicted to increase, with 9.5% indicating that they plan to use these source types when planning future visits.

TABLE 3.1.1.5.A. PRIOR TO THIS VISIT: TELEPHONE/WRITTEN/EMAIL INQUIRY TO THE PARK

	Frequency	Percent
Used source	33	5.1
Did not use source	608	94.9
Total	641	100

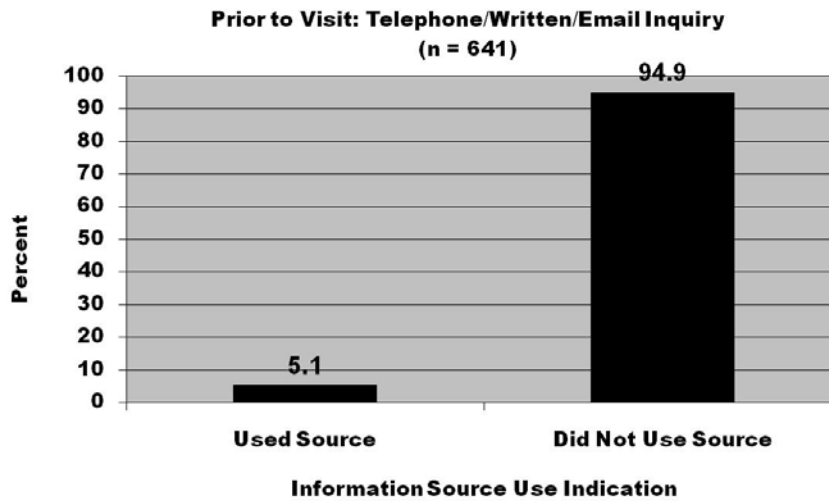
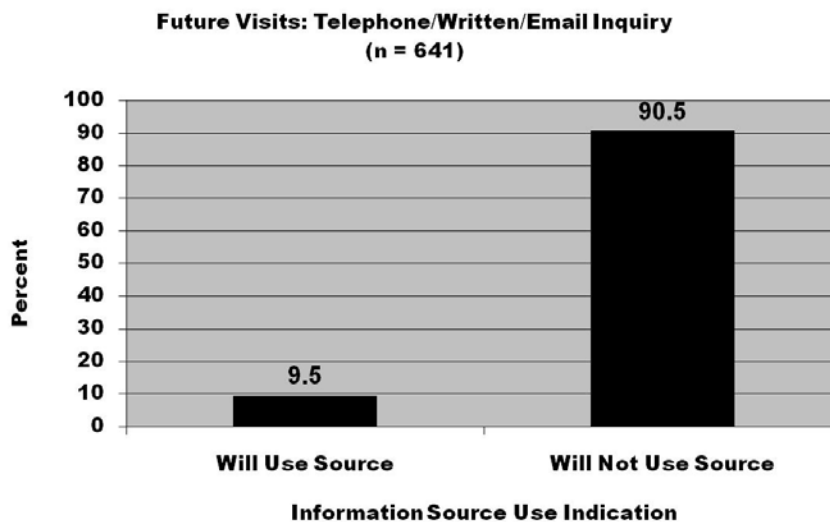


TABLE 3.1.1.5.B. FUTURE VISITS: TELEPHONE/WRITTEN/EMAIL INQUIRY TO THE PARK

	Frequency	Percent
Will use source	61	9.5
Will not use source	580	90.5
Total	641	100



3.1.1.6. Newspaper and/or Magazine Articles

The use of a newspaper and/or magazine articles as an information source prior to the visit during the study period was indicated by 13.9% of the respondents. The use of these sources is predicted to be almost identical on future visits, with 14.2% indicating upcoming usage.

TABLE 3.1.1.6.A. PRIOR TO THIS VISIT: NEWSPAPER/MAGAZINE ARTICLE

	Frequency	Percent
Used source	89	13.9
Did not use source	552	86.1
Total	641	100

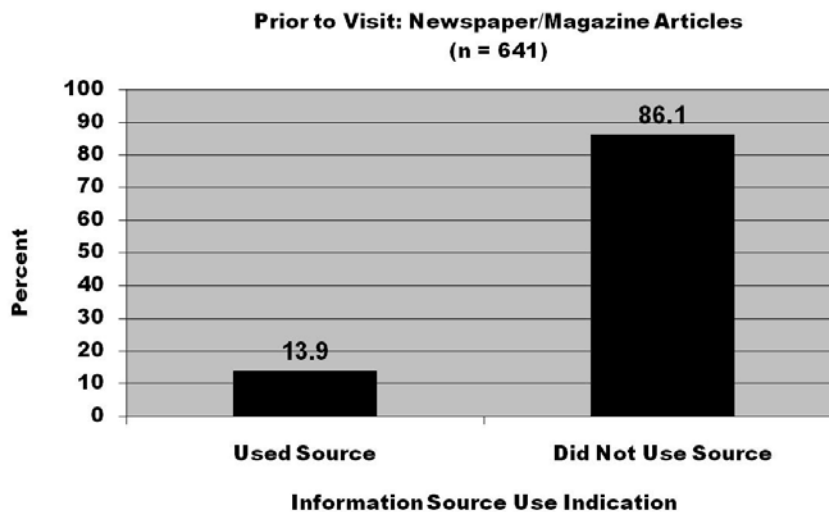
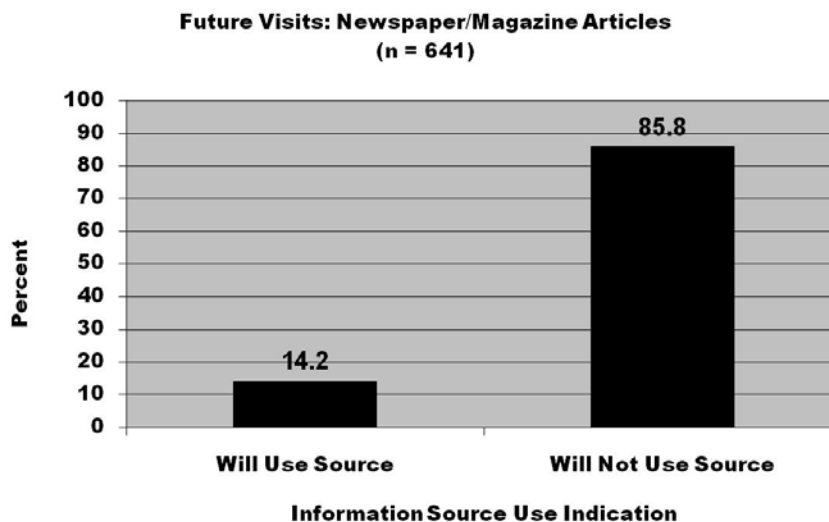


TABLE 3.1.1.6.B. FUTURE VISITS: NEWSPAPER/MAGAZINE ARTICLES

	Frequency	Percent
Will use source	91	14.2
Will not use source	550	85.8
Total	641	100



3.1.1.7. National Mall Website: www.nps.gov/nama/

Prior to the visit corresponding with the study period, only 17% of the respondents indicated that they made use of the National Mall website. Indication of future use of this information source jumped dramatically, with 60.4% noting that they would access it when preparing for future visits, which was the highest of any of the source types, prior or future. These results suggest that study participants were largely unaware of this dedicated website but recognize that it will be of great value when planning future visits.

TABLE 3.1.1.7.A. PRIOR TO THIS VISIT: NATIONAL MALL WEBSITE

	Frequency	Percent
Used source	109	17.0
Did not use source	532	83.0
Total	641	100

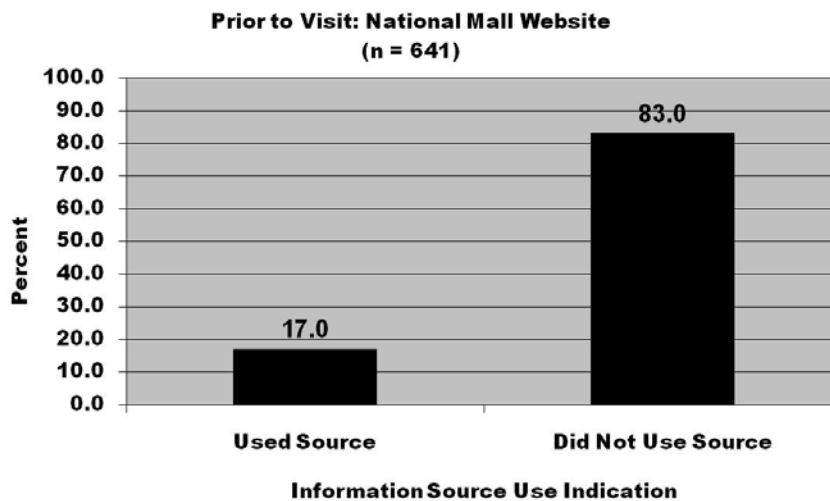
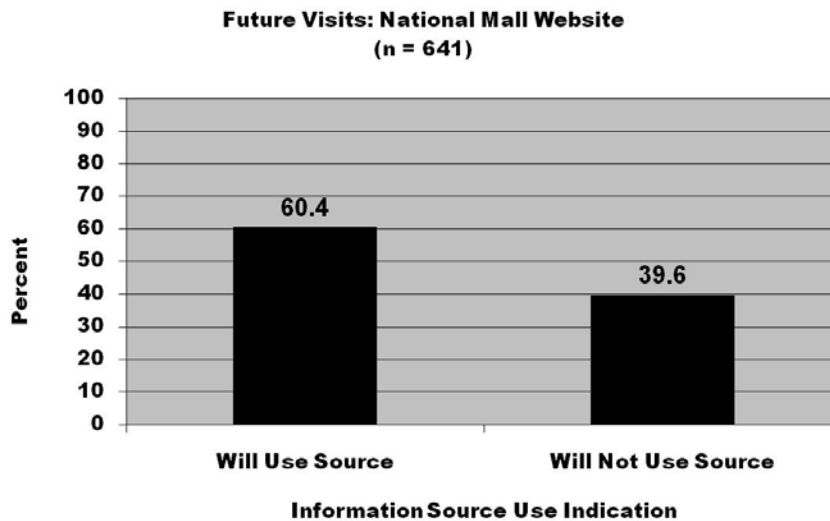


TABLE 3.1.1.7B FUTURE VISITS: NATIONAL MALL WEBSITE

	Frequency	Percent
Will use source	387	60.4
Will not use source	254	39.6
Total	641	100



3.1.1.8. Other Websites

Close to one-third (30.4%) of the respondents indicated using websites other than the one specific to the National Mall when planning the visit corresponding with the study period. An almost identical percentage of study participants (30.1%) plan to use other websites when planning future visits. These websites are likely to correspond to lodging, transportation and other information about the surrounding area.

TABLE 3.1.1.8.A. PRIOR TO THIS VISIT: OTHER WEBSITES

	Frequency	Percent
Used source	195	30.4
Did not use source	446	69.6
Total	641	100

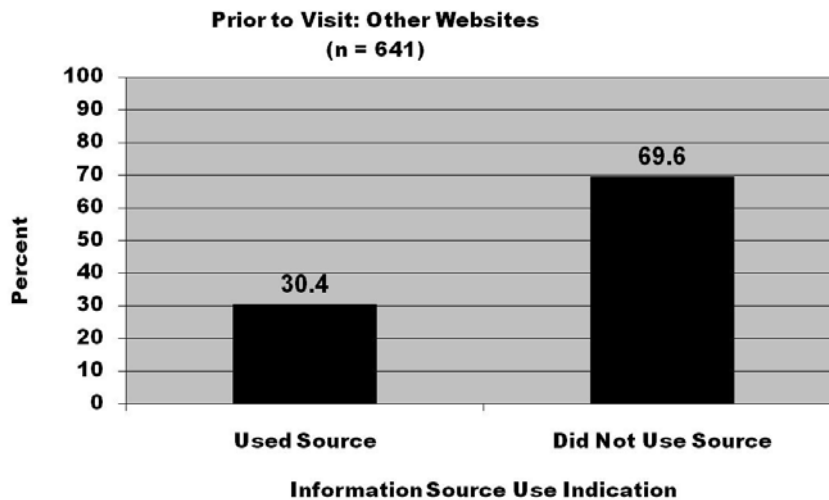
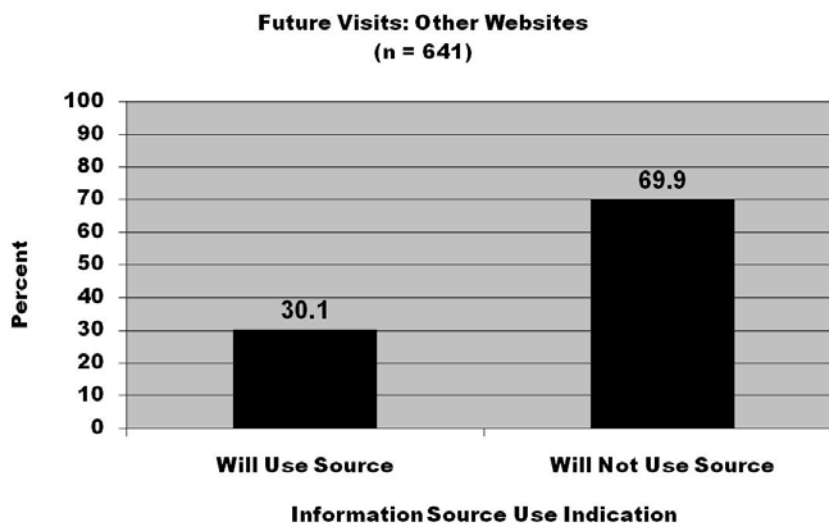


TABLE 3.1.1.8.B. FUTURE VISITS: OTHER WEBSITES

	Frequency	Percent
Will use source	193	30.1
Will not use source	448	69.9
Total	641	100



3.1.1.9. School Class and/or Program

Just 4.1% of the respondents indicated using information from a school class or program when planning the visit corresponding with the study period. Less than 1% (0.8%) plan to use this type of information for future planning. As there is no shortage of school programs associated with National Mall visits, these findings suggest that this visitor type may not have been fully captured with the current study.

TABLE 3.1.1.9.A. PRIOR TO THIS VISIT: USED SCHOOL/CLASS PROGRAM

	Frequency	Percent
Used source	26	4.1
Did not use source	615	95.9
Total	641	100

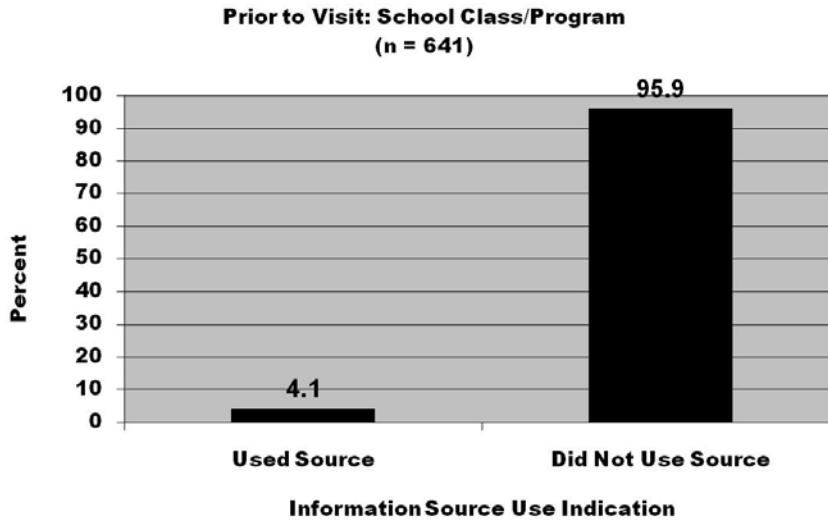
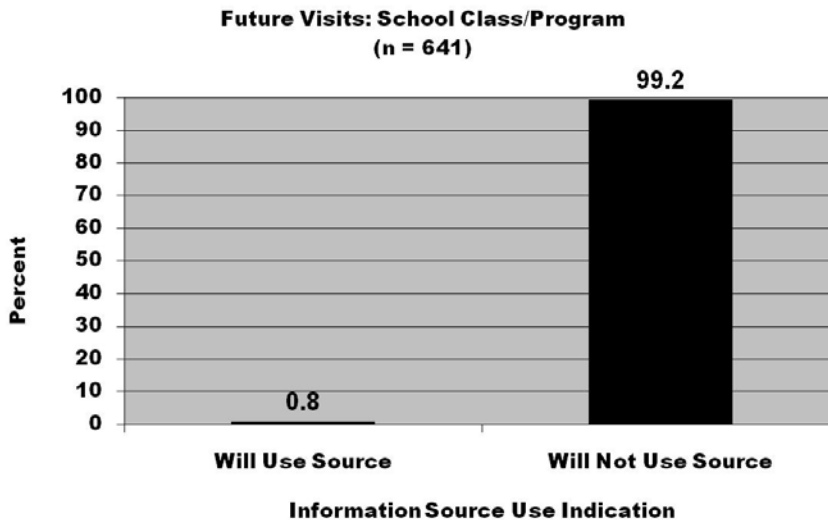


TABLE 3.1.1.9.B. FUTURE VISITS: SCHOOL/CLASS PROGRAM

	Frequency	Percent
Will use source	5	0.8
Will not use source	636	99.2
Total	641	100



3.1.1.10. Washington Convention and Tourism Corporation (WCTC)

Prior to the visit corresponding with the study period, only 6.4% of the respondents indicated that they made use of information provided by the WCTC. Indication of future use of this information source more than doubled, with 14.4% noting that they would access it when preparing for future visits, which was the highest of any of the source types, prior or future. These results suggest that study participants were largely unaware of the WCTC, but recognize that it may be of value when planning future visits.

TABLE 3.1.1.10.A. PRIOR TO THIS VISIT: WCTC

	Frequency	Percent
Used source	41	6.4
Did not use source	600	93.6
Total	641	100

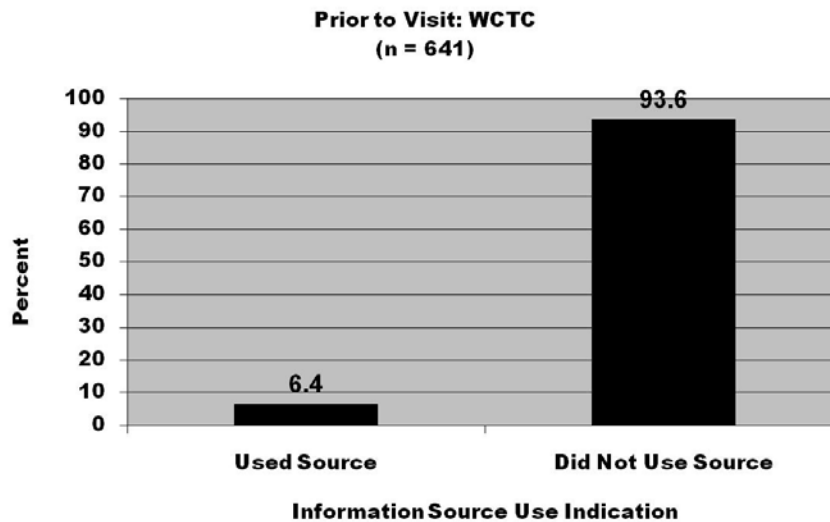
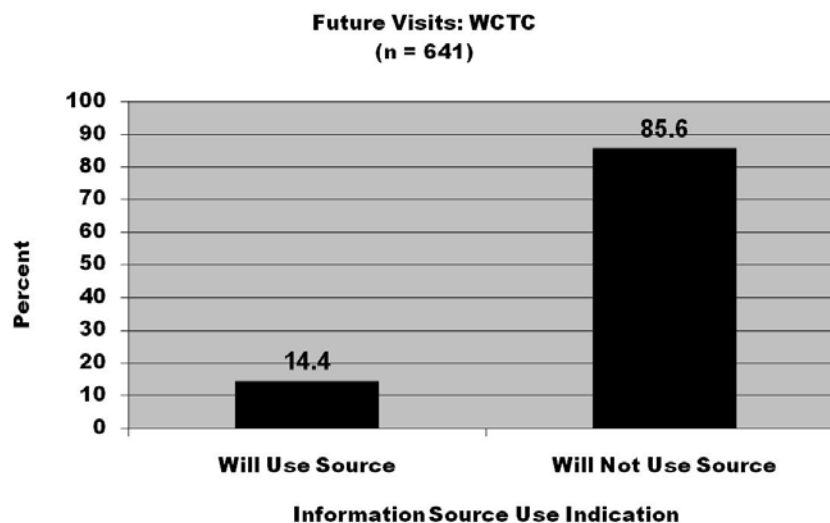


TABLE 3.1.1.10.B. FUTURE VISITS: WCTC

	Frequency	Percent
Will use source	92	14.4
Will not use source	549	85.6
Total	641	100



3.1.1.11. Other Sources

Prior to the visit corresponding with the study period, 7.9% of the respondents indicated that they made use of sources other than those listed in the questionnaire, while 5.4% noted that they would use other sources than those listed when planning future visits. Examples of other sources used include AAA, movies, television, road atlas and Congress or Senate representatives' offices. Some participants noted that they are local residents who are generally familiar with the area.

TABLE 3.1.1.11.A. PRIOR VISITS: OTHER SOURCES

	Frequency	Percent
Used other sources	50	7.9
Did not use other sources	583	92.1
Total	633	100

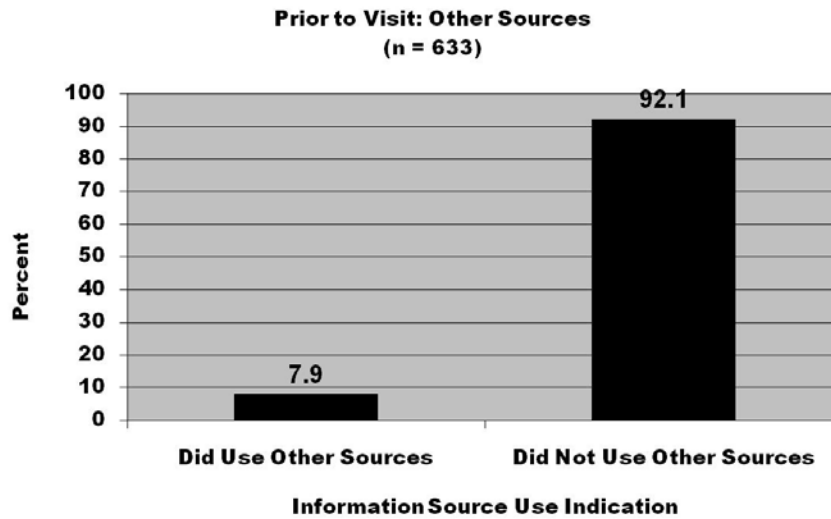
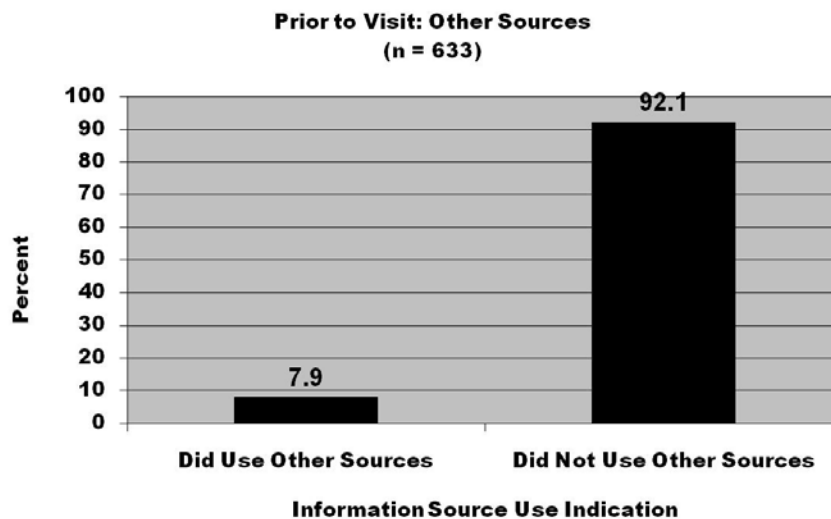


TABLE 3.1.1.11.B. FUTURE VISITS: OTHER SOURCES

	Frequency	Percent
Will use other sources	34	5.4
Will not use other sources	595	94.6
Total	629	100



3.1.2. Information Needs Assessment

The vast majority of the respondents (89.5%) indicated that they had received the information they need for the visit corresponding to the study period based on the sources that they employed.

TABLE 3.1.2.A. RECEIVED INFORMATION NEEDED FOR THIS VISIT

	Frequency	Percent
Yes	546	89.5
No	64	10.5
Total	610	100

3.1.3. Other Information Needs

For those who indicated that their needs had not been met, a follow-up, open-ended item was used to determine the desired information that was not available. The most frequent responses pertained to operations, where respondents wished they had information such as opening and closing times, entrances and elevators, ticketing/passes, site closures and site tours. Information regarding transportation and parking was the second most common gap, with many expressing frustration with their lack of knowledge of how to best get from place to place. The third, related, need was specific to maps and general wayfinding. Sample quotes pertaining to specific information needs include:

- Accurate information about public transportation and walking distances in terms of time.
- Attraction opening times and ticketing information.
- I wish there were more “You are here” type maps along the Mall.
- Where to park, as paying an all day parking fee was better than a metro pass for all eight of us.
- Not always accurate as to what is currently open to the public.

3.2. TRAVEL ITINERARY

Respondents were asked to indicate how the National Mall fit into their overall travel plans. For this item, they were to select one of three responses. The most common responses was that the National Mall was one of several planned destinations (59.9%).

TABLE 3.2.A. HOW DID NATIONAL MALL FIT INTO TRAVEL PLANS?

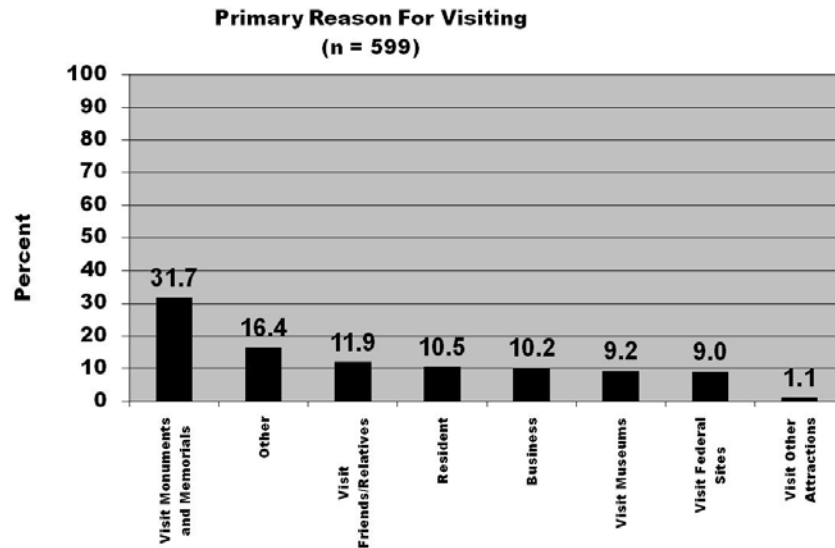
	Frequency	Percent
One of Several Destinations	380	59.9
Primary Destination	206	32.5
Not a Planned Destination	48	7.6
Total	634	100

3.3. PRIMARY REASON FOR VISITING THE NATIONAL MALL

Respondents were asked to indicate their primary reason for visiting the National Mall. For this item, they were to select one of eight responses. The most common response was the desire to visit the monuments and memorials on the National Mall (31.7%). For those who indicated “other,” (16.4%) they were asked to write out their primary reason for visitation. The most common responses were: meeting/convention, reunion, a family member was visiting them, an event or concert, they were on a stopover en route to a different destination, or they had multiple reasons and could not select one area.

TABLE 3.3.A. PRIMARY REASON FOR VISITING THE NATIONAL MALL

	Frequency	Percent
Visit Monuments and Memorials	190	31.7
Other	98	16.4
Visit Friends/Relatives	71	11.9
Resident	63	10.5
Business	61	10.2
Visit Museums	55	9.2
Visit Federal Sites	54	9.0
Visit Other Attractions	7	1.1
Total	599	100



3.4. LENGTH OF STAY

Length of stay is separated by those who came to the National Mall and the Washington, D.C., metropolitan area for less than 24 hours (day-trippers) versus those who stayed 24 hours or longer (overnight guests). The day-trippers (18.9% of the sample) spent an average of 7.2 hours in the area while the overnight guests (81.1% of the sample) stayed in the area for an average of 4.4 days.

TABLE 3.4.A. LENGTH OF STAY

	Frequency	Percent	Average Length of Stay
Day-trippers	112	18.9	7.2 hours
Overnight Guests	482	81.1	4.4 days
Total	594	100	

3.5. SCHEDULE

The vast majority of the respondents (83.4%) were not on a fixed schedule (Table 3.5.A). Of these respondents, 23.2% spent a longer time than they had planned at the National Mall, while only 2.6% spent a shorter time than planned (Table 3.5.B). Of those who spent a time different than anticipated, the primary explanations were that there were more things to do than expected (39.5%) and that they stayed longer at the memorials and monuments than expected (34.4%) (Table 3.5.C). For those who indicated other reasons for a schedule change (19.3%), the most common explanations pertained to

unexpected walking distances to get from one site to the next, followed by weather issues (e.g., rain or heat which slowed sightseeing; taking time to enjoy beautiful weather).

TABLE 3.5.A. FIXED TRAVEL SCHEDULE

	Frequency	Percent
Yes	106	16.6
No	533	83.4
Total	644	100

TABLE 3.5.B. TIME SPENT AT NATIONAL MALL IN COMPARISON TO PLAN

	Frequency	Percent
Did not have a planned time	288	42.4
About the time planned	171	31.8
Longer than planned	125	23.2
Shorter than planned	14	2.6
Total	538	100

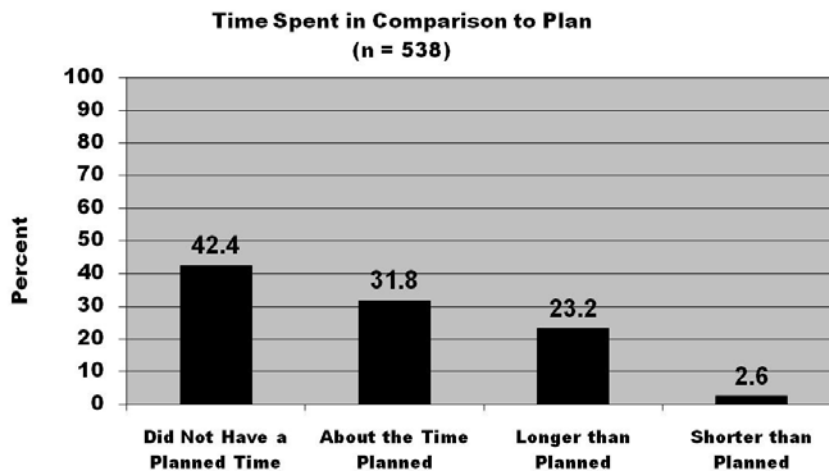


TABLE 3.5.C. REASONS FOR DIFFERENT AMOUNTS OF TIME SPENT VISITING NATIONAL MALL THAN EXPECTED
(multiple responses permitted)

	Frequency	Percent
More things to do than expected	115	39.5
Longer stays at monuments and memorials than expected	100	34.4
Other	56	19.3
Shorter stays at monuments and memorials	5	1.7
Fewer things to do than expected	2	0.7

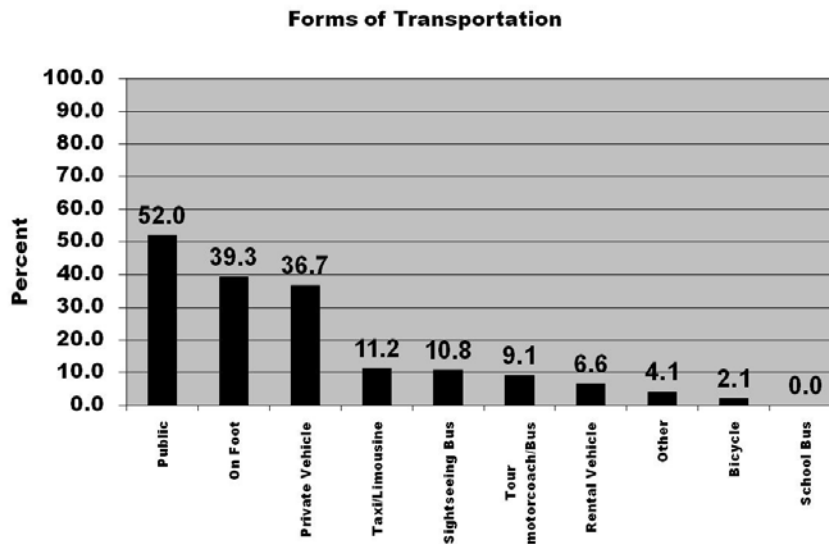
3.6. TRANSPORTATION AND SIGNAGE

3.6.1. Forms of Transportation

Respondents used multiple forms of transportation to travel between their overnight accommodations and the National Mall (Table 3.6.1.A). With multiple responses allowed in a selection of ten forms of transportation, the most commonly used were public transportation (52.0%), on foot (39.3%) and by private vehicle (36.7%). Those selecting other (4.1%) were most likely to indicate a hotel shuttle.

TABLE 3.6.1.A. FORMS OF TRANSPORTATION BETWEEN ACCOMMODATIONS AND NATIONAL MALL

	Frequency	Percent
Public transportation	328	52.0
On foot	246	39.3
Private vehicle	230	36.7
Taxi / limousine	70	11.2
Sightseeing bus	67	10.8
Tour motorcoach / bus	57	9.1
Rental vehicle	41	6.6
Other	25	4.1
Bicycle	13	2.1
School bus	0	0.0



3.6.2. Signage to and around Washington, D.C.

By and large, the respondents felt that the signage to and around Washington, D.C., was adequate, with 52.7% indicating the highway signs were adequate (Table 3.6.2.A), 78.6% indicating that pedestrian signs in DC were adequate and (Table 3.6.2.B) and 77.3% indicating that street signs in DC were adequate (Table 3.6.2.C). For those who did not feel that the signage was sufficient, the most common problems pertained to: not enough signage to get from site to site; inability to find certain monuments and memorials; lack of access to maps; inability to find metro stops; inability to find parking; confusing highway signs; difficulty reading street signs; low visibility of signs; and desire for distance markers between sites.

TABLE 3.6.2.A. ADEQUATE SIGNS: HIGHWAY SIGNS TO DC

	Frequency	Percent
Yes	315	52.7
No	58	9.7
Not Applicable	225	37.6
Total	598	100

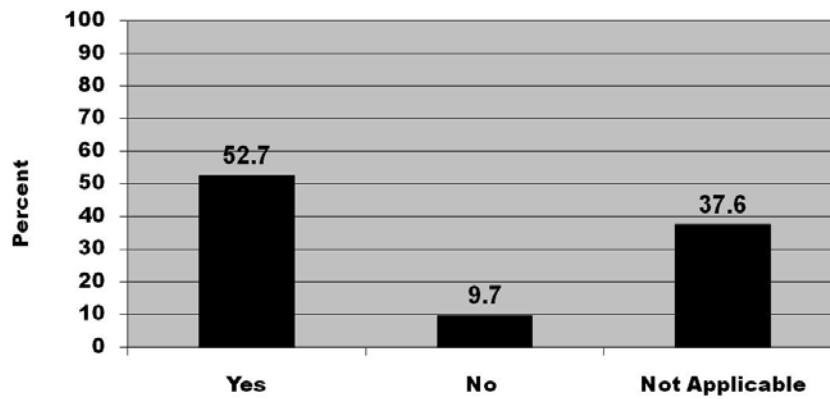
Information Signs Adequate: Highway Signs to DC
(n = 598)

TABLE 3.6.2.B. ADEQUATE SIGNS: PEDESTRIAN SIGNS IN DC

	Frequency	Percent
Yes	475	78.6
No	80	13.2
Not Applicable	49	8.1
Total	604	100

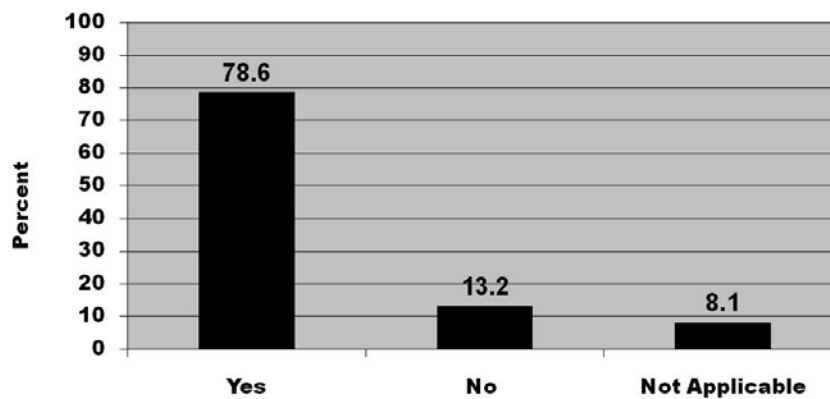
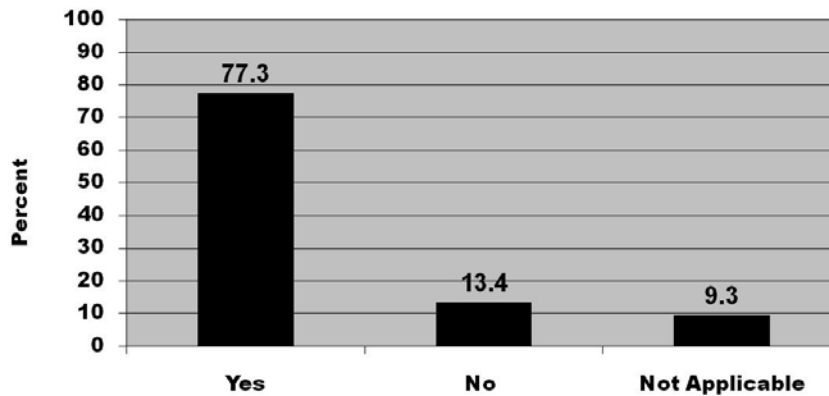
Information Signs Adequate: Pedestrian Signs in DC
(n = 604)

TABLE 3.6.2.C. ADEQUATE SIGNS: STREET SIGNS IN DC

	Frequency	Percent
Yes	467	77.3
No	81	13.4
Not Applicable	56	9.3
Total	604	100

**Information Signs Adequate: Street Signs in DC
(n = 604)**

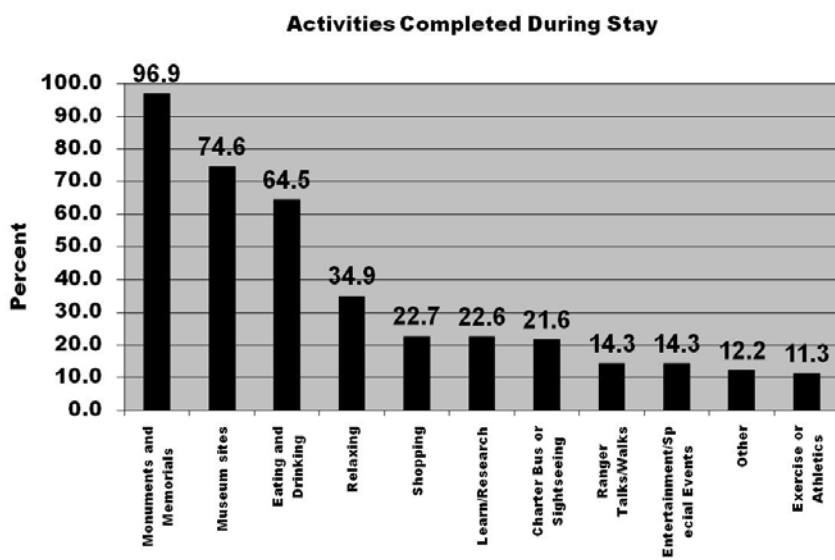
3.7. ACTIVITIES

3.7.1. Activities Completed during Stay

Respondents were asked to indicate, from a list of eleven options, the activities in which they participated during their visit to the National Mall and Washington, D.C. Table 3.7.1.A offers a summary of these activities. The top three activities were visiting National Mall monuments and memorials (96.9%), visiting museum sites (74.6%) and eating and drinking at restaurants and bars (64.5%). For those indicating “other” (12.2%) the primary activities pertained to business-related responsibilities and visiting with family/friends.

TABLE 3.7.1.A. ACTIVITIES VISITORS COMPLETED DURING VISIT TO NATIONAL MALL AND WASHINGTON, D.C.

Activity	Frequency	Percent
Visit National Mall monuments and memorials	619	96.9
Visit museum sites	476	74.6
Eating and drinking at restaurants/bars	412	64.5
Relaxing	222	34.9
Shopping	145	22.7
Learn/research history	144	22.6
Charter bus or sightseeing tour	138	21.6
Ranger talks/walks	91	14.3
Entertainment/special events	91	14.3
Other	77	12.2
Exercise or athletics	72	11.3



3.7.2. Most Important Activity

After listing all of the activities in which they participated, respondents were then asked to write out the one activity that was the most important to their visit. They were requested to only list one, and also were given the option to indicate that none of the activities was most important. Visiting the National Mall was the most frequent response (67.2%) followed by visiting museum sites (16.6%). For those indicating “other” (7.6%), the most common responses were visiting the White House, work-related or family-related.

TABLE 3.7.2.A. MOST IMPORTANT ACTIVITY

Most Important Activity	Frequency	Percentage
Visit National Mall monuments and memorials	365	67.2
Visit museum sites	90	16.6
Other	41	7.6
Entertainment/special events	10	1.8
Learn/research history	9	1.7
Exercise or athletics	8	1.5
Relaxing	8	1.5
Charter bus or sightseeing tour	7	1.3
Eating and drinking at restaurants/bars	4	0.7
Ranger talks/walks	1	0.2
Total	543	100.0

3.8. DESTINATIONS VISITED

3.8.1. Summary of Destinations Visited during Stay

Respondents were asked to indicate all of the destinations they visited during their stay in the Washington, D.C., area (Table 3.8.1.A). A list of 54 options was given that was alphabetized and, on half of the questionnaires, reverse ordered. A detailed NPS map was provided to assist them in locating the destinations. When considering the entire sample, respondents visited an average of 12.3 sites during their stay. Day-trippers visited 7.7 sites, while overnight guests visited 13.4 sites.

The top five destinations included the Lincoln Memorial (83.2% visited), Washington Monument (81.9% visited), World War II Memorial (81.4% visited), Vietnam Veterans Memorial (72.1% visited) and Korean War Veterans Memorial (61.2% visited).

TABLE 3.8.1.A. DESTINATIONS VISITED DURING STAY: SUMMARY TABLE

Destination	Percent Visited
Lincoln Memorial	83.2
Washington Monument	81.9
World War II Memorial	81.4
Vietnam Veterans Memorial	72.1
Korean War Veterans Memorial	61.2
U.S. Capitol (note: study was conducted before the Capitol Visitor Center was opened)	54.8
The White House	52.0
Thomas Jefferson Memorial	48.5
National Air & Space Museum	48.2
Arlington National Cemetery	43.9
Downtown Restaurants	40.5
Franklin Delano Roosevelt Memorial	34.6
Union Station	33.7
National Museum of Natural History	32.6
Smithsonian Castle	31.6
Georgetown	26.8
U.S. National Archives	23.4
Iwo Jima /U.S.M.C. War Memorial	22.5
National Museum of the American Indian	22.5
U.S. Holocaust Memorial Museum	22.5
National Gallery of Art	20.5
Downtown Shops	19.2
Mount Vernon	18.4
George Washington Memorial Parkway / Great Falls	16.6
Washington National Cathedral	14.7
U.S. Library of Congress	14.4
U.S. Supreme Court	14.4
Old Town Alexandria	14.1
Ford's Theatre National Historic Site	13.8
Hirshhorn Museum/Sculpture Garden	13.0
U.S. Navy Memorial	12.7
National Portrait Gallery/American Art Museum	11.1
Bureau of Engraving and Printing	10.9
International Spy Museum	9.1
National Zoological Park	8.6
Kennedy Center for the Performing Arts	7.5
National Postal Museum	6.4
C&O Canal	6.3
F.B.I. Building	6.1
Law Enforcement Officers Memorial	6.0
Freer Gallery/Arthur Sackler Gallery/National Museum of African Art	5.9
Newseum	5.8
Rock Creek Park	3.6
National Building Museum	3.4
African American Civil War Memorial	3.0
National Shrine of the Immaculate Conception	3.0
Renwick Gallery	3.0
National Museum of Crime and Punishment	2.8
National Museum of American History (note: closed at time of study)	2.2
Corcoran Gallery	1.6
Frederick Douglass National Historic Site	1.6
Decatur House	2.0
Anacostia Neighborhood Museum	0.8
Capital Children's Museum (note: closed at time of study)	0.5

3.8.2. Individual Destinations

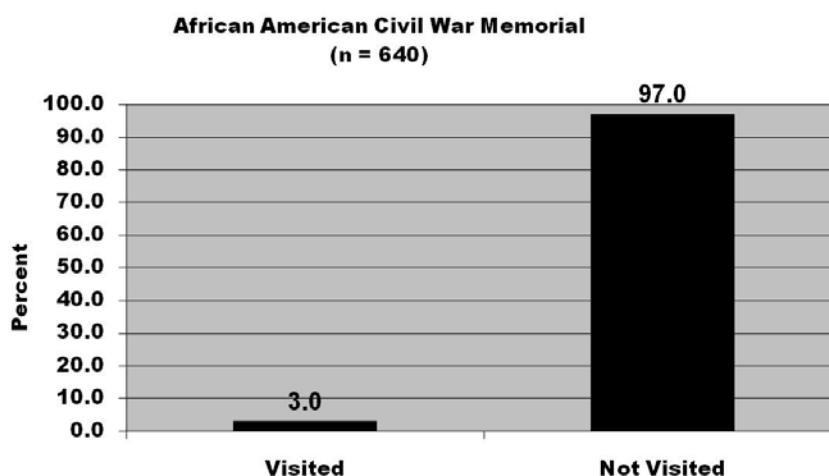
Each of the destinations is described, alphabetically, and individual results provided below.

3.8.2.1. African American Civil War Memorial

Located in northern DC at the corner of Vermont Avenue and U Street NW, the African American Civil War Memorial honors African-American soldiers who fought in the Civil War for the Union. This tribute to soldiers is an integral part of the National Mall and Memorial Parks and was dedicated in 1996. A total of 3% of respondents indicated visiting this site.

TABLE 3.8.2.1.A. AFRICAN AMERICAN CIVIL WAR MEMORIAL

	Frequency	Percent
Visited	19	3.0
Not Visited	621	97.0
Total	640	100

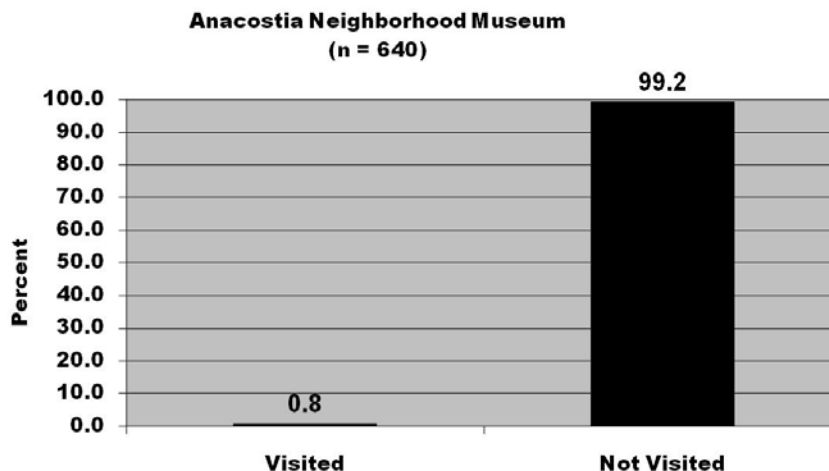


3.8.2.2. Anacostia Neighborhood Museum

Opened in 1967, the Anacostia Neighborhood Museum began as a converted theatre. Its primary role was to examine, preserve, and interpret local, regional, national, and international African American history and culture. Upon the opening of the National Museum of African American History and Culture, this museum was renamed the Anacostia Community Museum and focuses on local and regional historical and cultural interpretation. A total of 0.8% of respondents indicated visiting this site.

3.8.2.2.A. ANACOSTIA NEIGHBORHOOD MUSEUM

	Frequency	Percent
Visited	5	0.8
Not Visited	635	99.2
Total	640	100



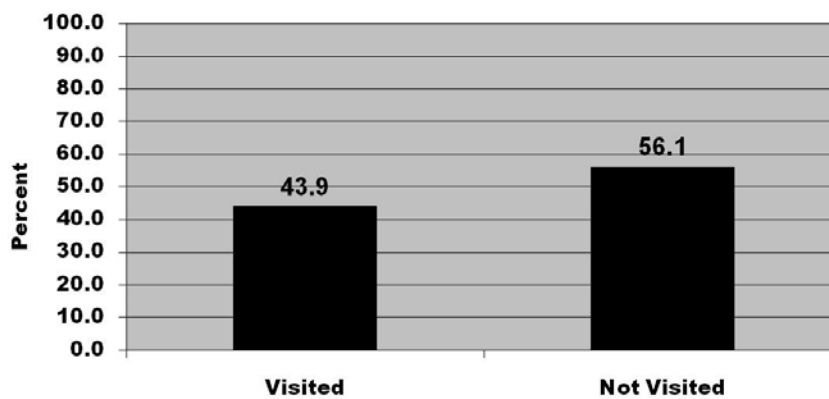
3.8.2.3. Arlington National Cemetery

Arlington National Cemetery, administered by the U.S. Army, is the final resting place of more than 300,000 veterans, as well as former slaves, prominent explorers, prominent historical persons, former chief justices, and former presidents. Visitors may view John F. Kennedy’s gravesite at which the eternal flame burns, the Arlington House, and the Tomb of the Unknowns to witness the Changing of the Guard. A total of 43.9% of respondents indicated visiting this site.

TABLE 3.8.2.3.A. ARLINGTON NATIONAL CEMETERY

	Frequency	Percent
Visited	281	43.9
Not Visited	359	56.1
Total	640	100

**Arlington National Cemetery
(n = 640)**



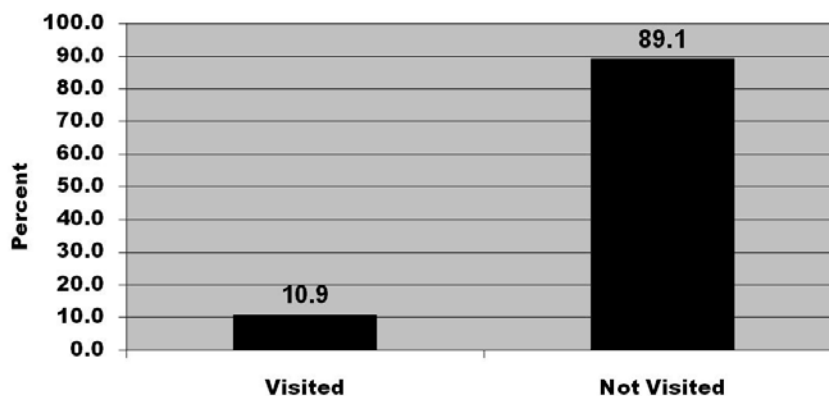
3.8.2.4. Bureau of Engraving and Printing

The Bureau of Engraving and Printing is an active agency responsible for producing security products for paper currency among other security documents. The Bureau further produces components of U.S. passports, Homeland Security materials, Immigration and Naturalization certificates, and military identification cards. Visitors may view currency as it is printed and learn about the traditional tools still in use as well as the high level of technology continually being upgraded. A total of 10.9% of respondents indicated visiting this site.

TABLE 3.8.2.4.A. BUREAU OF ENGRAVING AND PRINTING

	Frequency	Percent
Visited	70	10.9
Not Visited	570	89.1
Total	640	100

**Bureau of Engraving and Printing
(n = 640)**

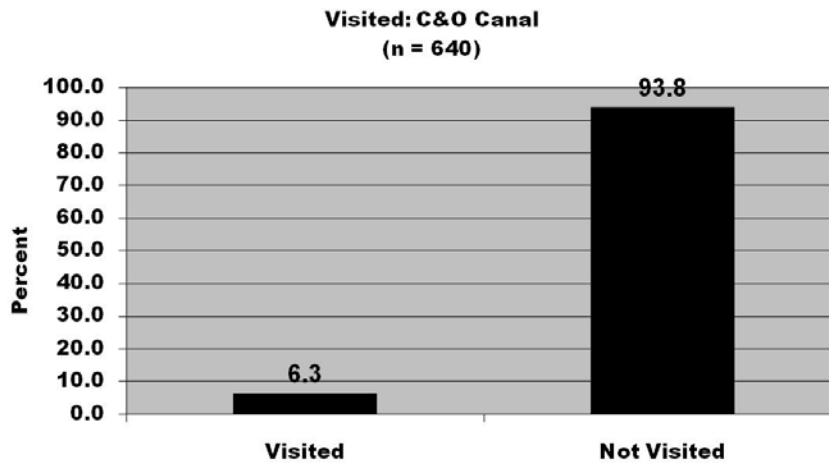


3.8.2.5. C&O Canal

Bicycling, hiking, and jogging are all recreational activities in which visitors participate at the Chesapeake & Ohio Canal. The original purpose of the almost 185 mile long canal and associated locks was to haul lumber, coal, grains, and other supplies to key markets along the Potomac River while negotiating a variety of streams. The current park follows the original towpath as a linear park. A total of 6.3% of respondents indicated visiting this site.

TABLE 3.8.2.5.A. C&O CANAL

	Frequency	Percent
Visited	40	6.3
Not Visited	600	93.8
Total	640	100

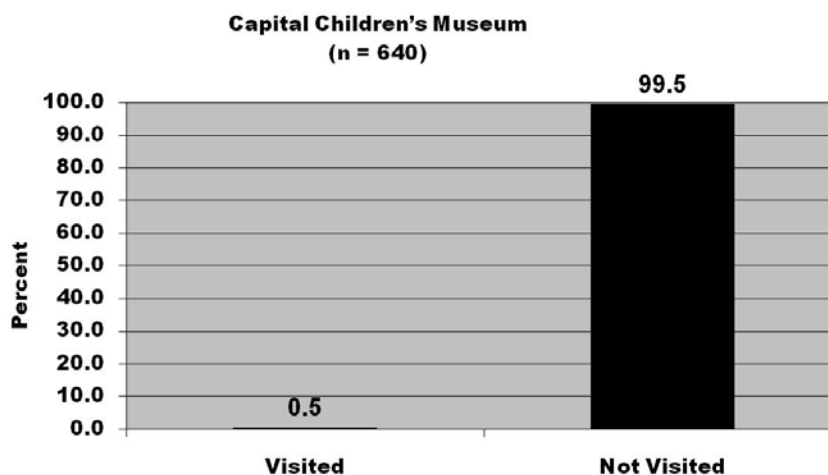


3.8.2.6. Capital Children's Museum

The Capital Children's Museum was closed in August 2004 to allow for full development of the National Children's Museum which is scheduled to open in 2013. The museum's goal is to provide a variety of exhibits, programs, and experiences designed to encourage children to care about the world around them and their communities. A total of 0.5% of respondents indicated visiting this site, suggesting that these individuals went to the museum in anticipation of entering and only discovered it was closed upon arrival.

3.8.2.6.A. CAPITAL CHILDREN'S MUSEUM

	Frequency	Percent
Visited	3	0.5
Not Visited	637	99.5
Total	640	100

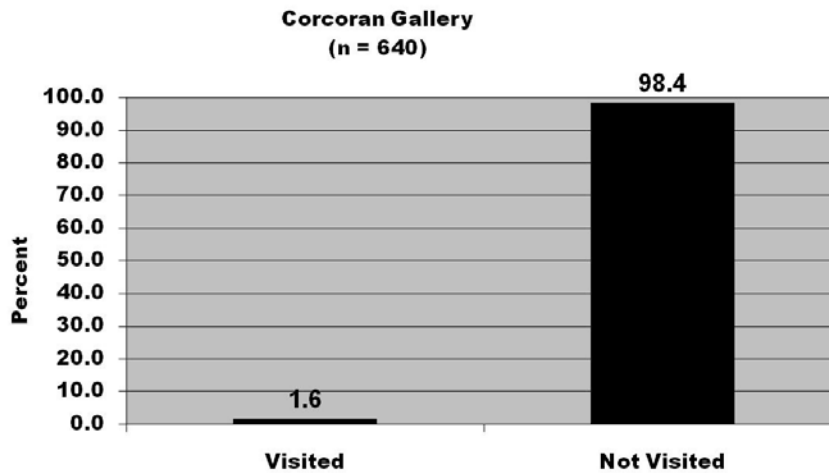


3.8.2.7. Corcoran Gallery

The Corcoran Gallery of Art is the oldest non-Federal museum in Washington, D.C. and houses the Corcoran College of Art and Design. It houses a variety of historical and modern American art as well as contemporary photography, European paintings, sculptures, and decorative arts. A total of 1.6% of respondents indicated visiting this site.

TABLE 3.8.2.7.A. CORCORAN GALLERY

	Frequency	Percent
Visited	10	1.6
Not Visited	630	98.4
Total	640	100

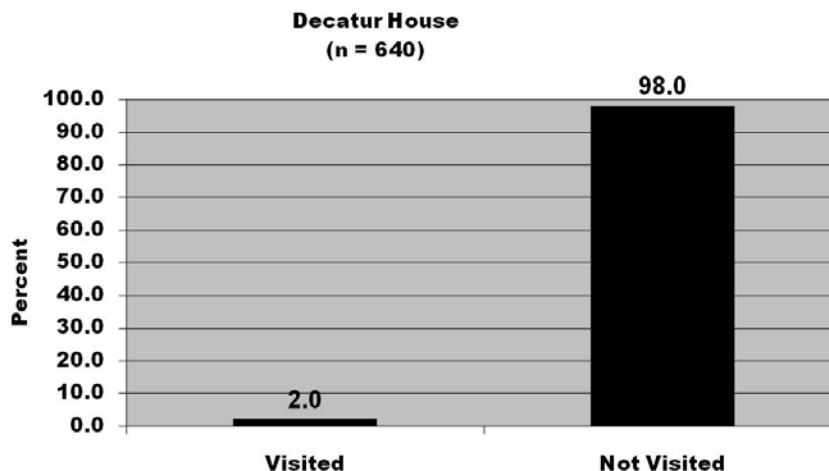


3.8.2.8. Decatur House

The Decatur House, a neo-classical design, is one of only three remaining residential buildings designed by famed architect Benjamin Henry Latrobe. Located directly across from the White House, this residence is a U.S. National Historic Landmark. A total of 2.0% of respondents indicated visiting this site.

TABLE 3.8.2.8.A. DECATUR HOUSE

	Frequency	Percent
Visited	13	2.0
Not Visited	627	98.0
Total	640	100



3.8.2.9. Downtown Restaurants

The restaurants in downtown Washington, D.C., are plentiful, however, not often easily found. Many are housed in the multitude of Smithsonian museums or within other structures such as the Old Post Office. Examples of well known eating establishments include the Old Ebbitt Grill, an historic oyster bar and restaurant located near the White House; Martin's Tavern in Georgetown, which opened immediately after Prohibition was repealed; and the Eastern Market, where a wide variety of fares are offered. A total of 40.5% of respondents indicated visiting downtown restaurants.

TABLE 3.8.2.9.A. DOWNTOWN RESTAURANTS

	Frequency	Percent
Visited	259	40.5
Not Visited	381	59.5
Total	640	100



3.8.2.10. Downtown Shops

There are a multitude of shops near the National Mall including those housed inside each of the museums. The Union Station Mall, Eastern Market, and Mazza Galleria all house various stores. The Georgetown area offers individual shops as well as the Georgetown Flea Market and artisan shops can be found near Alexandria. A total of 19.2% of respondents indicated visitation to downtown shops.

TABLE 3.8.2.10.A. DOWNTOWN SHOPS

	Frequency	Percent
Visited	123	19.2
Not Visited	516	80.8
Total	639	100.0

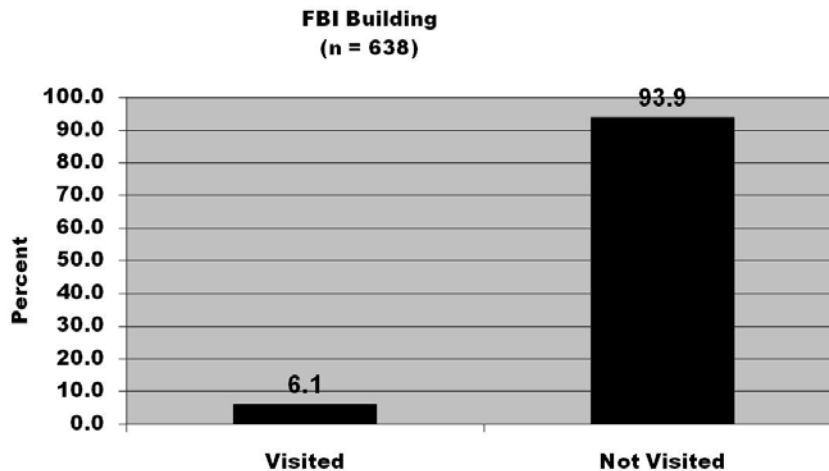


3.8.2.11. F.B.I. Building

The J. Edgar Hoover Federal Bureau of Investigation (F.B.I.) Building opened in 1974 and has daily guided tours. Visitors are able to observe forensics specialists at work, view firearms demonstrations and learn about the FBI's work in responding to organized crime and terrorist activities. A total of 6.1% of respondents indicated visiting this site.

TABLE 3.8.2.11.A. FBI BUILDING

	Frequency	Percent
Visited	39	6.1
Not Visited	599	93.9
Total	638	100

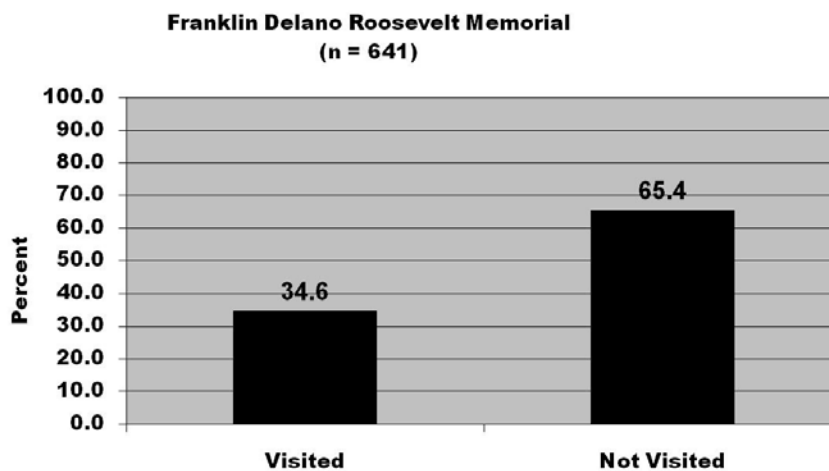


3.8.2.12. Franklin Delano Roosevelt Memorial

The Franklin Delano Roosevelt (FDR) Memorial was dedicated in 1997 and is located along the west side of the Tidal Basin adjacent to the famous cherry trees. It was designed as a series of four outdoor rooms, each of which highlights one of FDR's terms in office. The sculptures, readings, and design features are all located, specifically, to be universally accessible in acknowledgement of FDR's reliance on a wheelchair. A total of 34.6% of respondents indicated visiting this site.

TABLE 3.8.2.12.A. FRANKLIN DELANO ROOSEVELT MEMORIAL

	Frequency	Percent
Visited	222	34.6
Not Visited	419	65.4
Total	641	100



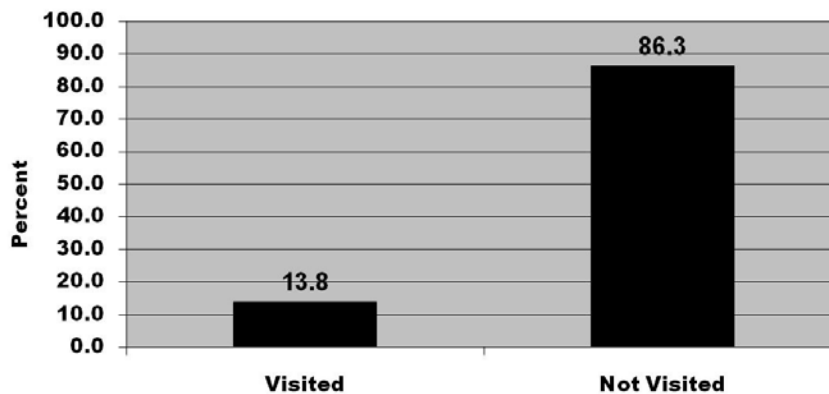
3.8.2.13. Ford's Theatre National Historic Site

Still an active performance venue, Ford's Theatre is also the location of President Abraham Lincoln's assassination in 1865. Visitors may tour the refurbished theatre or attend a variety of plays. The theatre also provides a wide variety of educative opportunities, tools and facilities to enhance teaching and learning about history and leadership. A total of 13.8% of respondents indicated visiting this site.

TABLE 3.8.2.13.A. FORD'S THEATRE NATIONAL HISTORIC SITE

	Frequency	Percent
Visited	88	13.8
Not Visited	552	86.3
Total	640	100

Ford's Theatre National Historic Site
(n = 640)



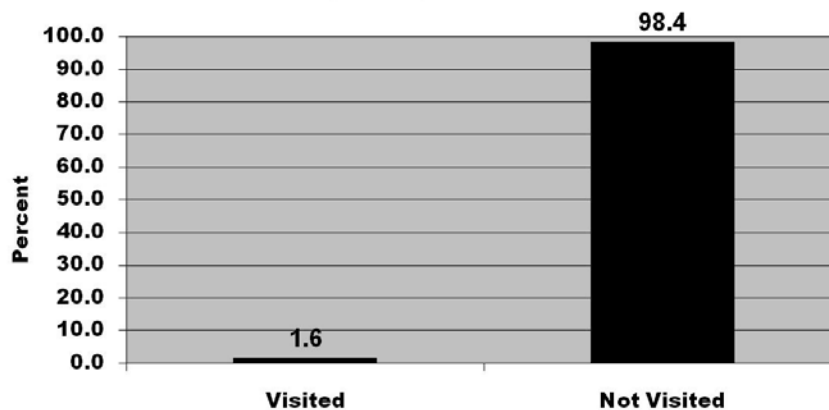
3.8.2.14. Frederick Douglass National Historic Site

Born a slave, Frederick Douglass escaped to New York in 1938. He was self-educated and became an influential anti-slave lecturer and author not only in the United States, but also throughout Great Britain and Ireland. His home in Anacostia, Washington, D.C. was established as a National Historic Site in 1988. Named Cedar View, the Victorian mansion is located on a hill providing sweeping views of the National Capital area. A total of 1.6% of respondents indicated visiting this site.

TABLE 3.8.2.14.A. FREDERICK DOUGLASS NATIONAL HISTORIC SITE

	Frequency	Percent
Visited	10	1.6
Not Visited	630	98.4
Total	640	100

Frederick Douglass National Historic Site
(n = 640)

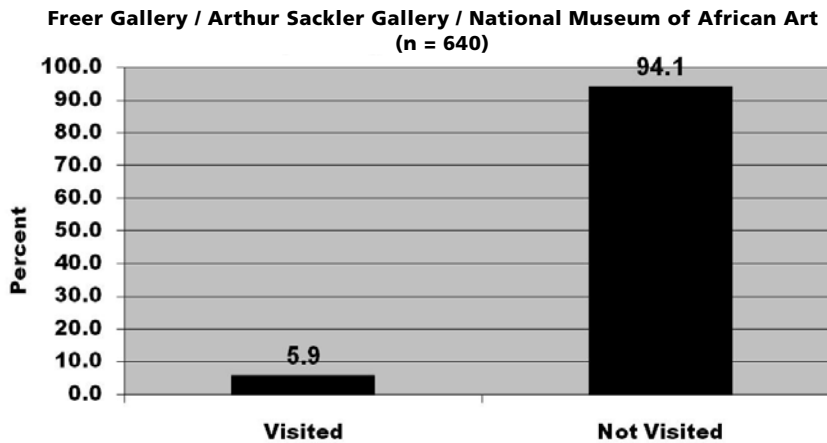


3.8.2.15. Freer Gallery / Arthur Sackler Gallery / National Museum of African Art

Part of the Smithsonian complex, these galleries are connected via underground exhibition space. They host a multitude of exhibitions and provide educative opportunities and events designed to foster a better understanding of Asian and African art and culture. A total of 15.9% of respondents indicated visiting this site.

TABLE 3.8.2.15.A. FREER GALLERY / ARTHUR SACKLER GALLERY / NATIONAL MUSEUM OF AFRICAN ART

	Frequency	Percent
Visited	38	5.9
Not Visited	602	94.1
Total	640	100

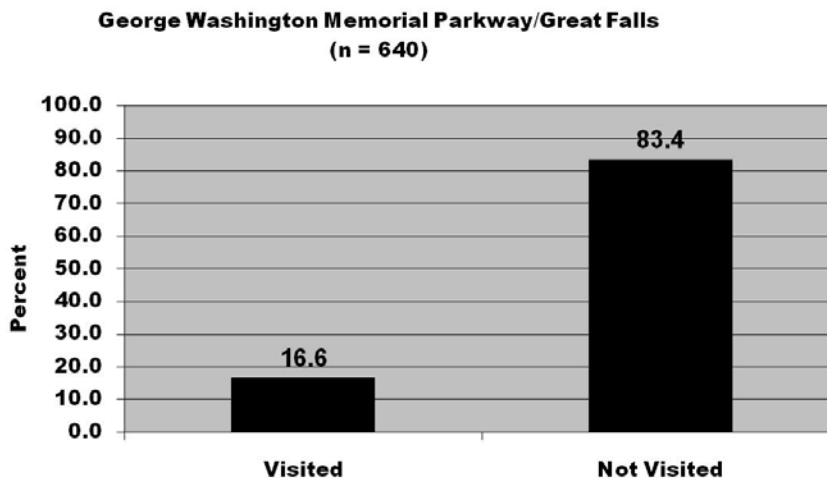


3.8.2.16. George Washington Memorial Parkway / Great Falls

The GW Memorial Parkway connects a series of historic sites from Mount Vernon, home of the nation’s first president, to the national capital area. It acts as a greenway preservation corridor along the Potomac River. A highlight is the Great Falls Park area where the Potomac Area cascades over a series of jagged boulders through the Mather Gorge. The 800-acre park hosts a multitude of hiking trails, picnic areas, and scenic overlooks within 15 miles of the National Mall. A total of 16.6% of respondents indicated visiting this area.

TABLE 3.8.2.16.A. GEORGE WASHINGTON MEMORIAL PARKWAY/GREAT FALLS

	Frequency	Percent
Visited	106	16.6
Not Visited	534	83.4
Total	640	100



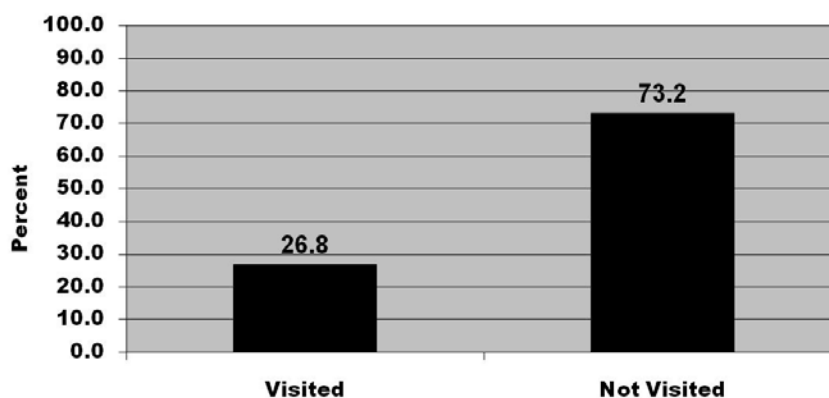
3.8.2.17. Georgetown

Georgetown is located near the Potomac River northwest of the National Mall. Though initially founded as an independent municipality in 1751, it is now part of the city of Washington, D.C. and is home to a major university, a variety of unique shops, and diverse restaurants. Originally the northernmost point on the Potomac reachable by ocean vessels, Georgetown is also home to the Old Stone House which is the oldest surviving building in Washington, D.C. (1765). A total of 26.8% of respondents indicated visiting this area.

TABLE 3.8.2.17.A. GEORGETOWN

	Frequency	Percent
Visited	172	26.8
Not Visited	469	73.2
Total	641	100

Georgetown
(n = 641)



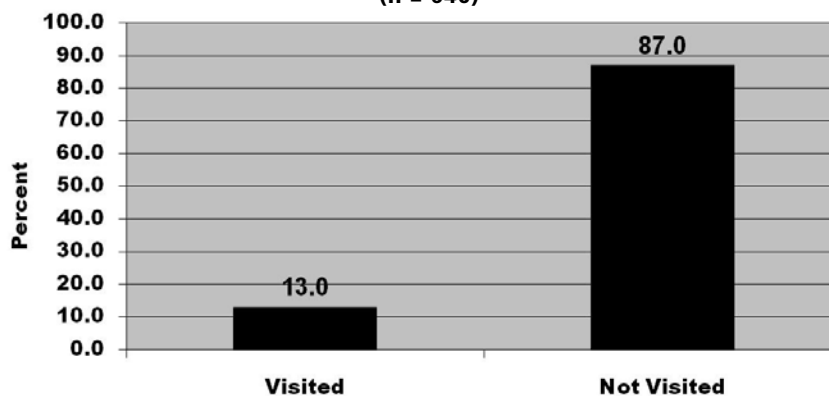
3.8.2.18. Hirshhorn Museum / Sculpture Garden

The Hirshhorn Museum and Sculpture Garden houses a fine collection of international modern and contemporary art of which sculptures are an integral component. The outdoor Sculpture Garden invites visitors to the sunken area in which they negotiate a series of outdoor spaces within which to view various unique sculptures. Part of the Smithsonian complex, this museum also hosts a variety of youth and adult workshops, gallery talks, and public programs. A total of 13.0% of respondents indicated visiting this site.

TABLE 3.8.2.18.A. HIRSHHORN MUSEUM/SCULPTURE GARDEN

	Frequency	Percent
Visited	83	13.0
Not Visited	557	87.0
Total	640	100

Hirshhorn Museum / Sculpture Garden
(n = 640)



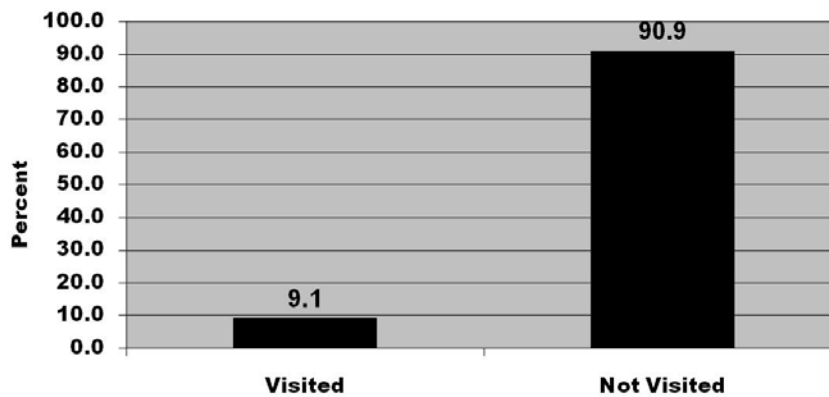
3.8.2.19. International Spy Museum

Dedicated to the world of espionage, the privately owned International Spy Museum opened in July 2002. As part of the museum experience, visitors must assume a fictitious spy “profile”, complete with name, age, birthplace, and mission, before proceeding to the exhibits. Visitors are encouraged to interact with exhibits by solving a variety of puzzles and tasks in addition to viewing permanent exhibits. A total of 9.1% of respondents indicated visiting this site.

TABLE 3.8.2.19.A. INTERNATIONAL SPY MUSEUM

	Frequency	Percent
Visited	58	9.1
Not Visited	582	90.9
Total	640	100

**International Spy Museum
(n = 640)**



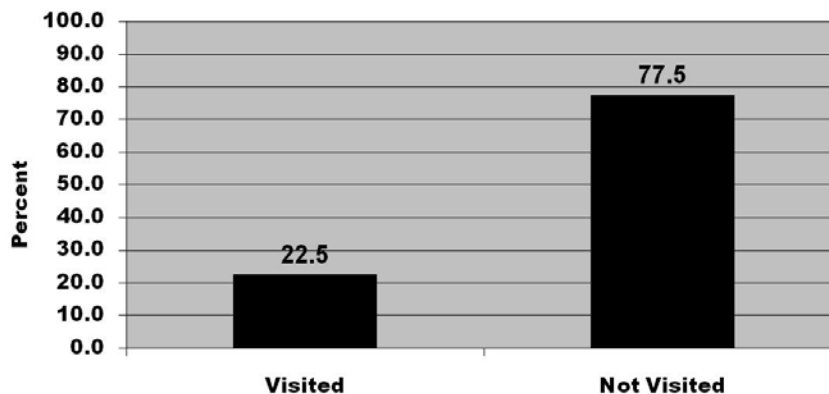
3.8.2.20. Iwo Jima/USMC War Memorial

Designed and constructed in remembrance of those who lost their lives in the Iwo Jima invasion as part of World War II, this bronze statue with cloth flag replicates the Pulitzer Prize winning photograph of Joe Rosenthal. It depicts five marines and a Navy corpsman raising the U.S. flag and though rumored to include one extra hand on the flagpole representing the “hand of God”, only twelve hands are actually depicted. A total of 22.5% of respondents indicated visiting this site.

TABLE 3.8.2.20.A. IWO JIMA/USMC WAR MEMORIAL

	Frequency	Percent
Visited	144	22.5
Not Visited	496	77.5
Total	640	100

**Iwo Jima/USMC War Memorial
(n = 640)**

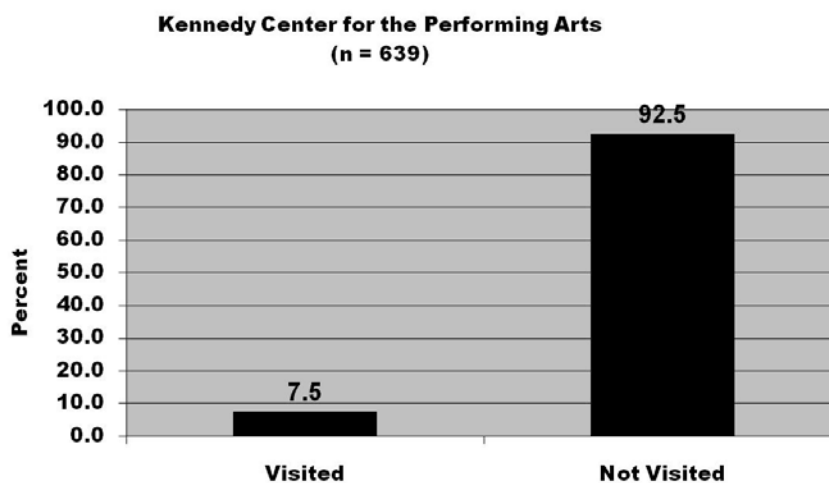


3.8.2.21. Kennedy Center for the Performing Arts

The John F. Kennedy Center for the Performing Arts opened in 1971 and provides a venue for a multitude of performing arts as well as a living tribute to President Kennedy. The Center has seven theatres available for public performances or private rental and is home to the National Symphony Orchestra. Educational initiatives designed to foster arts and cultural appreciation are also offered. A total of 7.5% of respondents indicated visiting this site.

TABLE 3.8.2.21.A. KENNEDY CENTER FOR THE PERFORMING ARTS

	Frequency	Percent
Visited	48	7.5
Not Visited	591	92.5
Total	639	100



3.8.2.22. Korean War Veterans Memorial

Honoring all four branches of the military, the Korean War Veterans Memorial incorporates slightly larger than life-sized representatives of one patrol squad cast in stainless steel with an adjacent black granite wall on which faces of men and women contributing support to the Korean War effort have been sandblasted. A Pool of Remembrance is also part of this memorial and is surrounded by benches on which the numbers of soldiers lost in the war are inscribed. A nearby granite wall expresses the message, inlaid in silver, "Freedom Is Not Free." A total of 61.2% of respondents indicated visiting this site.

TABLE 3.8.2.22.A. KOREAN WAR VETERANS MEMORIAL

	Frequency	Percent
Visited	392	61.2
Not Visited	249	38.8
Total	641	100

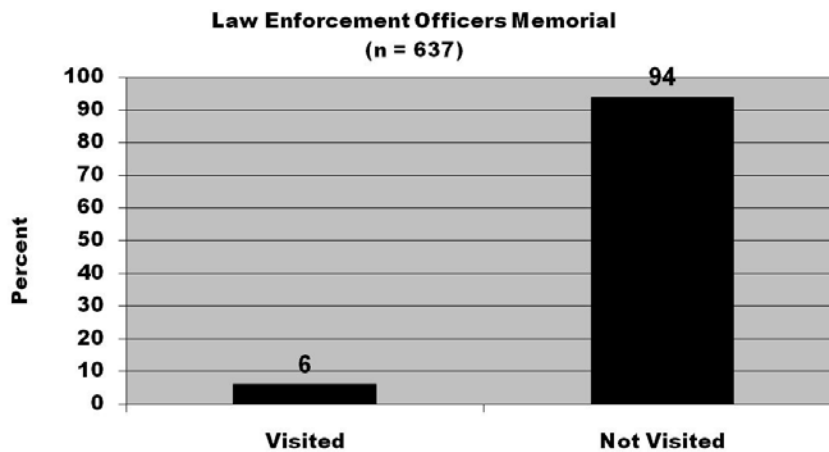


3.8.2.23. Law Enforcement Officers Memorial

Located between E Street and 5th Street NW, the National Law Enforcement Officers Memorial was dedicated in 1991. It honors federal, state, and local law enforcers in the United States and includes names of officers killed in the line of duty since 1792. It is part of Judiciary Square Park and is highlighted by the blooming of over 14,000 daffodils each April. A total of 6.0% of respondents indicated visiting this site.

TABLE 3.8.2.23.A. LAW ENFORCEMENT OFFICERS MEMORIAL

	Frequency	Percent
Visited	38	6.0
Not Visited	599	94.0
Total	637	100

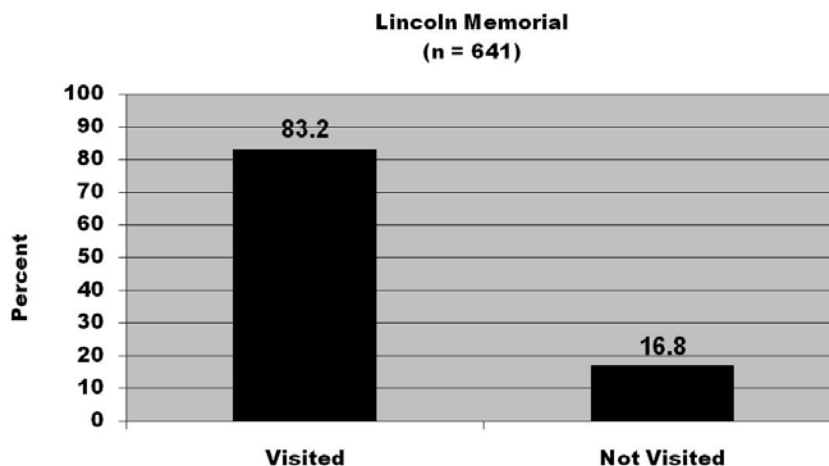


3.8.2.24. Lincoln Memorial

Designed to inspire and framed in Doric columns, the Lincoln Memorial commemorates life of the United States' 16th president, Abraham Lincoln. The Memorial, dedicated in 1922, includes a statue of Lincoln seated that measures almost 20 feet high. The Memorial has provided the backdrop to many historically significant events including Martin Luther King's *I Have a Dream* speech. A total of 83.2% of respondents indicated visiting this site.

TABLE 3.8.2.24.A. LINCOLN MEMORIAL

	Frequency	Percent
Visited	533	83.2
Not Visited	108	16.8
Total	641	100

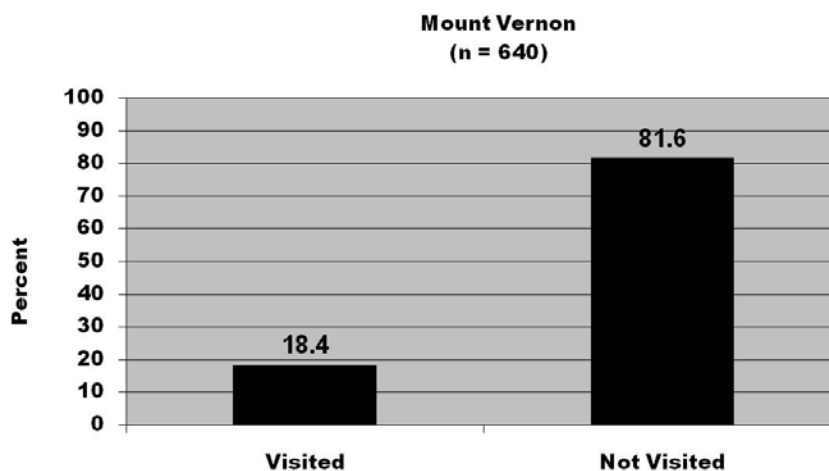


3.8.2.25. Mount Vernon

Home to the first President of the U.S., George Washington, the Mount Vernon Estate and Gardens are open for public visits. It hosts traveling exhibitions from the Colonial Era, is home to several permanent exhibits, and provides a variety of educative opportunities regarding historical events and culture. A total of 18.4% of respondents indicated visiting this site.

TABLE 3.8.2.25.A. MOUNT VERNON

	Frequency	Percent
Visited	118	18.4
Not Visited	522	81.6
Total	640	100

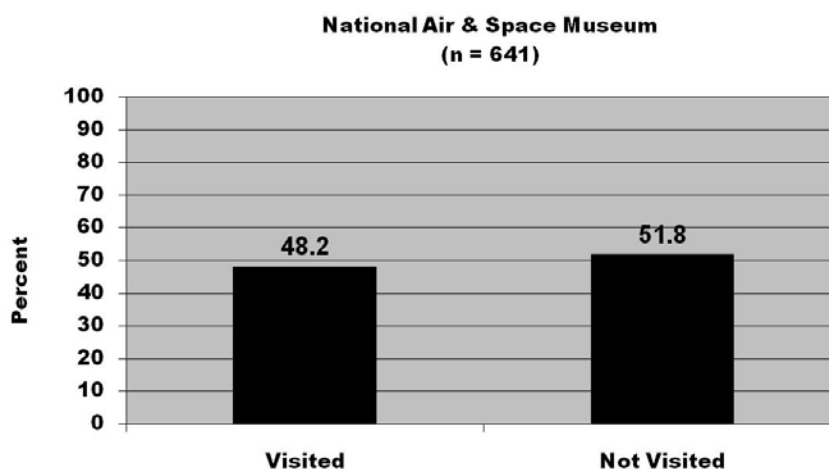


3.8.2.26. National Air & Space Museum

A key component of the Smithsonian Complex, the National Air & Space Museum offers exhibits, expert lectures, and educational programs illustrating historical air and spacecraft. It also provides research opportunities on the history, science, and technology of aviation and space flight. It currently has two display facilities: The National Mall flagship building, which houses the Spirit of St. Louis, Apollo 11 command module, and lunar rock samples; and, the Steven F. Udvar-Hazy Center located in Chantilly, Virginia, which houses a Lockheed SR-71 Blackbird, the Enola Gay, and the Space Shuttle Enterprise. A total of 48.2% of respondents indicated visiting the flagship site.

TABLE 3.8.2.26.A. NATIONAL AIR AND SPACE MUSEUM

	Frequency	Percent
Visited	309	48.2
Not Visited	332	51.8
Total	641	100



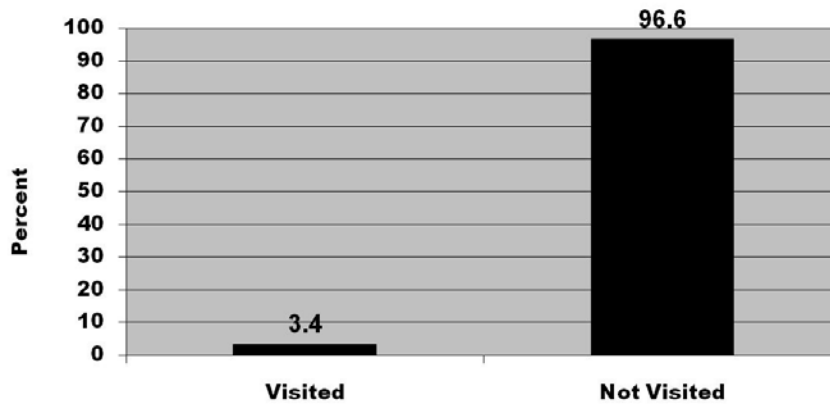
3.8.2.27. National Building Museum

The National Building Museum was created by an Act of Congress in 1980 and houses exhibits and collections representing the evolution of building arts and design internationally. Their goal is to advance the quality of the built environment through educating the public about building impacts and their recent programs highlight sustainability related efforts. The building itself was designed as a green museum and continues to reinforce these principles in its renovation efforts such as the installation of 8,000 square feet of formaldehyde-free fast growing bamboo flooring and continually using low- or no-VOC paints and sealers. A total of 3.4% of respondents indicated visiting this site.

TABLE 3.8.2.27.A. NATIONAL BUILDING MUSEUM

	Frequency	Percent
Visited	22	3.4
Not Visited	617	96.6
Total	639	100

**National Building Museum
(n = 639)**



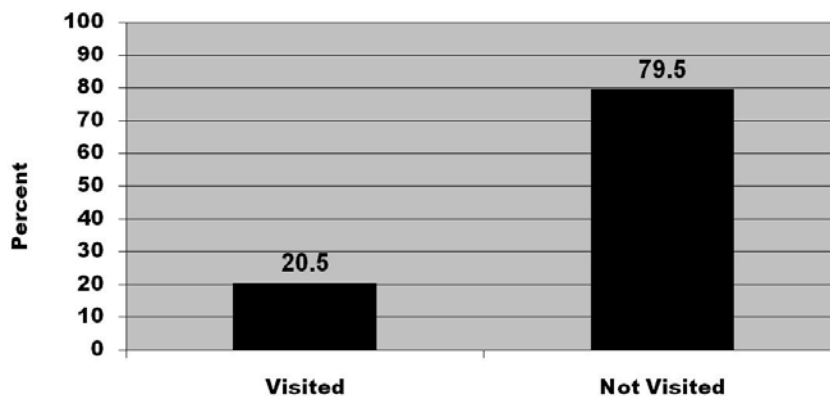
3.8.2.28. National Gallery of Art

Founded in 1937, the National Gallery of Art houses a collection of classical and modern art pieces as well as study center and fellowship program to promote appreciation and understanding of the arts. Highlights include original pieces such as the *Annunciation* (c. 1434) by Jan van Eyck, Leonardo da Vinci's *Ginevra dei Benci* (c. 1475), and James A. M. Whistler's *Symphony in White No.1: The White Girl* (1862). A total of 20.5% of respondents indicated visiting this site.

TABLE 3.8.2.28.A. NATIONAL GALLERY OF ART

	Frequency	Percent
Visited	131	20.5
Not Visited	509	79.5
Total	640	100

**National Gallery of Art
(n = 640)**

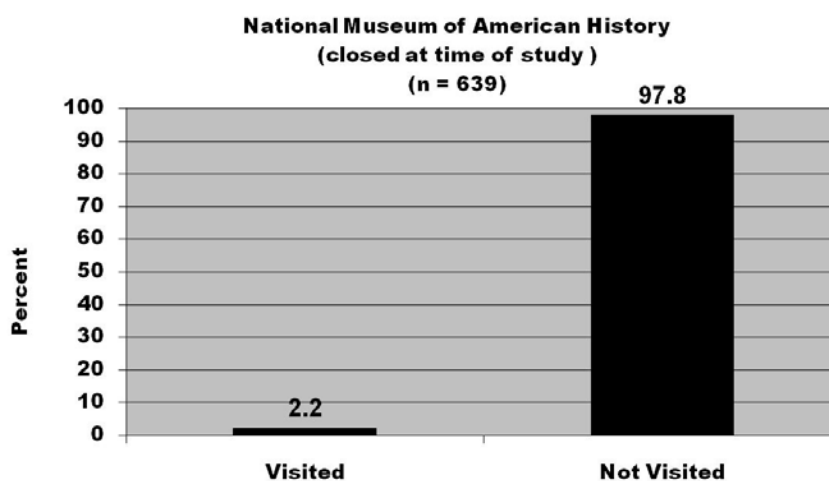


3.8.2.29. National Museum of American History (closed at time of study)

The National Museum of American History was completed in 1964, was recently renovated, and reopened in 2008 after the study period had concluded. The collections and interpretive programs highlight social, cultural, military, political, and scientific aspects of United States' heritage including diverse displays such as the original Star Spangled Banner and Dorothy's ruby slippers from the original *The Wizard of Oz*. Renovations include several new galleries, a 5-story atrium, and a grand staircase linking the first and second floors of the museum. A total of 2.2% of respondents indicated visiting this site, suggesting that they went to the museum only to learn upon arrival that it was closed.

TABLE 3.8.2.29.A. NATIONAL MUSEUM OF AMERICAN HISTORY (CLOSED AT TIME OF STUDY)

	Frequency	Percent
Visited	14	2.2
Not Visited	625	97.8
Total	639	100

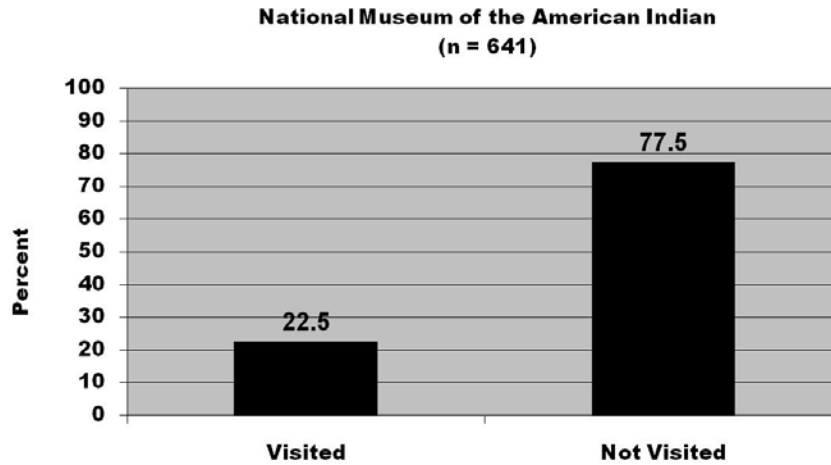


3.8.2.30. National Museum of the American Indian

Organic in design, the National Museum of the American Indian opened in 2004. The museum is dedicated to illustrating the history, culture, languages, and life of native peoples of the Western Hemisphere. American Indians provided the predominant leadership in the design and development of the building and associated programs. The curvilinear shape of the building reflects the powerful connection between built structure and the environment. A total of 22.5% of respondents indicated visiting this site.

TABLE 3.8.2.30.A. NATIONAL MUSEUM OF THE AMERICAN INDIAN

	Frequency	Percent
Visited	144	22.5
Not Visited	497	77.5
Total	641	100

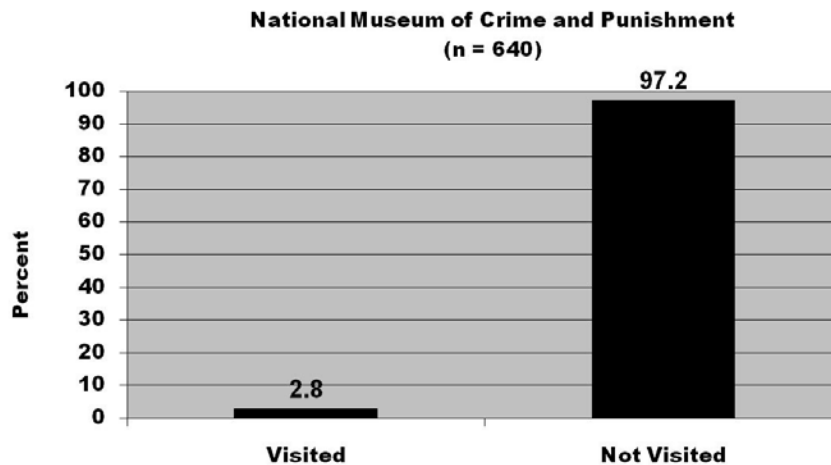


3.8.2.31. National Museum of Crime and Punishment

Visitors to the National Museum of Crime and Punishment are able to visit a series of exhibitions designed to highlight criminal events throughout the history of the United States and illustrate their role in societal development. Exhibits are highly interactive and include a full-scale model of a police station in which visitors can get a sense of criminal punishment tools. Educational programs and activities include a CSI Laboratory workshop, high-speed police chase simulators and an FBI shooting range. A total of 2.8% of respondents indicated visiting this site.

TABLE 3.8.2.31.A. NATIONAL MUSEUM OF CRIME AND PUNISHMENT

	Frequency	Percent
Visited	18	2.8
Not Visited	622	97.2
Total	640	100



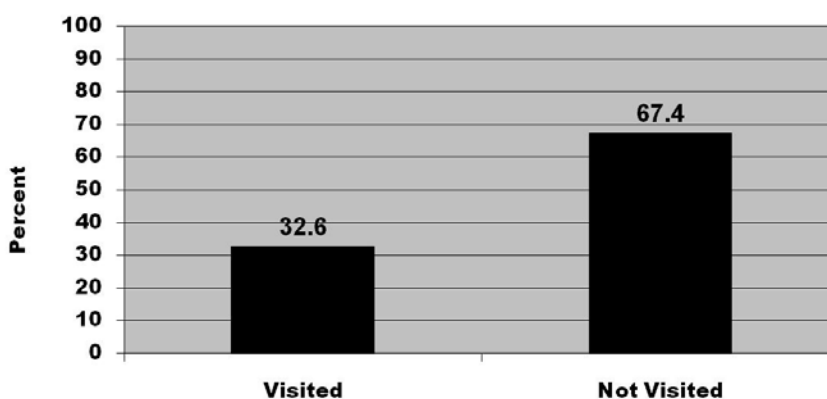
3.8.2.32. National Museum of Natural History

A Smithsonian museum, the National Museum of Natural History houses over 126 million expertly documented specimens among its displays of natural artifacts from around the globe. Educational programs and exhibits are continually evolving and relevant to the current issues surrounding the natural environment. Opened in 1910, its research activities include collaborations and contributions from government agencies such as the Department of the Interior, Department of Agriculture, and Department of Commerce. A total of 32.6% of respondents indicated visiting this site.

TABLE 3.8.2.32.A. NATIONAL MUSEUM OF NATURAL HISTORY

	Frequency	Percent
Visited	209	32.6
Not Visited	432	67.4
Total	641	100

**National Museum of Natural History
(n = 641)**



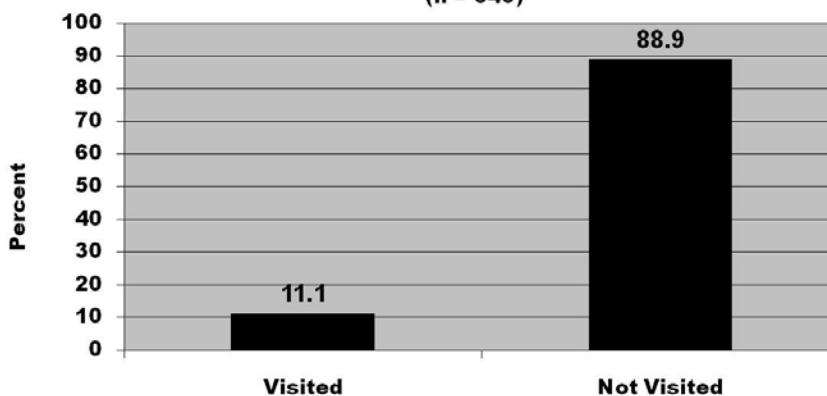
3.8.2.33. National Portrait Gallery/American Art Museum

The National Portrait Gallery is housed in one of Washington D.C.'s oldest public buildings. Designed in the Greek Revival architectural genre, it displays portraiture and artwork illustrating the lives of individuals significant to the development of U.S. history and culture. It houses the only complete collection of U.S. presidential portraits outside of the White House as well as contemporary travel exhibits. A total of 11.1% of respondents indicated visiting this site.

TABLE 3.8.2.33.A. NATIONAL PORTRAIT GALLERY/AMERICAN ART MUSEUM

	Frequency	Percent
Visited	71	11.1
Not Visited	569	88.9
Total	640	100

**National Portrait Gallery/American Art Museum
(n = 640)**

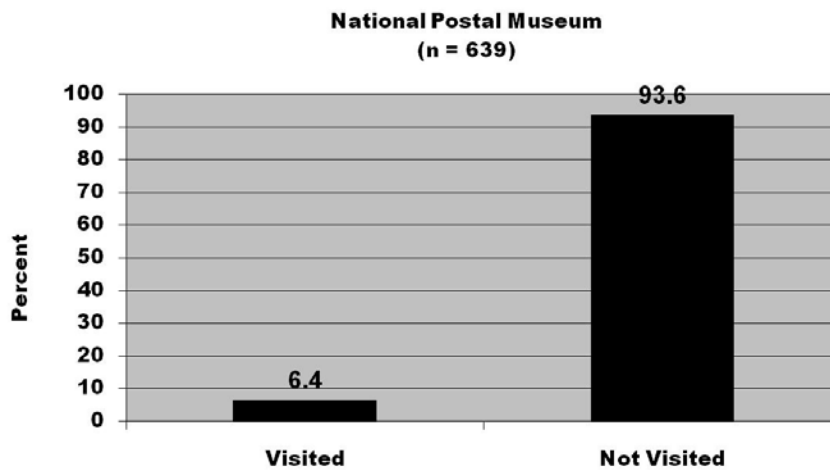


3.8.2.34. National Postal Museum

Located in the lower level of the City Post Office Building, the National Postal Museum pays tribute to the historical development of the United States Postal Service through exhibits, research, and educational programs. It is also home to the National Philatelic Collection, the world’s largest collection of stamps and postal materials from around the world, and offers exhibits of mailboxes, mailbags, postal uniforms, and postal equipment as it has evolved over time. A total of 6.4% of respondents indicated visiting this site.

TABLE 3.8.2.34.A. NATIONAL POSTAL MUSEUM

	Frequency	Percent
Visited	41	6.4
Not Visited	598	93.6
Total	639	100

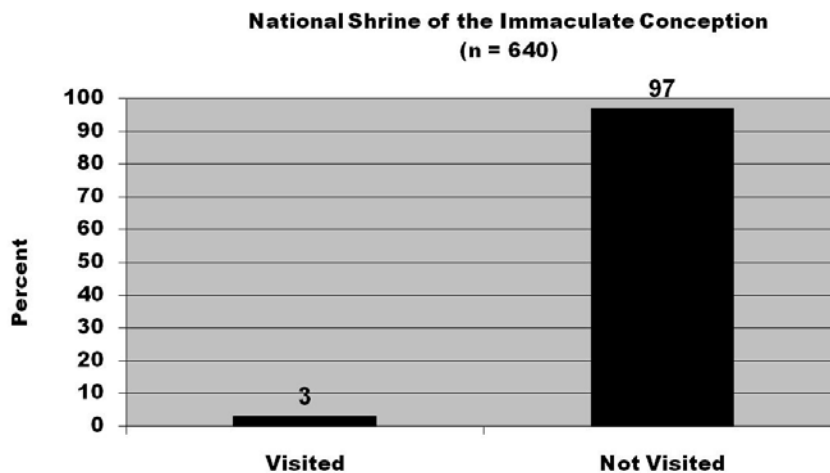


3.8.2.35. National Shrine of the Immaculate Conception

The largest Catholic church in the Americas, the Basilica of the National Shrine of the Immaculate Conception honors the Blessed Virgin Mary as Our Lady of the Immaculate Conception, the Patroness of the United States. Over 1 million individuals visit the Neo-Byzantine style building annually, which is also one of the tallest buildings in Washington, D.C. A total of 3% of respondents indicated visiting this site.

TABLE 3.8.2.35.A. NATIONAL SHRINE OF THE IMMACULATE CONCEPTION

	Frequency	Percent
Visited	19	3.0
Not Visited	621	97.0
Total	640	100

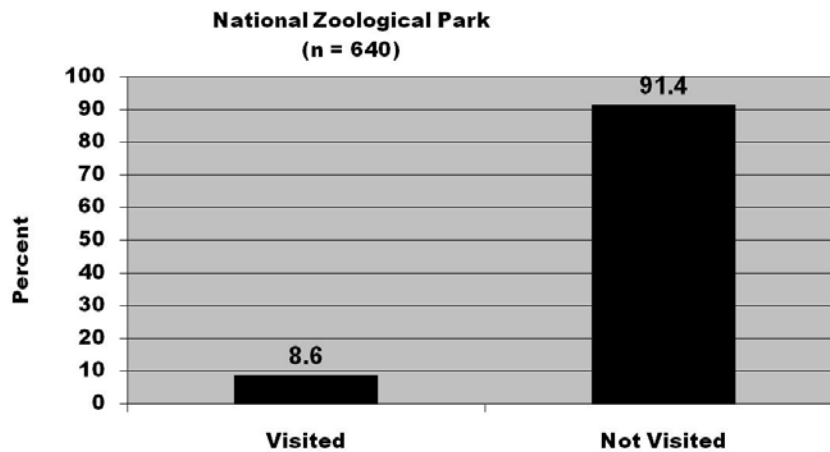


3.8.2.36. National Zoological Park

The National Zoological Park houses a wide variety of animals representing ecosystems from around the world. One of its most popularized events was the birth of a baby panda cub, Tai Shan, in 2006. The 163 acre zoo was founded by William T. Hornaday and was originally intended to highlight North American animal species in decline, such as the American Bison. However, its purpose has been expanded to support research and conservation efforts worldwide. A total of 8.6% of respondents indicated visiting this site.

TABLE 3.8.2.36.A. NATIONAL ZOOLOGICAL PARK

	Frequency	Percent
Visited	55	8.6
Not Visited	585	91.4
Total	640	100

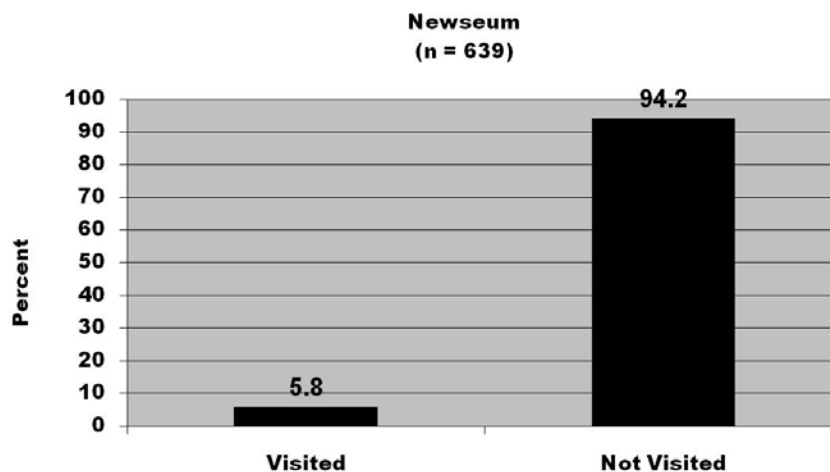


3.8.2.37. Newseum

The Newseum opened in 2008 and provides information and exhibits highlighting the historical development of various news related media, personnel, and significant events. With over 250,000 square feet of space, visitors are invited to participate in a variety of theater programs, visit exhibit galleries, and experience a 4-D time-travel experience of why and how news becomes news. A total of 5.8% of respondents indicated visiting this site.

TABLE 3.8.2.37.A. NEWSEUM

	Frequency	Percent
Visited	37	5.8
Not Visited	602	94.2
Total	639	100

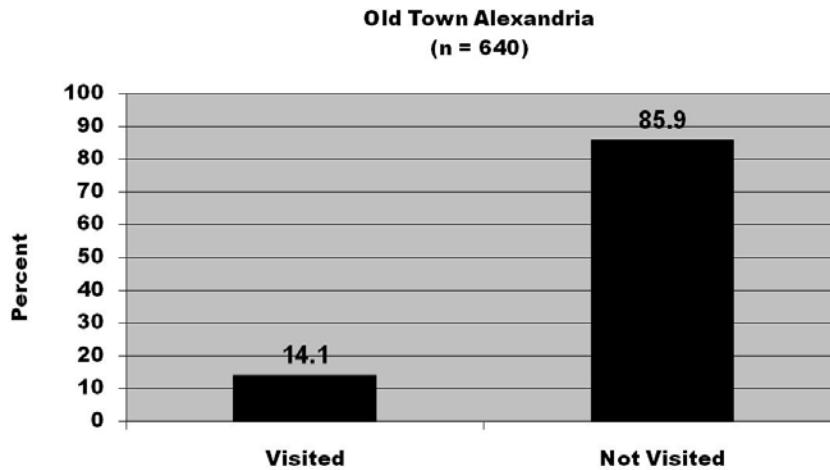


3.8.2.38. Old Town Alexandria

Old Town Alexandria was founded in 1749 and is listed on the National Register of Historic Places. Its unique 19th century well-preserved architecture and the variety of eclectic attractions and events such as the annual St. Patrick’s Day Parade appeal to a diversity of visitors and provide a small-town, historic experience close to central Washington, D.C. A total of 14.1% of respondents indicated visiting this area.

TABLE 3.8.2.38.A. OLD TOWN ALEXANDRIA

	Frequency	Percent
Visited	90	14.1
Not Visited	550	85.9
Total	640	100

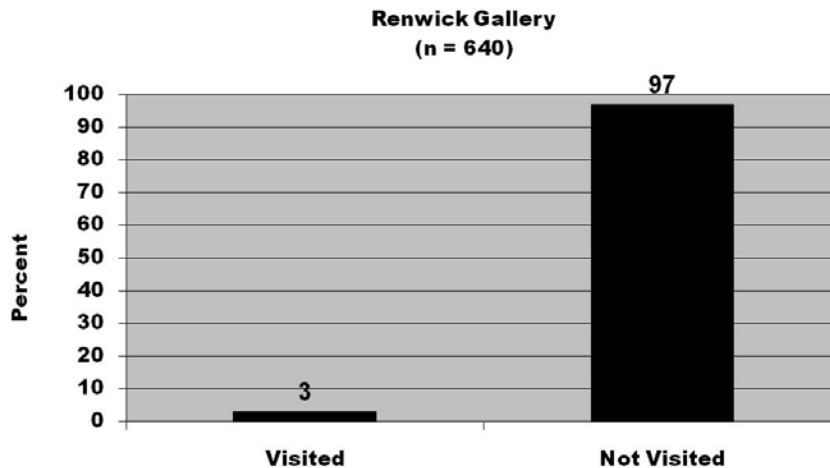


3.8.2.39. Renwick Gallery

The Renwick Gallery is a National Historical Landmark and branch of the Smithsonian American Art Museum. Exhibits highlight 19th-21st century American decorative arts and crafts. Prior to its completion in 1874, it housed the federal Court of Claims during the Civil War. A total of 3.0% of respondents indicated visiting this site.

TABLE 3.8.2.39.A. RENWICK GALLERY

	Frequency	Percent
Visited	19	3.0
Not Visited	621	97.0
Total	640	100

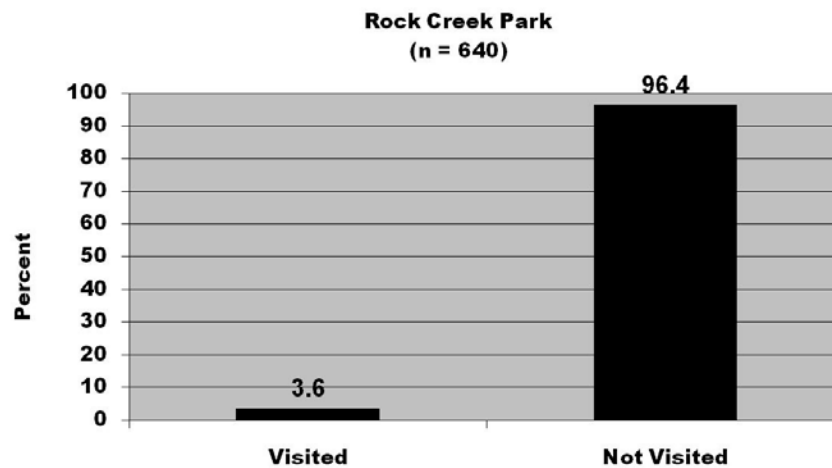


3.8.2.40. Rock Creek Park

Rock Creek Park, a 1,700+ acre urban park located along Rock Creek Valley, offers a premier nature center, planetarium, the Old Stone House, and Pierce Barn. Located north of the National Zoological Park, it was established in 1890 and is more than double the size of Central Park in New York City. Visitors can enjoy a wide variety of recreation activities including equestrian trails, tennis, cultural and historical fortifications and exhibits, jogging, cycling, and picnicking. A total of 3.6% of respondents indicated visiting this site.

TABLE 3.8.2.40.A. ROCK CREEK PARK

	Frequency	Percent
Visited	23	3.6
Not Visited	617	96.4
Total	640	100

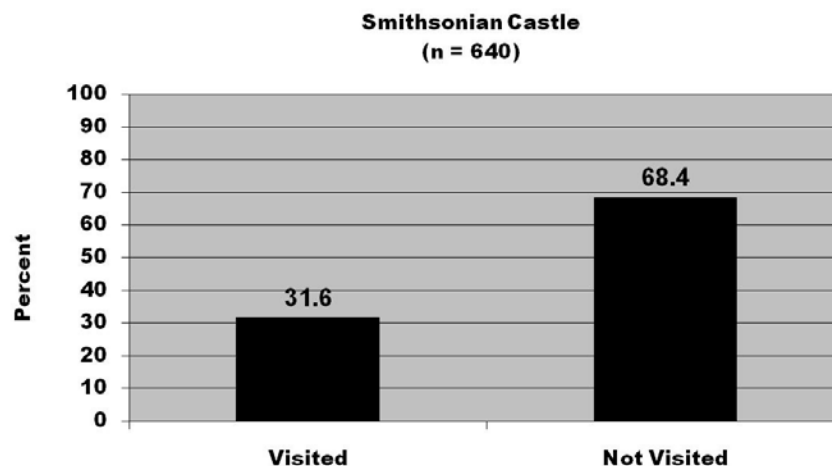


3.8.2.41. Smithsonian Castle

The crown jewel and oldest of the Smithsonian museums, the Smithsonian Castle houses the administration offices of the Smithsonian as well as the main Smithsonian Visitor Center. Its Gothic Revival design highlights the southern portion of the National Mall and is a National Historic Landmark. The gold-leafed hands of the Castle clock and flanking towers feature prominently in the building that houses the crypt of James Smithson, benefactor of the Institution. A total of 31.6% of respondents indicated visiting this site.

TABLE 3.8.2.41.A. SMITHSONIAN CASTLE

	Frequency	Percent
Visited	202	31.6
Not Visited	438	68.4
Total	640	100

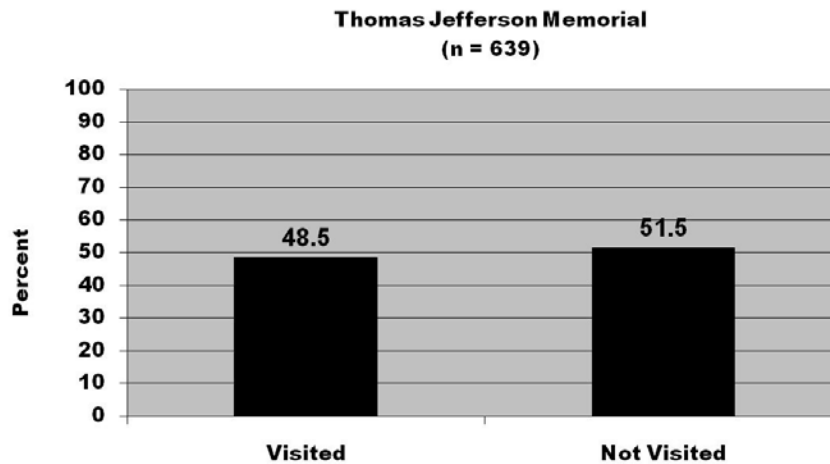


3.8.2.42. Thomas Jefferson Memorial

The Thomas Jefferson Memorial is located on the southern edge of the Tidal Basin and honors the third President of the United States. Completed in 1942, the domed building is fronted by Ionic order columns and houses a bronze statue of Thomas Jefferson. Designed by John Russell Pope, the pantheon-like structure includes excerpts from the Declaration of Independence, of which Jefferson was one of the original signatures, as well as components of Jefferson’s autobiography. A total of 48.5% of respondents indicated visiting this site.

TABLE 3.8.2.42.A. THOMAS JEFFERSON MEMORIAL

	Frequency	Percent
Visited	310	48.5
Not Visited	329	51.5
Total	639	100

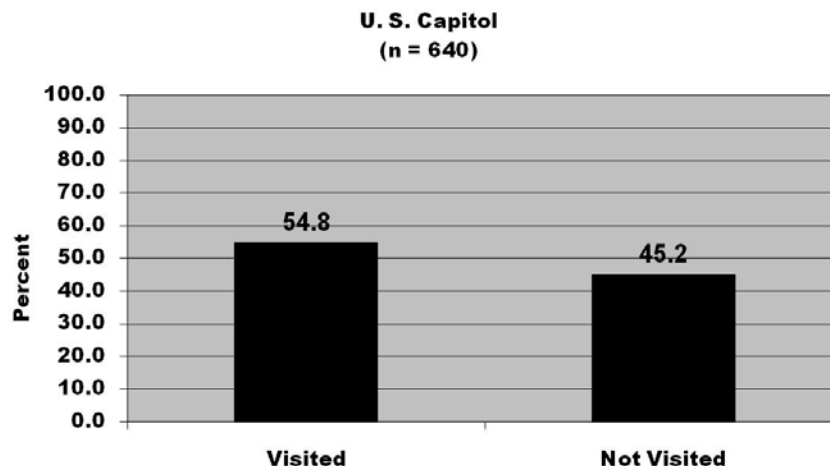


3.8.2.43. U.S. Capitol

The U.S. Capitol building anchors the easternmost end of the National Mall and serves as the U.S. Government seat. The Capitol is home for the U.S. Congress and its two legislative bodies, U.S. House of Representatives and U.S. Senate. Tours are available daily and a variety of exhibits within the Capitol describe the U.S. legislative process, mechanisms for citizen input, and the history of the building design and construction. A total of 54.8% of respondents indicated visiting this site. It is important to note that the study was completed just prior to the opening of the Capitol Visitor Center.

TABLE 3.8.2.43.A. U.S. CAPITOL

	Frequency	Percent
Visited	351	54.8
Not Visited	289	45.2
Total	640	100



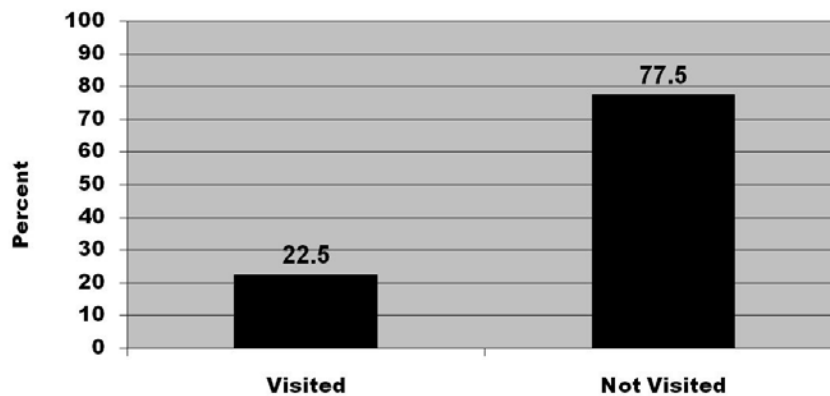
3.8.2.44. U.S. Holocaust Memorial Museum

The U.S. Holocaust Memorial Museum houses a powerful exhibit designed to describe and interpret the events leading to, during, and following the Holocaust as well as to confront issues surrounding genocide, promote human dignity and strengthen democracy. Over 30 million people have visited the Museum since its opening in 1993 and it has been identified as a leader galvanizing attention to genocide crises in other countries, in part, through the efforts of the Academy for Genocide Prevention. A total of 22.5% of respondents indicated visiting this site.

TABLE 3.8.2.44.A. U.S. HOLOCAUST MEMORIAL MUSEUM

	Frequency	Percent
Visited	144	22.5
Not Visited	495	77.5
Total	639	100

**U. S. Holocaust Memorial Museum
(n = 639)**



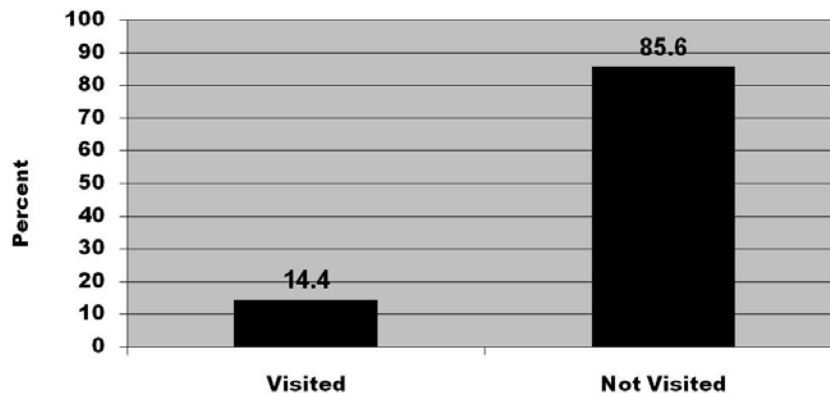
3.8.2.45. U.S. Library of Congress

The oldest Federal cultural institute in the U.S., the Library of Congress is home to documents and artifacts related to the legislative process. It is the largest library in the world and was established in 1800. It serves as the research arm for Congress and is also available for public use. A total of 14.4% of respondents indicated visiting this site.

TABLE 3.8.2.45.A. U.S. LIBRARY OF CONGRESS

	Frequency	Percent
Visited	92	14.4
Not Visited	548	85.6
Total	640	100

**U. S. Library of Congress
(n = 640)**

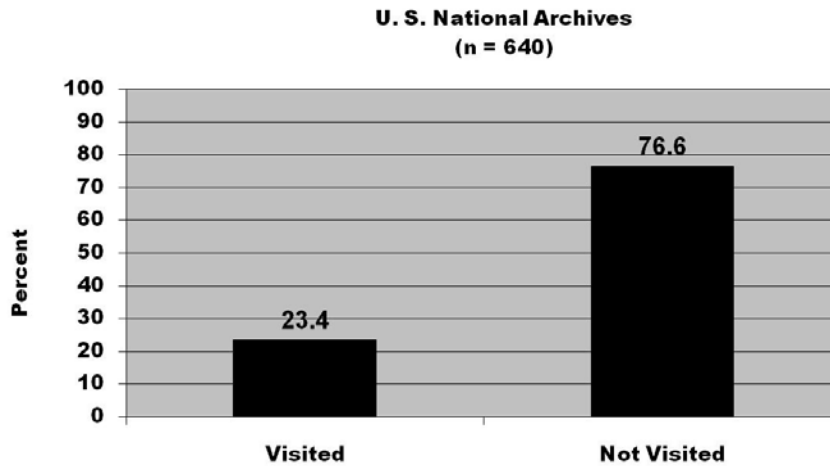


3.8.2.46. U.S. National Archives

The U.S. National Archives and Records Administration (NARA) maintains and publishes all legally authentic and authoritative copies of presidential proclamations, executive orders, federal regulations, and acts of Congress. Documents housed here are generally available for public viewing, although some items may be protected via donor agreements or copyright. Classified documents, census records, and genealogy records are also stored by NARA. A total of 23.4% of respondents indicated visiting this site.

TABLE 3.8.2.46.A. U.S. NATIONAL ARCHIVES

	Frequency	Percent
Visited	150	23.4
Not Visited	490	76.6
Total	640	100

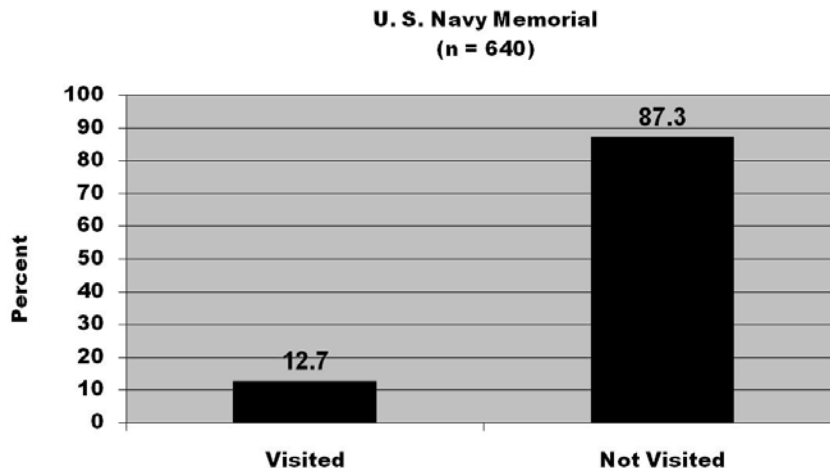


3.8.2.47. U.S. Navy Memorial

The U.S. Navy Memorial honors all who serve or have served in the Coast Guard, Marine Corps, Merchant Marine, or Navy and features a solitary person standing watch, The Lone Sailor, over the Granite Sea, which is a replica of the world’s oceans. Each spring the Granite Sea is recharged as representatives from each branch of the Navy pour water from each of the oceans in the fountain pools. A total of 12.7% of respondents indicated visiting this site.

TABLE 3.8.2.47.A. U.S. NAVY MEMORIAL

	Frequency	Percent
Visited	81	12.7
Not Visited	559	87.3
Total	640	100



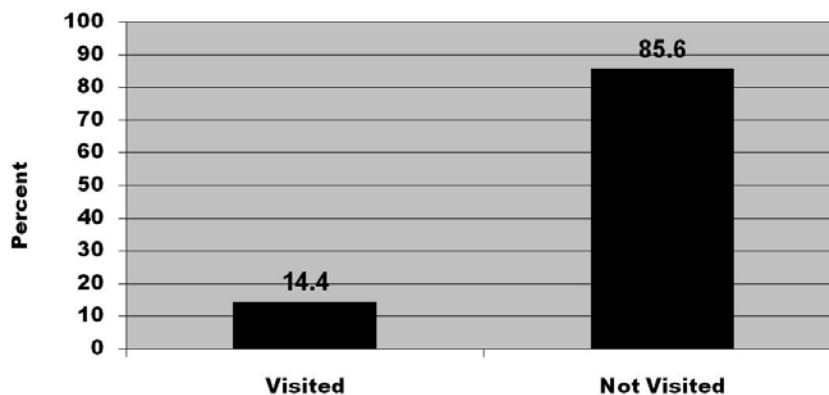
3.8.2.48. U.S. Supreme Court

The U.S. Supreme Court building houses the Supreme Court appointees, which includes the Chief Justice of the United States and eight Associate Justices. These individuals are tasked with review and decisions of predominantly appeals cases. The classically designed building includes a law library, the Justices' chambers, stores and a cafeteria. Visitors may attend hearings, view a film about the Supreme Court and see exhibits which are rotated on a regular basis. A total of 14.4% of respondents indicated visiting this site.

TABLE 3.8.2.48.A. U.S. SUPREME COURT

	Frequency	Percent
Visited	92	14.4
Not Visited	548	85.6
Total	640	100

**U. S. Supreme Court
(n = 640)**



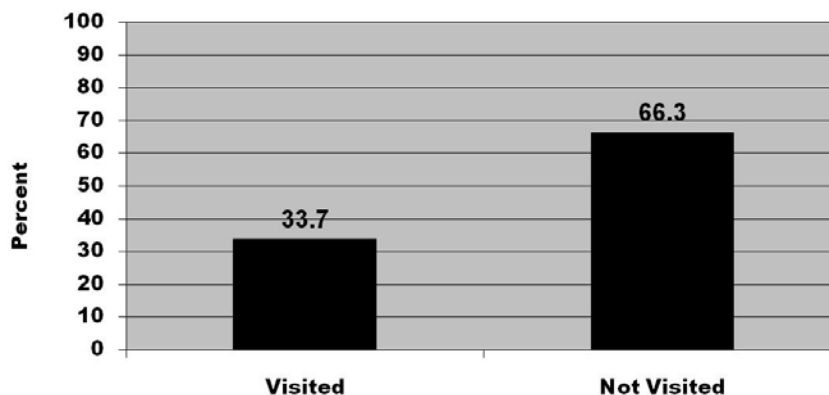
3.8.2.49. Union Station

Completed in 1908, Union Station is an historic train station which has been remodeled to house an upscale shopping mall, restaurants, and tourist shops. The station continues to function as the primary destination point for trains coming to Washington, D.C. The Beaux-Arts architecture is considered one of the best in the area and highlights of the structure include the 22-karat gold leaf on the barrel-vaulted coffered ceilings and white granite building construction. A total of 33.7% of respondents indicated visiting this station.

TABLE 3.8.2.49.A. UNION STATION

	Frequency	Percent
Visited	216	33.7
Not Visited	425	66.3
Total	641	100

**Union Station
(n = 641)**

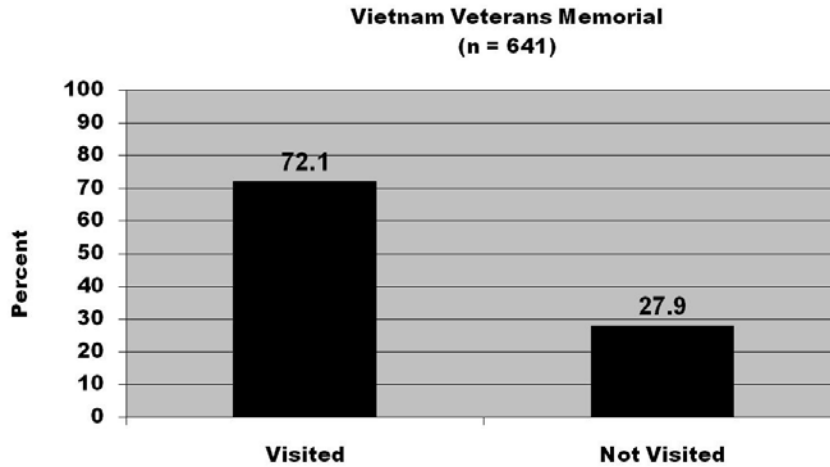


3.8.2.50. Vietnam Veterans War Memorial

The Vietnam Veterans War Memorial was designed by Maya Lin, winner of a national design competition, and completed in 1982. The wall is built with black polished granite and includes names of those who died or are still missing from the Vietnam War. A total of 72.1% of respondents indicated visiting this site.

TABLE 3.82.50.A. VIETNAM VETERANS MEMORIAL

	Frequency	Percent
Visited	462	72.1
Not Visited	179	27.9
Total	641	100

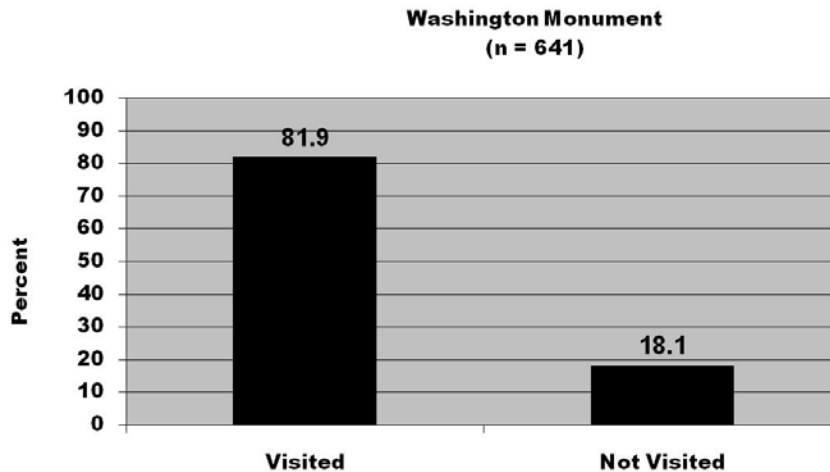


3.8.2.51. Washington Monument

At over 555 feet tall, the Washington Monument is the area’s tallest structure. Construction on the obelisk began in 1848, but stopped during the Civil War. Built to honor the first president of the United States, George Washington, the monument was completed in 1884 and includes 193 commemorative stones in the stairwell. A total of 81.9% of respondents indicated visiting this site.

TABLE 3.8.2.51.A. WASHINGTON MONUMENT

	Frequency	Percent
Visited	525	81.9
Not Visited	116	18.1
Total	641	100

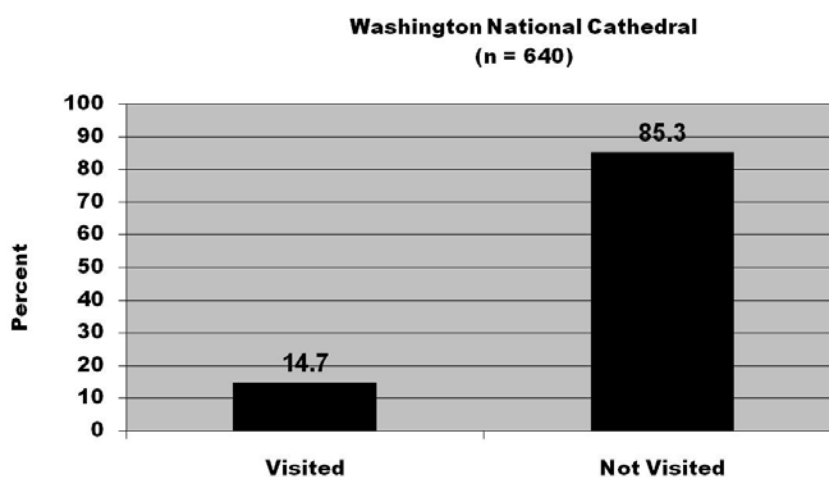


3.8.2.52. Washington National Cathedral

The official name of the Washington National Cathedral is the Cathedral Church of St. Peter and St. Paul. With 231 stained glass windows, 112 gargoyles, and 288 angels, the National Cathedral is over thirty stories tall on Mount Saint Alban. It offers a variety of unique characteristics including a piece of lunar rock in the Space Window and a sculpture of Darth Vader on top of the Cathedral's west tower. Visitors may also enjoy a medieval labyrinth and both peal and carillon bells. It is the longest running construction project in Washington, D.C. with the first stone being placed in 1907 and the last in 1990. A total of 14.7% of respondents indicated visiting this site.

TABLE 3.8.2.52.A. WASHINGTON NATIONAL CATHEDRAL

	Frequency	Percent
Visited	94	14.7
Not Visited	546	85.3
Total	640	100

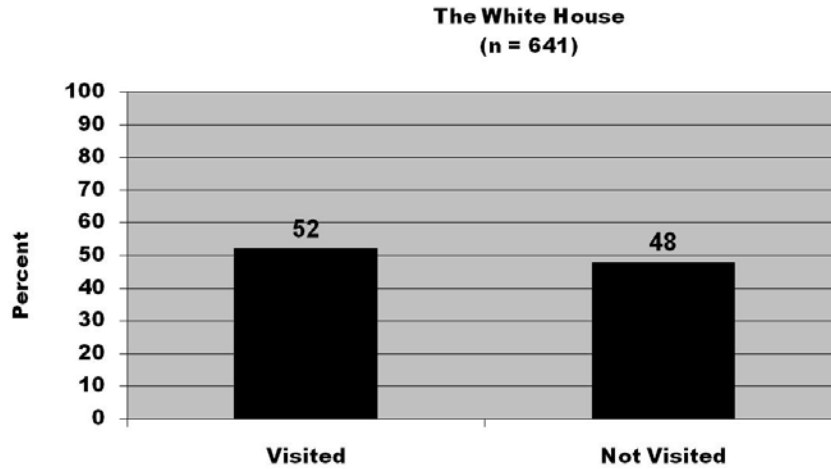


3.8.2.53. The White House

Home to the U.S. President holding office, the White House first became a home to a president in 1800 when President John Adams moved in with his wife, Abigail. Since then, each President has made some changes to the home as part of their private residency. Additionally, the residence plays host to a wide variety of international and national diplomatic events. Although no longer available for general public tours, individuals can request private tours or visit the White House Historical Association nearby for interpretive information and historical photographs. A total of 52.0% of respondents indicated visiting this site.

TABLE 3.8.2.53.A. THE WHITE HOUSE

	Frequency	Percent
Visited	333	52.0
Not Visited	308	48.0
Total	641	100

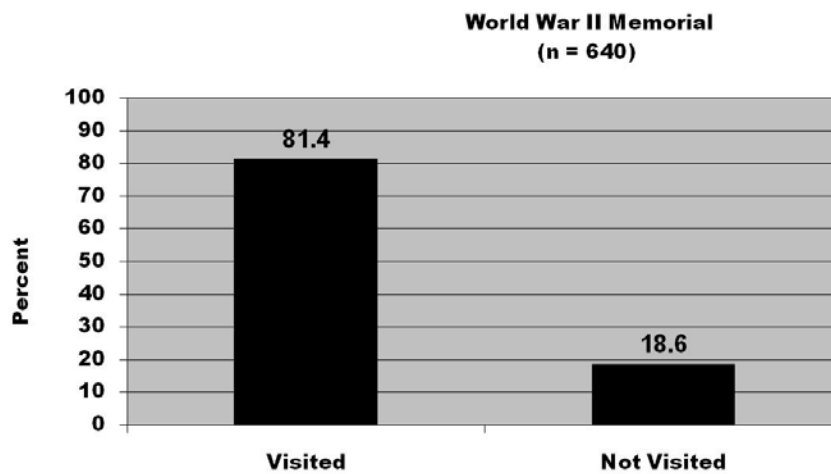


3.8.2.54. World War II Memorial

One of the most recent memorials to be completed, the World War II Memorial was dedicated on May 29, 2004. It is located at the east end of the Reflecting Pool and pays tribute to all who served in and supported the efforts associated with World War II. Chosen in a competition, the design consists of 56 pillars in a semi-circle punctuated with two arches. The pillars represent each of the 48 United States of 1945, the District of Columbia, and U.S. territories. The Atlantic and Pacific oceans are represented by the arches and the Freedom Wall, on which 4,048 gold stars represent 100 Americans who died in the war, curves along the west side of the memorial. A total of 81.4% of respondents indicated visiting this site.

TABLE 3.8.2.54.A. WORLD WAR II MEMORIAL

	Frequency	Percent
Visited	52	81.4
Not Visited	119	18.6
Total	640	100



3.8.2.55. Other Destinations Visited

Respondents were asked to indicate, in writing, other destinations they visited during their stay that were not included in the list of 54 destinations. While over 50 additional destinations were mentioned, only three destinations had more than 1% of the respondents indicating visitation. These three destinations included the Pentagon (3.4%), the Botanical Gardens (2.3%) and Leesburg Outlets (1.9%).

3.8.3. Primary Destination: One Site Visitors Most Wanted to See

Having completed the checklist of 54 destinations, respondents were asked to indicate in writing the one destination that they most wanted to see as they were planning the visit. Close to thirty distinct destinations were given, listed alphabetically in Table 3.8.3.A, with the top primary sites including the White House (14.8%), the World War II Memorial (13.4%), the Lincoln Memorial (11.1%), the Vietnam Veterans Memorial (10.5%) and the U.S. Capitol (9.3%). Those indicating “other” (3.8%) named multiple destinations or gave a non-specific response.

TABLE 3.8.3.A. PRIMARY DESTINATION WHEN PLANNING YOUR VISIT

	Frequency	Percent
The White House	75	14.8
World War II Memorial	68	13.4
Lincoln Memorial	56	11.1
Vietnam Veterans Memorial	53	10.5
US Capitol	47	9.3
Washington Monument	33	6.5
Arlington National Cemetery	24	4.7
National Air & Space Museum	23	4.5
Other	19	3.8
Franklin Delano Roosevelt Memorial	15	3.0
US Holocaust Memorial Museum	15	3.0
National Gallery of Art	13	2.6
National Museum of American History	9	1.8
US Library of Congress	7	1.4
National Museum of Natural History	6	1.2
Smithsonian Castle	6	1.2
Thomas Jefferson Memorial	6	1.2
US National Archives	6	1.2
National Zoo	4	0.8
Korean War Memorial	3	0.6
Mount Vernon	3	0.6
National Museum of the American Indian	3	0.6
Newseum	3	0.6
Ford's Theatre	2	0.4
National Portrait Gallery	2	0.4
F.B.I. Building	1	0.2
Freer Gallery/Arthur Sackler Gallery/National Museum of African Art	1	0.2
International Spy Museum	1	0.2
Iwo Jima/ USMC War Memorial	1	0.2
US Navy Memorial	1	0.2
Total	506	100.0

3.8.4. Most Memorable Destination

Respondents were asked to indicate, in writing, the one destination that was the most memorable site that they visited. Over thirty distinct “most memorable” sites were named, listed alphabetically in Table 3.8.4.A, with the destinations most frequently listed including the World War II Memorial (11.1%), the Washington Monument (10.4%), the Vietnam Veterans Memorial (8.8%), the U.S.

Capitol (8.6%) and Arlington National Cemetery (8.4%). Those indicating “other” (4.4%) named multiple destinations or gave a non-specific response.

TABLE 3.8.4.A. MOST MEMORABLE DESTINATION

	Frequency	Percent
World War II Memorial	61	11.1
Washington Monument	57	10.4
Vietnam Veterans Memorial	48	8.8
US Capitol	47	8.6
Arlington National Cemetery	46	8.4
Lincoln Memorial	43	7.8
Franklin Delano Roosevelt Memorial	36	6.6
Korean War Memorial	27	4.9
The White House	25	4.6
US Holocaust Memorial Museum	25	4.6
Other	24	4.4
National Air & Space Museum	20	3.6
Thomas Jefferson Memorial	13	2.4
Mount Vernon	10	1.8
National Gallery of Art	10	1.8
US Library of Congress	8	1.5
US National Archives	8	1.5
Iwo Jima/ USMC War Memorial	6	1.1
National Museum of Natural History	6	1.1
National Museum of the American Indian	4	0.7
National Portrait Gallery	3	0.5
Newseum	3	0.5
Hirshhorn Museum/Sculpture Garden	2	0.4
International Spy Museum	2	0.4
Kennedy Center	2	0.4
National Zoo	2	0.4
Smithsonian Castle	2	0.4
Bureau of Engraving and Printing	1	0.2
C&O Canal	1	0.2
Ford's Theatre	1	0.2
Freer Gallery/Arthur Sackler Gallery/National Museum of African Art	1	0.2
National Building Museum	1	0.2
National Museum of Crime and Punishment	1	0.2
National Shrine of the Immaculate Conception	1	0.2
Old Town Alexandria	1	0.2
Total	548	100.0

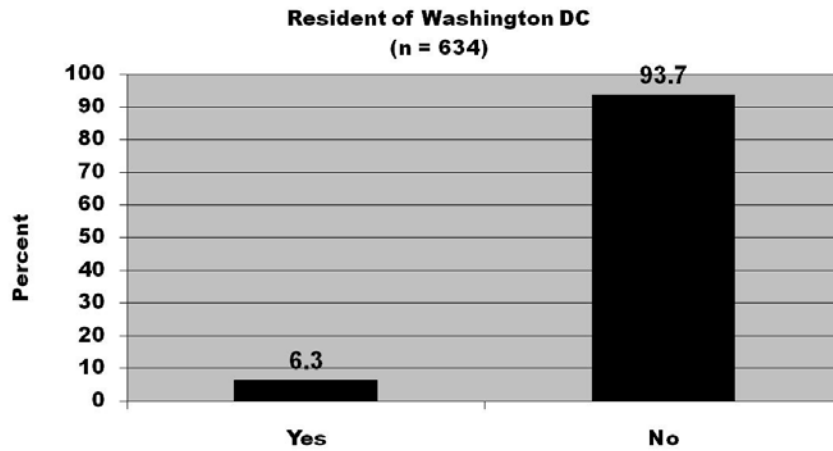
3.9. WASHINGTON, D.C., RESIDENTS

3.9.1. Washington, D.C., Resident Status

Respondents were asked to indicate if they are residents of Washington, D.C. The vast majority of respondents (93.7%) indicated a non-resident status.

TABLE 3.9.A. RESIDENT OF WASHINGTON, D.C.

	Frequency	Percent
Yes	40	6.3
No	594	93.7
Total	634	100

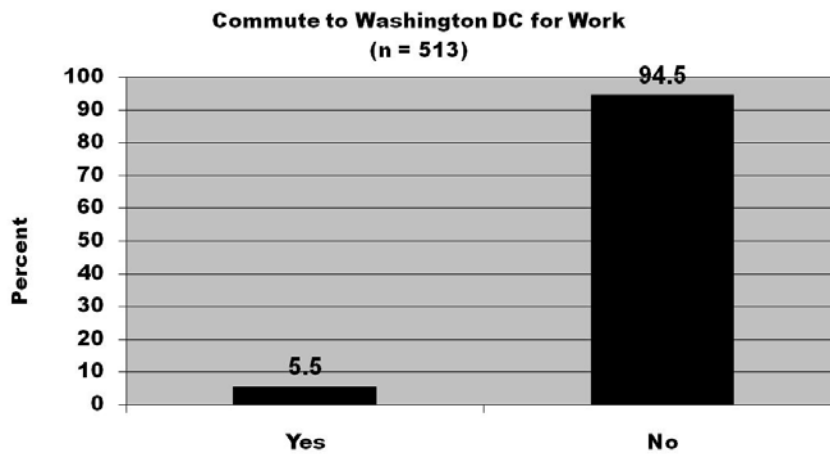


3.9.2. Washington, D.C., Commuters

Respondents were asked to indicate if they commute to Washington, D.C., for work. The sample included 5.5% local commuters.

TABLE 3.9.2.A. COMMUTE TO WASHINGTON, D.C., FOR WORK

	Frequency	Percent
Yes	28	5.5
No	485	94.5
Total	513	100



3.9.3. Increasing Local Visitation

Those who responded “yes” to either being a resident of Washington, D.C., or commuting there to work were asked to indicate in writing what, if anything, would encourage them to visit the National Mall more frequently. Close to 70 responses were given, with the most frequent including no change needed (23.2%), more events (20.3%), better parking (15.9%), and improved transportation around the National Mall (14.4%).

TABLE 3.9.3.A. INCREASING LOCAL VISITATION

Response	Frequency	Percent
Nothing, I already visit very frequently	16	23.2
More events on the Mall	14	20.3
Better parking	11	15.9
Improved transportation around the Mall	10	14.4
Visitors to my home. A reason to go to the mall.	5	7.3
More/better food service outlets and drinking fountains	4	5.8
More free time	3	4.3
More/better bathrooms on the Mall	2	2.9
Better weather	2	2.9
Less crowding	1	1.5
Revamp the area around the reflecting pool	1	1.5
Total	69	100.0

3.10. GROUP COMPOSITION

To ascertain if visitors were part of a larger group, respondents were asked to indicate if they were traveling with a commercial guided tour, educational group, heritage/cultural club group or other organized group (Tables 3.10.A through D). Visitors were most likely to be part of a commercial tour (7.6%), followed by “other” groups, such as church or business (6.5%), educational (2.5%), and heritage/cultural (0.9%).

TABLE 3.10.A. ON THIS VISIT, WERE YOU WITH: COMMERCIAL GUIDED TOUR

	Frequency	Percent
Yes	46	7.6
No	556	92.4
Total	602	100

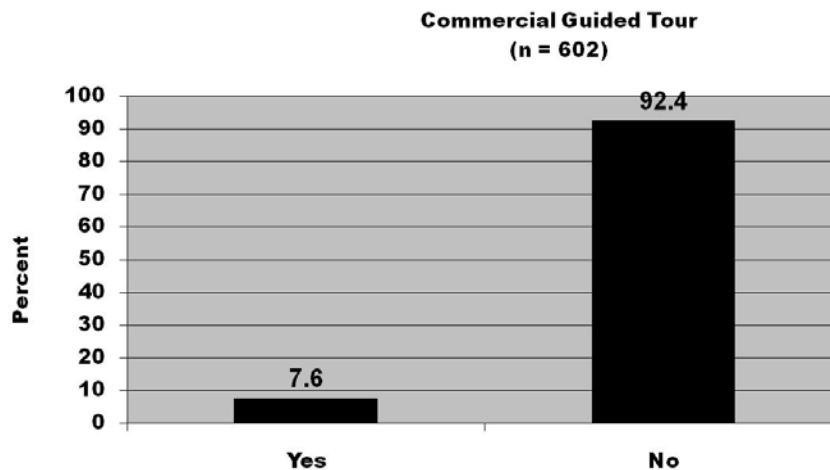


TABLE 3.10.B. ON THIS VISIT, WERE YOU WITH: EDUCATIONAL GROUP

	Frequency	Percent
Yes	15	2.5
No	576	97.5
Total	591	100

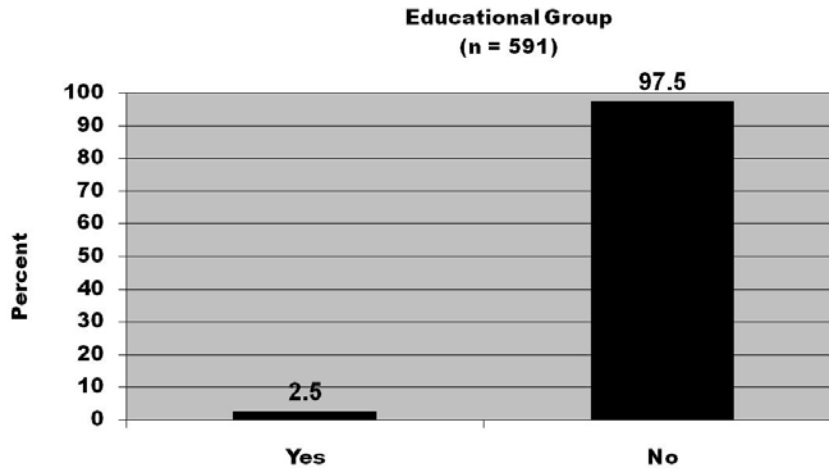


TABLE 3.10.C. ON THIS VISIT, WERE YOU WITH: HERITAGE / CULTURAL CLUB GROUP

	Frequency	Percent
Yes	5	0.9
No	582	99.1
Total	587	100

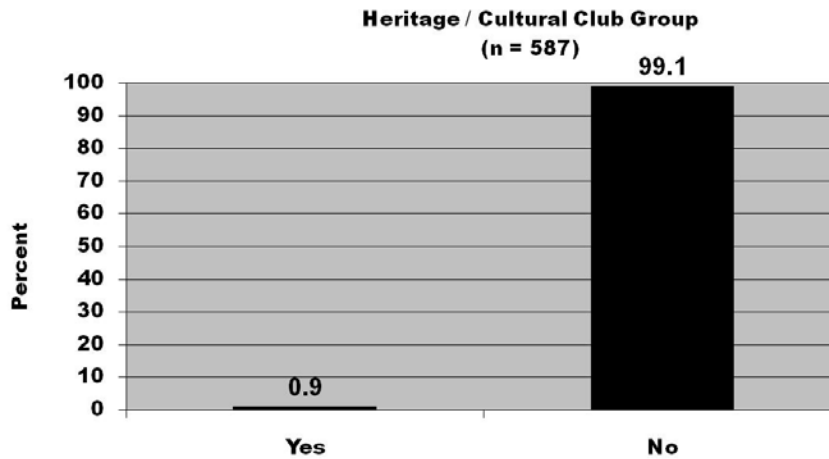
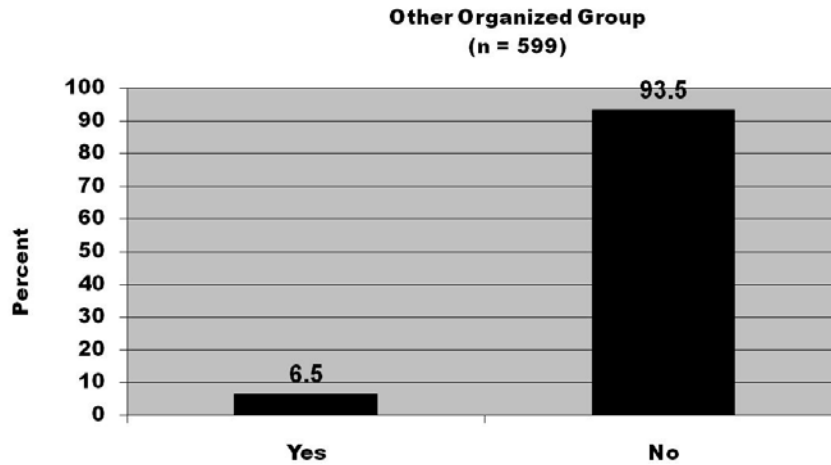


TABLE 3.10.D. ON THIS VISIT, WERE YOU WITH: OTHER ORGANIZED GROUP

	Frequency	Percent
Yes	39	6.5
No	560	93.5
Total	599	100



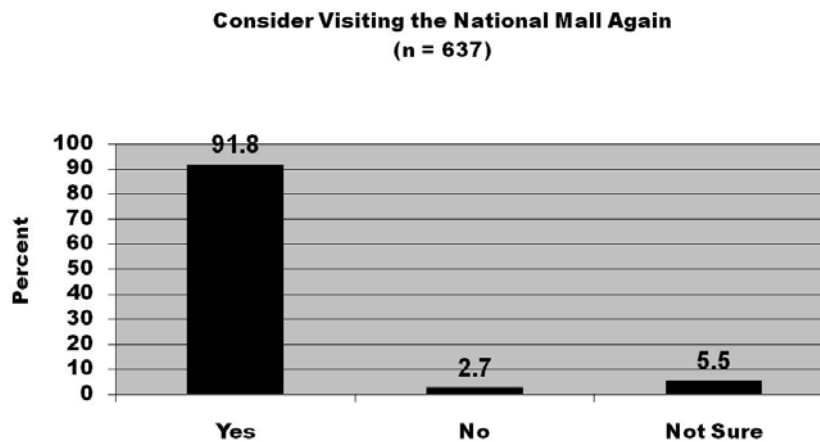
3.11. FUTURE VISITS

3.11.1. Visiting the National Mall in the Future

Respondents were asked to indicate whether they would consider visiting the National Mall again in the future. The vast majority selected “yes” as the response (91.8%), with 5.5% indicating that they were unsure and 2.7% indicating “no.”

TABLE 3.11.A. CONSIDER VISITING THE NATIONAL MALL AGAIN

	Frequency	Percent
Yes	585	91.8
No	17	2.7
Not Sure	35	5.5
Total	637	100



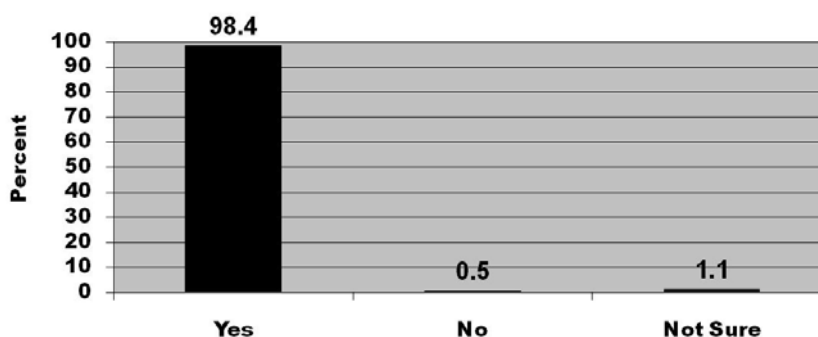
3.11.2. Recommending the National Mall to Others

Respondents were asked to indicate whether they would recommend visiting the National Mall to others; specifically, friends and relatives. The vast majority selected “yes” as the response (98.4%), with 1.1% indicating that they were unsure and 0.5% indicating “no.”

TABLE 3.11.2.A. RECOMMEND THE NATIONAL MALL TO OTHERS

	Frequency	Percent
Yes	628	98.4
No	3	0.5
Not Sure	7	1.1
Total	638	100

**Recommend the National Mall to Others
(n = 607)**



3.11.3. Site Most Likely to Recommend to Others

Respondents who indicated that they would recommend visiting the National Mall to others (see 3.11.2) were asked a follow-up, open-ended question where they were asked to write out the one site that they would be most likely to recommend to others planning a visit to the National Mall. Over 35 different sites were mentioned. Sites that were noted by ten or more respondents are summarized in Table 3.11.3.A, with the top four being the Lincoln Memorial, World War II Memorial, Washington Monument, Vietnam Veterans Memorial. The fifth most popular response (indicated by 52 respondents) was “all sites,” illustrating that visiting the National Mall and Washington, D.C., is very frequently viewed as a package experience.

TABLE 3.11.3.A. SITE MOST LIKELY TO RECOMMEND TO OTHERS

Site	Frequency
Lincoln Memorial	90
World War II	71
Washington Monument	67
Vietnam Veterans Memorial	67
All sites (none preferred)	52
National Air & Space Museum	31
Korean War Veterans Memorial	27
US Capitol	25
Franklin Delano Roosevelt Memorial	26
Smithsonian (general)	23
National Gallery of Art	18
The White House	17
Thomas Jefferson Memorial	16
Arlington National Cemetery	15
U.S. Holocaust Memorial Museum	15
National Museum of Natural History	11

3.12. DESIRED SERVICES AND ACTIVITIES FOR FUTURE VISITS

Respondents were asked to indicate, from a selection of thirteen options, the services and activities that they would like to have available at the park on a future visit. Multiple responses were permitted. The top five requests included roving rangers, self-guided tours, expert lectures, ranger programs and living history programs (Table 3.12.A). For those who answered “other” (11.5%) the most common responses pertained to transportation, interpretation, food, beverage and restrooms.

TABLE 3.12.A. DESIRED SERVICES AND ACTIVITIES FOR FUTURE VISITS

Service / Activity	Frequency	Percentage Desiring Service/Activity
Roving rangers available to answer questions	371	61.3
Self-guided audio tours	315	51.9
Historian/expert lecture/talks	248	40.8
Ranger talks/programs	240	39.6
Living history programs and dramatic presentations (people in costumes)	190	31.5
Outdoor exhibits	183	30.1
Indoor exhibits	141	23.2
Interactive displays (displays on computers/PDAs, etc.)	130	21.4
Special events	110	18.2
Movies/films	108	17.8
Children’s programs	96	15.9
Recreation rentals (e.g., boats)	75	12.3
Other	69	11.5

Chi-square analyses (χ^2) were conducted to determine, first, if there were any statistically significant differences in desired services / activities when comparing day-trippers and overnight guests (Table 3.12.B) and second, to see if there were any differences when comparing local and nonlocal visitors (Table 3.12.C).

When comparing day-trippers and overnight guests, the only statistically significant difference at the $p = .05$ level was found with the desire for living history programs and dramatic presentations ($\chi^2 = 4.60$, $p = .039$). At the less conservative $p = .10$ level, a difference was also found with the desire for children’s programs ($\chi^2 = 4.12$, $p = .057$). In both cases, day-trippers were more interested in these services / activities than overnight guests.

TABLE 3.12.B. DESIRED SERVICES / ACTIVITIES FOR FUTURE VISITS: DAY-TRIPPERS COMPARED TO OVERNIGHT GUESTS

Service / Activity	Percentage of Day-trippers Indicating Interest	Percentage of Overnight Guests Indicating Interest	χ^2 value	p -value
Self-guided audio tours	47.7	52.8	.931	.340
Interactive exhibits	20.6	21.6	.052	.897
Recreation rentals	14.0	12.0	.340	.522
Indoor exhibits	26.2	22.6	.646	.449
Outdoor exhibits	32.7	29.5	.421	.295
Historian / expert lectures / talks	38.3	41.3	.328	.590
Roving Rangers available to answer questions	60.7	61.4	.018	.913
Living history programs and dramatic presentations	40.2	29.6	4.60	.039 *
Children’s programs	22.4	14.5	4.12	.057 **
Movies / films	19.6	17.4	.289	.580
Ranger talks / programs	35.5	40.5	.909	.384
Special events	20.6	17.7	.495	.491

NOTE: p -values with an asterisk (*) show a statistically significant difference between the two groups at the .05 level while p -values with two asterisks (**) show a statistically significant difference at the .10 level.

When comparing local and nonlocal visitors, the desire for six services / activities was statistically different at the $p = .05$ level, including interactive exhibits ($\chi^2 = 5.91, p = .022$), recreation rentals ($\chi^2 = 11.61, p = .002$), indoor exhibits ($\chi^2 = 7.70, p = .008$), outdoor exhibits ($\chi^2 = 8.01, p = .007$), children's programs ($\chi^2 = 11.60, p = .001$) and special events ($\chi^2 = 14.42, p = .001$). At the less conservative $p = .10$ level, a difference was also found with the desire for historian / expert lectures / talks ($\chi^2 = 3.90, p = .060$). In all cases, locals were more interested in these services / activities than nonlocal visitors. As the average number of visits to the National Mall is radically different when comparing the two groups (18.3 visits for locals versus 1.1 visits for nonlocals), it is not surprising that locals would want more specialized services / activities, while nonlocals were more likely to be content with the myriad of activities already available.

TABLE 3.12.C. DESIRED SERVICES / ACTIVITIES FOR FUTURE VISITS: LOCALS COMPARED TO NONLOCAL VISITORS

Service /Activity	Percentage of Locals Indicating Interest	Percentage of Nonlocals Indicating Interest	χ^2 value	p-value
Self-guided audio tours	45.5	52.7	1.59	.247
Interactive exhibits	30.7	19.2	5.91	.022*
Recreation rentals	23.9	10.7	11.61	.002*
Indoor exhibits	34.1	20.6	7.70	.008*
Outdoor exhibits	42.0	27.1	8.01	.007*
Historian / expert lectures / talks	51.1	39.9	3.90	.060**
Roving Rangers available to answer questions	55.7	61.9	1.22	.162
Living history programs and dramatic presentations	34.1	31.4	.244	.621
Children's programs	28.4	13.9	11.60	.001*
Movies / films	22.7	16.9	1.75	.225
Ranger talks / programs	46.6	38.4	2.09	.157
Special events	31.8	15.1	14.42	.001*

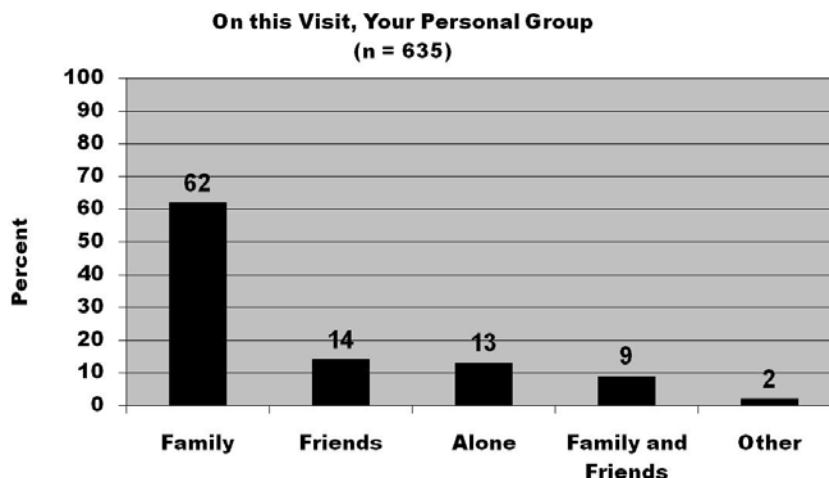
NOTE: p-values with an asterisk (*) show a statistically significant difference between the two groups at the .05 level while p-values with two asterisks (**) show a statistically significant difference at the .10 level.

3.13. TYPE OF PERSONAL GROUP

Respondents were asked to indicate the nature of their personal group, from five options. For the purposes of the study, personal group was defined as “your companions during this visit to the National Mall, such as a spouse, family, friends, etc., for whom you were financially responsible, including yourself.” The majority of the visitors were traveling with family (62%). For those who indicated “other” (2.0%), the responses generally came back to the idea of family and/or friends with some suggested qualification to separate the information.

TABLE 3.13.A. ON THIS VISIT, YOUR PERSONAL GROUP

	Frequency	Percent
Family	394	62.0
Friends	89	14.0
Alone	82	13.0
Family and Friends	57	9.0
Other	13	2.0
Total	600	100



3.14. PERSONAL GROUP CHARACTERISTICS

3.14.1. Number of People in Personal Group

Respondents were asked to indicate how many people were travelling in their personal group. For the purposes of the study, personal group was defined as “your companions during this visit to the National Mall, such as a spouse, family, friends, etc., for whom you were financially responsible, including yourself.” The average personal group size was 2.7 people.

3.14.2. Number of Washington, D.C., Residents in Personal Group

Respondents were asked to indicate, of those in their personal group, the number of which are residents of Washington, D.C. For the purposes of the study, personal group was defined as “your companions during this visit to the National Mall, such as a spouse, family, friends, etc., for whom you were financially responsible, including yourself.” The average number of Washington, D.C., residents was 0.18, meaning that this study captured primarily a non-resident sample of visitors.

3.15. SPENDING PATTERNS

Visitors were asked to estimate their expenditures during their stay. The following is the exact wording used for this item:

For those in your personal group for whom you were financially responsible, including yourself, please estimate all expenditures that were made for this trip to for the items listed below. **Please write “0” if no money was spent in a particular category.**

- 32(a) Please estimate your personal group’s total expenditures by category while at the National Mall and in Washington, D.C.
- (b) Please estimate your personal group’s total expenditures by category outside of the National Mall and Washington, D.C. (within 1-hour drive)

Table 3.15.A illustrates the percentage of visitors to the National Mall who made purchases >\$0 during their stay in Washington, D.C., and the metropolitan area (within a 1-hour drive). Table 3.15.B offers a summary of the average expenditures per party during the entire stay in Washington, D.C., and the metropolitan area, including all respondents, irrespective of whether they made a purchase in a given area (i.e., \$0 expenditures are included in these averages). Subsequent tables then divide the information based on day-trippers (Table 3.15.C), overnight guests (Table 3.15.D), locals (Table 3.15.E), and nonlocals (Table 3.15.F).

For day-trippers, an average of \$34.26 per person per day was spent in Washington D.C. while for overnight guests, an average of \$94.37 was spent per person per day (with nights configured for lodging). Therefore, every 1,000 new day-trippers are estimated to bring \$34,260 per day into the Washington, D.C., economy while every 1,000 new overnight guests are estimated to bring \$94,370 per day/night into the Washington, D.C., economy in direct spending. In terms of the metropolitan area (outside Washington, D.C., but within a one-hour drive), day-trippers spent an average of \$47.20 per person per day while for overnight guests, an average of \$43.39 was spent per person per day (with nights configured for lodging). Therefore, every 1,000 new day-trippers are estimated to bring \$47,200 per day into the metropolitan area while every 1,000 new overnight guests are estimated to bring \$43,390 per day/night into the metropolitan area in direct spending. Day-trippers were not necessarily residents of the metropolitan area, but also included out-of-town guests who were only in the area for the day.

TABLE 3.15.A. PERCENTAGE OF VISITORS REPORTING EXPENDITURES >\$0, BY CATEGORY AND AREA (n = 644)

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	45.5%	36.3%
Restaurants and bars	88.5%	52.0%
Food stands / refreshment stands	71.8%	16.0%
Gas and oil (auto, RV, boat, etc.)	25.2%	39.1%
Public transportation (subway, bus, taxi)	65.4%	23.9%
Other transportation fees (rental cars, auto repairs, but NOT airfare)	14.6%	11.2%
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	44.7%	19.8%
Other services (e.g., barber / beauty shops, laundry, etc.)	8.8%	4.2%
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	59.6%	22.5%
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	33.1%	22.2%
Other expenses (please identify):	9.9%	4.2%

TABLE 3.15.B. AVERAGE PER PARTY EXPENDITURES DURING ENTIRE STAY BY CATEGORY AND AREA: ALL VISITORS (n = 644)

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$340.52	\$181.29
Restaurants and bars	\$178.82	\$93.04
Food stands / refreshment stands	\$27.75	\$7.72
Gas and oil (auto, RV, boat, etc.)	\$13.56	\$31.34
Public transportation (subway, bus, taxi)	\$28.06	\$10.76
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$22.53	\$16.10
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	\$37.74	\$12.61
Other services (e.g., barber / beauty shops, laundry, etc.)	\$5.94	\$1.21
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$52.75	\$21.97
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$32.86	\$23.69
Other expenses (please identify):	\$19.39	\$2.40
Total	\$759.92	\$402.13

**TABLE 3.15.C. AVERAGE PER PARTY EXPENDITURES DURING ENTIRE STAY BY CATEGORY AND AREA, DAY-TRIPPERS ONLY (LESS THAN 24 HOURS, AVERAGE STAY WAS 7.2 HOURS)
(n = 112)**

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$4.66	\$58.25
Restaurants and bars	\$32.88	\$31.03
Food stands / refreshment stands	\$16.13	\$1.62
Gas and oil (auto, RV, boat, etc.)	\$8.60	\$16.08
Public transportation (subway, bus, taxi)	\$8.96	\$3.84
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$3.17	\$11.82
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	\$10.17	\$3.75
Other services (e.g., barber / beauty shops, laundry, etc.)	\$1.15	\$0.68
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$15.03	\$10.91
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$2.03	\$12.57
Other expenses (please identify):	\$6.50	\$0.01
Total	\$109.28	\$150.56

**TABLE 3.15.D. AVERAGE PER PARTY EXPENDITURES DURING ENTIRE STAY BY CATEGORY AND AREA, OVERNIGHT GUESTS ONLY (24 HOURS OR MORE, AVERAGE STAY WAS 4.4 DAYS)
(n = 482)**

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$422.65	\$180.31
Restaurants and bars	\$214.90	\$107.64
Food stands / refreshment stands	\$32.41	\$9.67
Gas and oil (auto, RV, boat, etc.)	\$14.72	\$35.28
Public transportation (subway, bus, taxi)	\$33.50	\$12.25
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$29.11	\$17.98
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	\$45.92	\$14.11
Other services (e.g., barber / beauty shops, laundry, etc.)	\$7.71	\$1.12
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$63.65	\$25.78
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$41.43	\$24.66
Other expenses (please identify):	\$24.35	\$3.11
Total	\$930.35	\$431.91

For the purposes of the tables below, locals are defined as those living in Washington, D.C., Charles County (MD), Montgomery County (MD), Prince George's County (MD), Arlington County (VA), Fairfax County (VA), Loudoun County (VA), Prince William County (VA), as well as the independent cities adjacent to these areas.

**TABLE 3.15.E. AVERAGE PER PARTY EXPENDITURES DURING ENTIRE STAY BY CATEGORY AND AREA, LOCAL VISITORS ONLY
(n = 90)**

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$14.47	\$21.21
Restaurants and bars	\$69.48	\$37.46
Food stands / refreshment stands	\$12.48	\$0.34
Gas and oil (auto, RV, boat, etc.)	\$8.90	\$15.08
Public transportation (subway, bus, taxi)	\$7.81	\$2.32
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$3.29	\$1.02
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	\$19.06	\$5.47
Other services (e.g., barber / beauty shops, laundry, etc.)	\$0.68	\$0.45
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$15.10	\$8.18
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$9.80	\$16.25
Other expenses (please identify):	\$1.81	\$3.92
Total	\$162.88	\$111.70

**TABLE 3.15.F. AVERAGE PER PARTY EXPENDITURES DURING ENTIRE STAY BY CATEGORY AND AREA, NONLOCAL VISITORS ONLY
(n = 525)**

Category	Percentage of Visitors Who Made Purchases While at the National Mall and in Washington, D.C.	Percentage of Visitors Who Made Purchases outside Washington, D.C., but Within the Metropolitan Area (1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$387.51	\$211.94
Restaurants and bars	\$195.83	\$104.71
Food stands / refreshment stands	\$30.15	\$9.28
Gas and oil (auto, RV, boat, etc.)	\$14.44	\$34.34
Public transportation (subway, bus, taxi)	\$31.01	\$12.51
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$25.87	\$19.29
Admissions, recreation and entertainment fees (e.g., tour guide fees, sightseeing tours, movies)	\$41.22	\$14.20
Other services (e.g., barber / beauty shops, laundry, etc.)	\$7.01	\$1.39
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$58.89	\$24.37
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$34.02	\$24.48
Other expenses (please identify):	\$23.04	\$2.12
Total	\$848.99	\$458.63

3.16. GROUP CHARACTERISTICS

3.16.1. Age of Respondent and Group Members

Respondents were asked to indicate their age as well as the age of each of their personal group members for whom they were financially responsible. The average respondent age was 49.7 years (Table 3.16.1.A), and the average age of group members grew progressively younger, suggesting the presence of dependents in the larger groups. Table 3.16.1.B indicates the percentage of dependents based on group size.

TABLE 3.16.1.A. AGE OF RESPONDENT AND GROUP MEMBERS

	Frequency	Average Age
Respondent	626	49.7
Group Member 2	511	49.3
Group Member 3	224	31.9
Group Member 4	144	27.3
Group Member 5	61	22.2
Group Member 6	32	20.1
Group Member 7	16	26.3

TABLE 3.16.1.B. PERCENTAGE OF DEPENDENTS BASED ON GROUP SIZE

	Percentage under 12	Percentage under 18
Group Member 2	2.0	3.7
Group Member 3	25.0	41.5
Group Member 4	38.2	52.1
Group Member 5	55.7	62.3
Group Member 6	40.6	65.6
Group Member 7	50.0	56.2

3.16.2. Origin of Respondents and Group Members

Respondents were asked to indicate their U.S. zip code and that of each of their group members or, if an international respondent/group member, to indicate their resident country and/or that of those in their personal group.

The six states of the U.S. in which the highest number of visitors, including both respondents and their group members, resided were Virginia, Maryland, Pennsylvania, California, New York and Florida. Only two states, North Dakota and Rhode Island, had no representation in the respondent / group member sample.

TABLE 3.16.2.A. ORIGIN OF RESPONDENTS AND GROUP MEMBERS: U.S. VISITORS

State / District	Self	#2	#3	#4	#5	#6	#7	Total
Virginia	58	35	25	17	9	3	2	149
Maryland	40	35	19	15	7	2	0	118
Pennsylvania	30	30	18	11	5	3	0	97
California	41	42	5	2	0	3	2	95
New York	33	27	12	6	6	1	0	85
Florida	32	25	8	6	1	0	0	72
North Carolina	22	18	9	9	4	3	2	67
Texas	18	16	8	7	4	3	1	57
Massachusetts	21	16	8	5	1	0	0	51
Washington, D.C.	17	12	8	4	2	1	1	45
Ohio	18	13	4	5	2	1	0	43
Michigan	18	16	2	1	1	0	0	38
Illinois	17	11	5	1	1	0	0	35
Georgia	11	11	5	3	1	0	0	31
Washington	13	7	4	4	1	0	0	29

State / District	Self	#2	#3	#4	#5	#6	#7	Total
New Jersey	9	8	7	4	1	0	0	29
Arizona	14	4	3	1	1	0	0	23
Minnesota	9	9	1	1	0	0	0	20
Tennessee	7	6	4	3	0	0	0	20
South Carolina	5	5	4	3	1	1	1	20
Alabama	7	7	2	1	1	1	0	19
Colorado	7	8	2	1	1	0	0	19
Oregon	9	7	1	1	0	0	0	18
Wisconsin	8	7	1	0	0	0	0	16
New Hampshire	5	7	1	1	0	0	0	14
Louisiana	4	4	4	1	1	0	0	14
Indiana	5	5	2	1	0	0	0	13
Iowa	7	4	1	0	0	0	0	12
Kentucky	7	4	1	0	0	0	0	12
Missouri	5	3	1	1	0	0	0	10
Wyoming	3	3	3	1	0	0	0	10
New Mexico	4	3	1	0	0	0	0	8
Delaware	3	4	1	0	0	0	0	8
Connecticut	2	3	1	1	1	0	0	8
Utah	4	3	0	0	0	0	0	7
Hawaii	4	2	0	0	0	0	0	6
Nebraska	4	2	0	0	0	0	0	6
Oklahoma	4	2	0	0	0	0	0	6
Nevada	3	3	0	0	0	0	0	6
Arkansas	2	2	1	0	0	0	0	5
West Virginia	1	1	2	1	0	0	0	5
Kansas	1	2	1	0	0	0	0	4
Idaho	2	1	0	0	0	0	0	3
Maine	1	0	1	0	0	0	0	2
Mississippi	1	1	0	0	0	0	0	2
South Dakota	1	0	0	0	0	0	1	2
Vermont	1	0	1	0	0	0	0	2
Montana	1	0	0	0	0	0	0	1
Alaska	0	0	1	0	0	0	0	1
North Dakota	0	0	0	0	0	0	0	0
Rhode Island	0	0	0	0	0	0	0	0

State-by-State Distribution of Respondents and Their Travel Party Members



Most of the international respondents lived in Europe and the source of the largest group was the United Kingdom, which includes England, Scotland, Wales and Northern Ireland. Australians comprised the second largest group of international respondents, followed by Canada, Germany and Denmark. Close to thirty countries were represented by the respondents.

TABLE 3.16.2.B. ORIGIN OF RESPONDENTS AND GROUP MEMBERS: INTERNATIONAL VISITORS

Country	Self	#2	#3	#4	#5	#6	#7	Total
United Kingdom	22	14	5	2				43
Australia	8	8	4	3				23
Canada	8	6	1	1	1			17
Germany	6	5	2	1	1	1		16
Denmark	4	3	1	1				9
Netherlands	3	4						7
Mozambique	1	1	1	1	1	1	1	7
New Zealand	2	2	1	1				6
Belgium	2	2	1	1				6
Czech Republic	2	1	1	1				5
France	2	2				1		5
India	2	1	1	1				5
Norway	1	1	1	1				4
South Africa	2	2						4
Spain	2	1						3
Mexico	1	1	1					3
Kazakhstan	1	1	1					3
Japan	1		1	1				3
Switzerland	1	1						2
Ireland		1	1					2
Philippines	1	1						2
Israel	1	1						2
Sweden		1						1
Italy			1					1
Poland			1					1
Columbia	1							1
Peru			1					1
Guatemala					1			1
Pakistan	1							1
Mongolia		1						1

3.16.3. Number of Visits to the National Mall in 12 Months: Respondent and Group Members

Respondents were asked to indicate the number of visits they had made to the National Mall in the past 12 months (including the study period visit), as well as the number of visits of each of their personal group members for whom they were financially responsible. On average, respondents made 3.7 visits to the National Mall in a 12-month period (Table 3.16.3.A), with the general pattern indicating a close to two visits for subsequent group members. However, as illustrated in Table 3.16.3.B, the number of visits varied significantly based on visitor origin, with DC residents, commuters and those living in the metropolitan area having much higher average annual visitation numbers than non-locals.

TABLE 3.16.3.A. NUMBER OF VISITS TO THE NATIONAL MALL IN 12 MONTHS: RESPONDENT AND GROUP MEMBERS

	Frequency	Average Number of Visits
Respondents	599	3.7
Group Member 2	481	2.0
Group Member 3	212	1.9
Group Member 4	132	1.7
Group Member 5	57	2.0
Group Member 6	29	1.6
Group Member 7	13	1.7

**TABLE 3.16.3.B. NUMBER OF VISITS TO THE NATIONAL MALL IN 12 MONTHS:
BASED ON VISITOR ORIGIN**

	Average Number of Visits
Washington, D.C., resident	22.1
Washington, D.C., commuter	19.7
Resident of metropolitan area	18.3
Non-local visitor	1.1

3.17. OTHER GROUP CHARACTERISTICS

3.17.1. Hispanic or Latino

Respondents were asked to indicate if they and/or members of their personal group are Hispanic or Latino. A total of 4.1% of the respondents indicated that they are Hispanic or Latino, with the percentage of subsequent group members showing a general pattern of between 3.0% and 3.9%. Note that the percentages vary based on the number of respondents who had 2 group members, 3 group members, etc.

TABLE 3.17.1.A. HISPANIC OR LATINO: RESPONDENT AND GROUP MEMBERS

	Frequency	Average Number of Visits
Respondents	22	4.1
Group Member 2	17	3.9
Group Member 3	8	3.9
Group Member 4	4	3.0
Group Member 5	2	3.4
Group Member 6	1	3.1
Group Member 7	0	0.0

3.17.2. Race of Respondent and Group Members

Respondents were asked to indicate their race as well as the race of each member in their personal group. The vast majority of respondents were white (91.3%) and this pattern remained with their personal group members (Tables 3.17.2.A through G).

TABLE 3.17.2.A. RESPONDENT RACE

	Frequency	Percent
White	557	91.3
Asian	27	4.4
Black or African American	10	1.6
Two or more races	8	1.3
American Indian or Alaska Native	6	1.0
Native Hawaiian or other Pacific Islander	2	0.3
Total	610	100

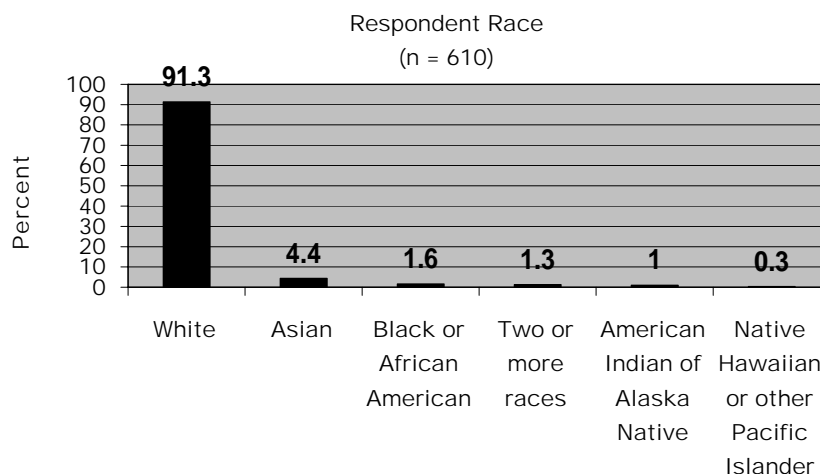


TABLE 3.17.2.B. GROUP MEMBER 2: RACE

	Frequency	Percent
White	452	90.4
Asian	22	4.4
Black or African American	10	2.0
Two or more races	8	1.6
American Indian or Alaska Native	5	1.0
Native Hawaiian or other Pacific Islander	3	0.6
Total	500	100

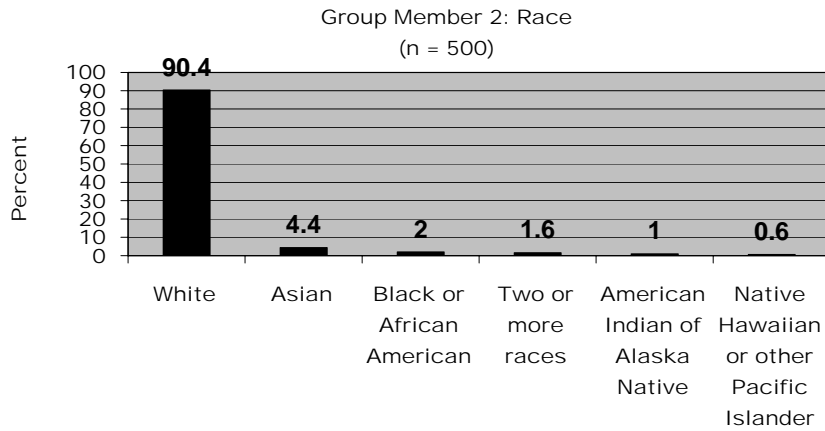


TABLE 3.17.2.C. GROUP MEMBER 3: RACE

	Frequency	Percent
White	197	86.4
Asian	15	6.6
Black or African American	8	3.5
Two or more races	4	1.8
American Indian or Alaska Native	2	0.9
Native Hawaiian or other Pacific Islander	2	0.9
Total	228	100

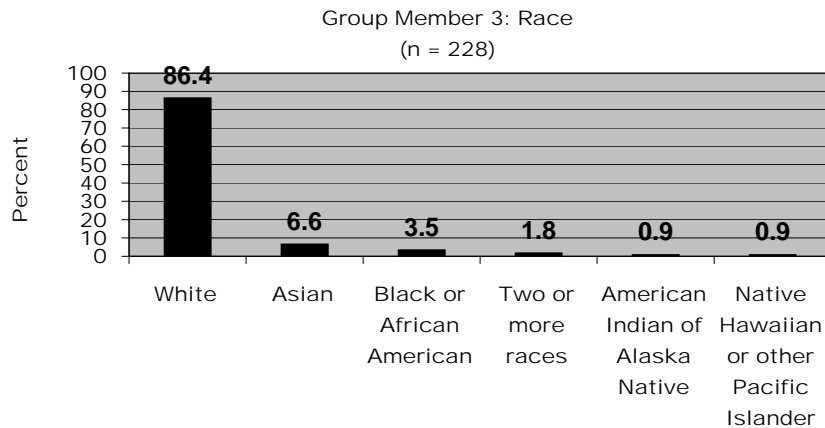


TABLE 3.17.3.D. GROUP MEMBER 4: RACE

	Frequency	Percent
White	129	88.9
Asian	8	5.5
Black or African American	3	2.1
Two or more races	3	2.1
Native Hawaiian or other Pacific Islander	2	1.4
Total	145	100

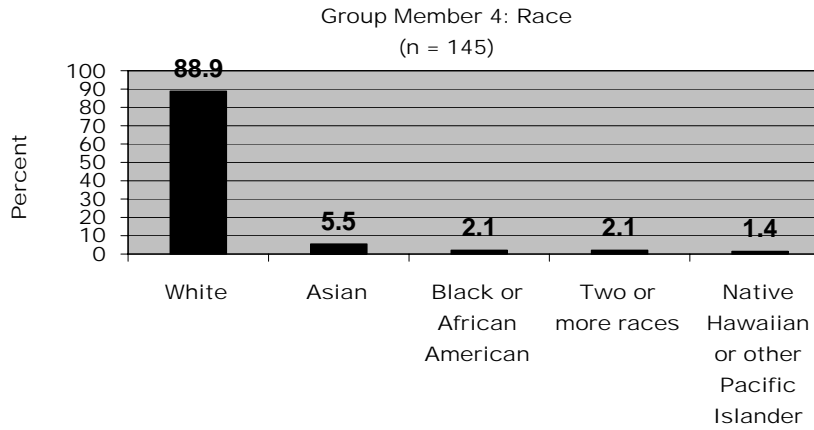


TABLE 3.17.3.E. GROUP MEMBER 5: RACE

	Frequency	Percent
White	56	88.9
Asian	3	4.7
Native Hawaiian or other Pacific Islander	2	3.2
Black or African American	1	1.6
Two or more races	1	1.6
Total	63	100

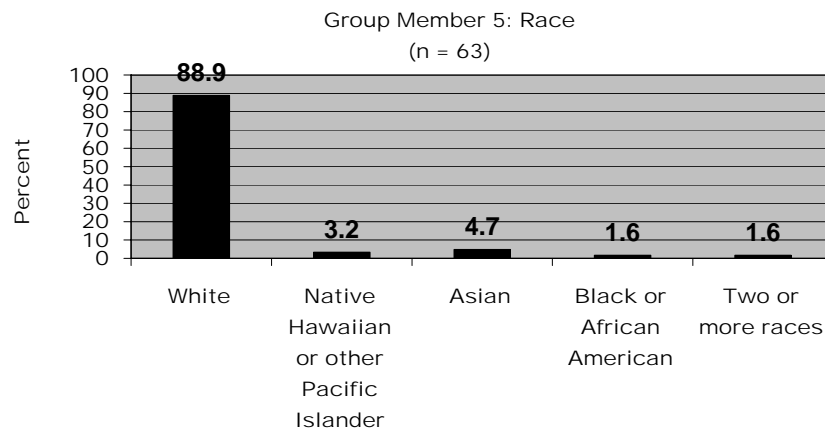


TABLE 3.17.3.F. GROUP MEMBER 6: RACE

	Frequency	Percent
White	28	84.8
Asian	3	9.1
Native Hawaiian or other Pacific Islander	2	6.1
Total	33	100

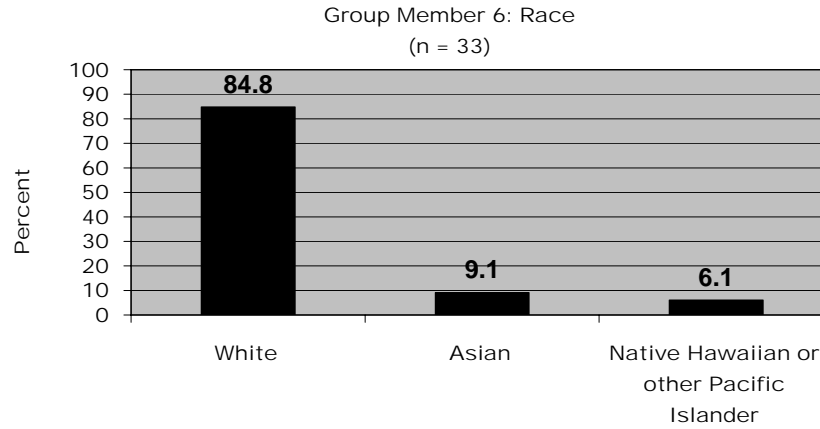
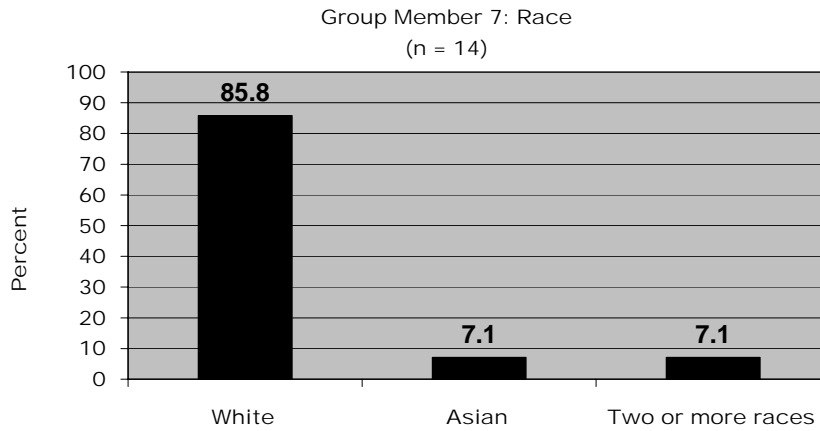


TABLE 3.17.3.G. GROUP MEMBER 7: RACE

	Frequency	Percent
White	12	85.8
Asian	1	7.1
Two or more races	1	7.1
Total	14	100

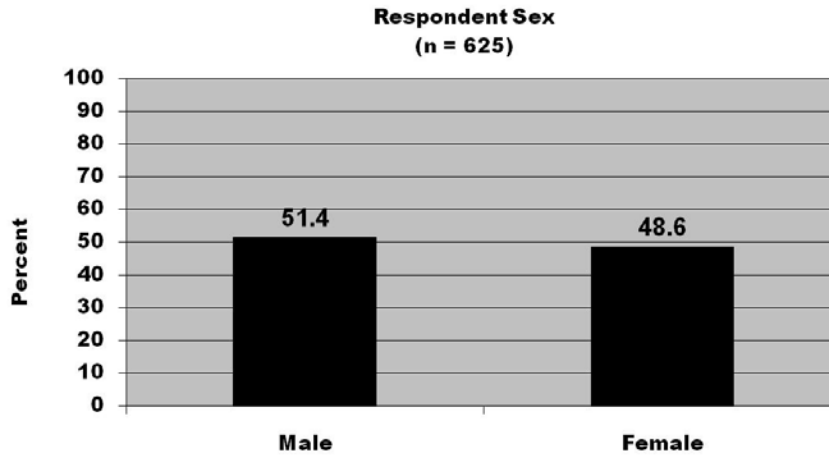


3.17.4. Respondent Sex

Respondents were asked to indicate their sex. The sample included 51.4% male and 48.6% female respondents.

TABLE 3.17.4.A. RESPONDENT SEX

	Frequency	Percent
Male	321	51.4
Female	304	48.6
Total	625	100



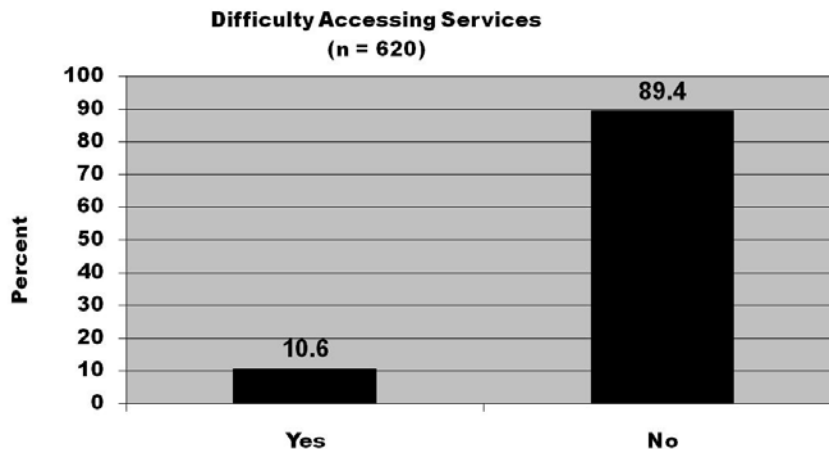
3.18. DIFFICULTIES WITH VISITS

3.18.1. Difficulty Accessing Services

Respondents were asked to indicate if they or anyone in their personal group experienced difficulty accessing or participating in park activities or services. 10.6% of the respondents indicated that there was some form of difficulty.

TABLE 3.18.1.A. DIFFICULTY ACCESSING SERVICES

	Frequency	Percent
Yes	66	10.6
No	554	89.4
Total	620	100



3.18.2. Activities Where Difficulty Was Experienced

Those respondents who indicated that they or a group member had experienced some form of difficulty in accessing or participating in park activities or services (see 3.18.1), were asked a follow-up question to determine what types of activities or services were difficult to access. Tables 3.18.2.A through D illustrate the nature of these difficulties, with accessing park facilities such as memorials and restrooms posing the greatest difficulty. For those who responded “other” (37.5% of those facing difficulty, n = 21), the most common responses pertained to parking and accessing transportation from site to site to decrease the amount of walking. Sample quotes regarding “other” difficulties include:

- Handicap parking was not allowed – spots were marked with emergency signs.
- He could not stand the hot weather and left.
- He got worn out from all the walking and wanted to leave.
- Need more benches to sit and rest.
- Stairs

TABLE 3.18.2.A. DIFFICULTY ACCESSING PARK FACILITIES

	Frequency	Percent
Difficulty	30	53.6
No Difficulty	26	46.4
Total	56	100

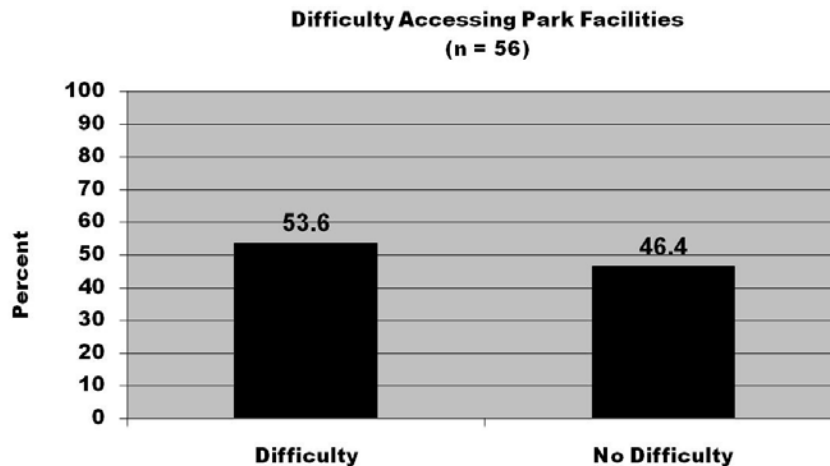


TABLE 3.18.2.B. DIFFICULTY ACCESSING EXHIBITS OR AUDIO-VISUAL PROGRAMS

	Frequency	Percent
Difficulty	3	5.5
No Difficulty	52	94.5
Total	55	100

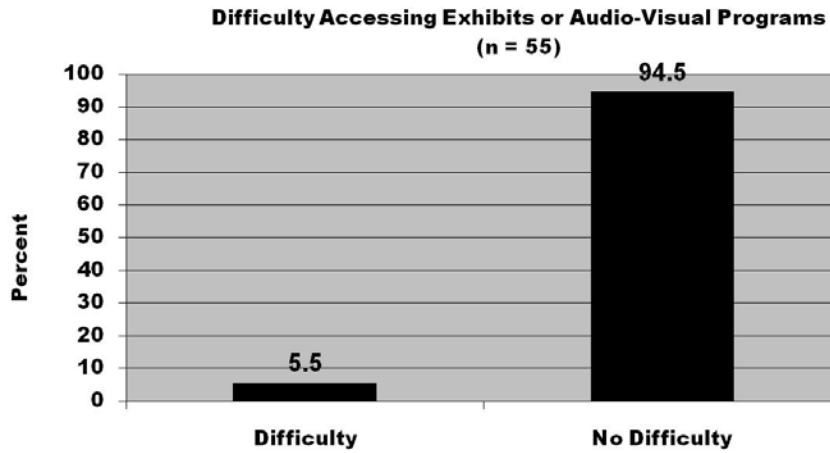


TABLE 3.18.2.C. DIFFICULTY ACCESSING INTERPRETIVE OR EDUCATIONAL PROGRAMS OR ACTIVITIES

	Frequency	Percent
Difficulty	3	5.5
No Difficulty	52	94.5
Total	55	100

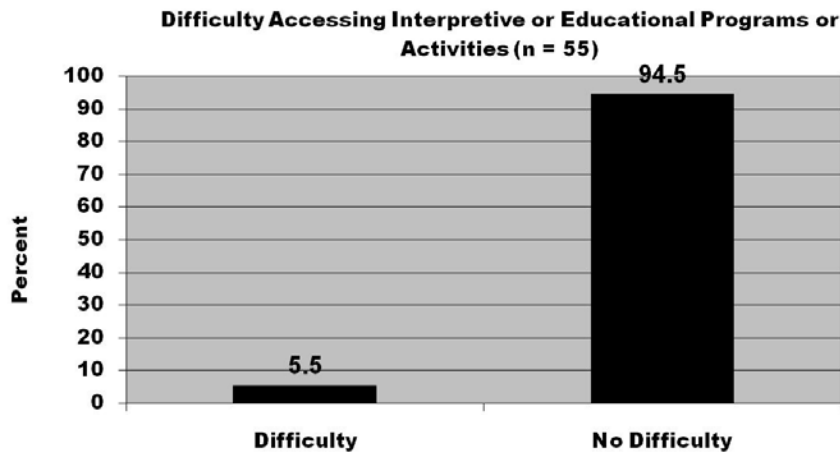
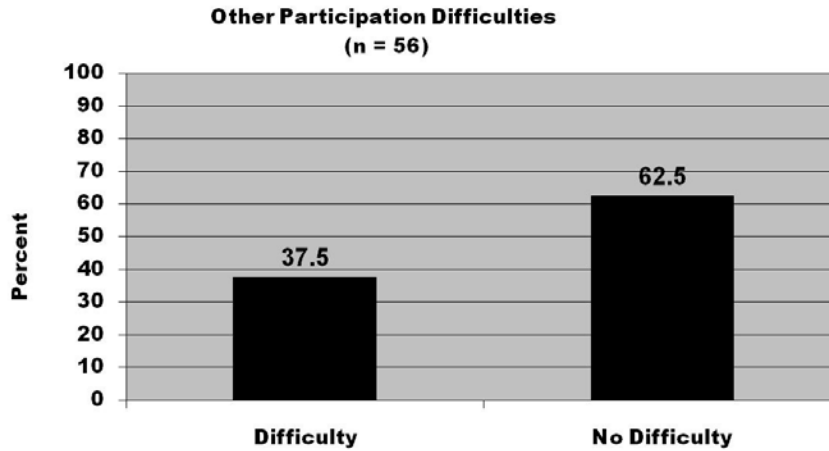


TABLE 3.18.2.D. OTHER PARTICIPATION DIFFICULTIES

	Frequency	Percent
Difficulty	21	37.5
No Difficulty	35	62.5
Total	56	100



3.18.3. Nature of the Difficulty

Respondents who indicated that they or a group member had experienced some form of difficulty in accessing or participating in park activities or services (see 3.18.1) were asked a follow-up question to determine the nature of the personal difficulty. Tables 3.18.3.A through E illustrate the nature of these difficulties, with the most common being mobility difficulties (57.7% of those with some type of difficulty). For those responding “other” (32.7% of those with some type of difficulty, n = 17), the most common indications were those pertaining to walking problems associated with general illness, tiredness or a specific condition. Sample quotes from those indicating “other” include:

- Pain from walking long distances due to arthritis.
- Too much walking – not enough energy to enjoy memorials once you get there.
- Still recovering from chemo and got tired of walking.

TABLE 3.18.3.A. HEARING DIFFICULTY

	Frequency	Percent
Difficulty	9	17.3
No Difficulty	43	82.7
Total	52	100

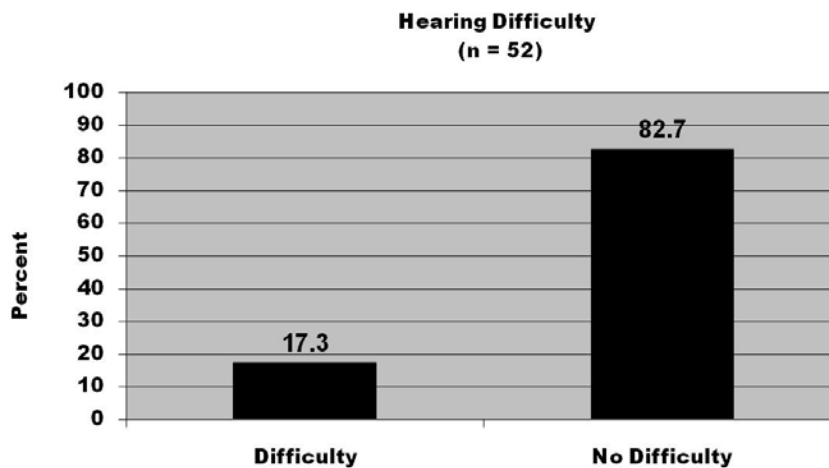


TABLE 3.18.3.B. VISUAL DIFFICULTY

	Frequency	Percent
Difficulty	1	2.0
No Difficulty	49	98.0
Total	50	100

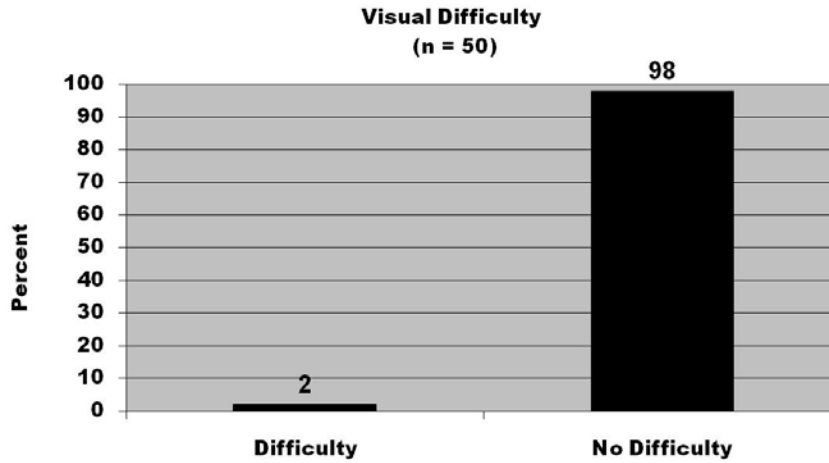


TABLE 3.18.3.C. BREATHING / RESPIRATORY CONDITION

	Frequency	Percent
Condition Present	9	18.0
Condition Not Present	41	82.0
Total	50	100

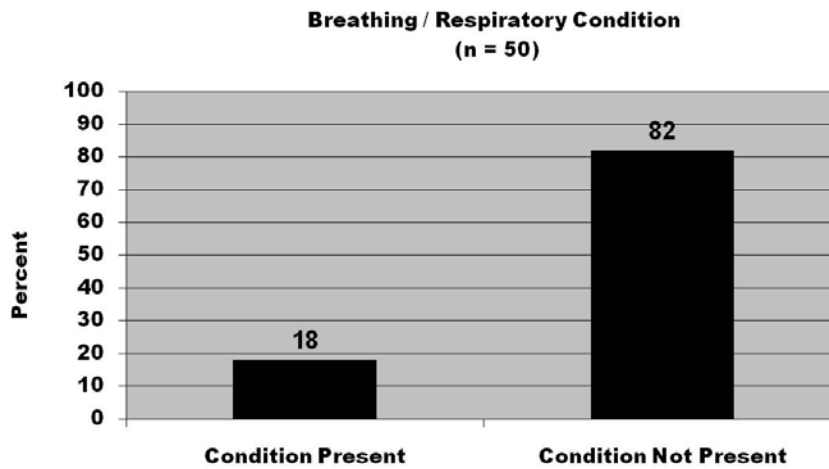


TABLE 3.18.3.D. MOBILITY DIFFICULTY

	Frequency	Percent
Difficulty	30	57.7
No Difficulty	22	42.3
Total	52	100

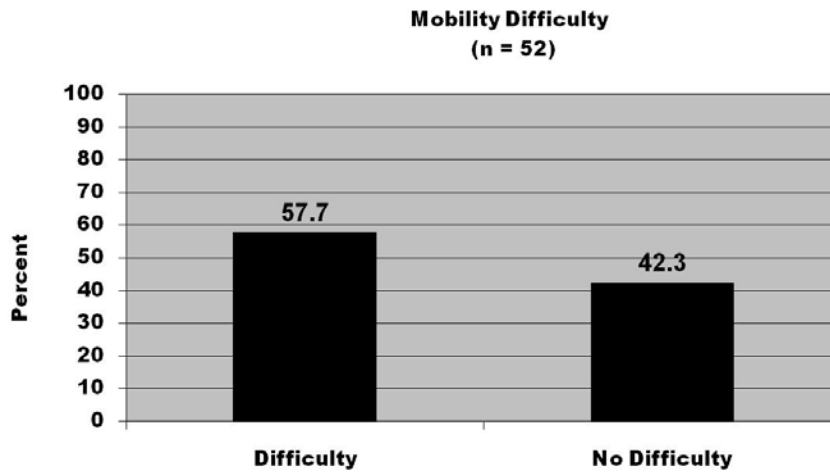
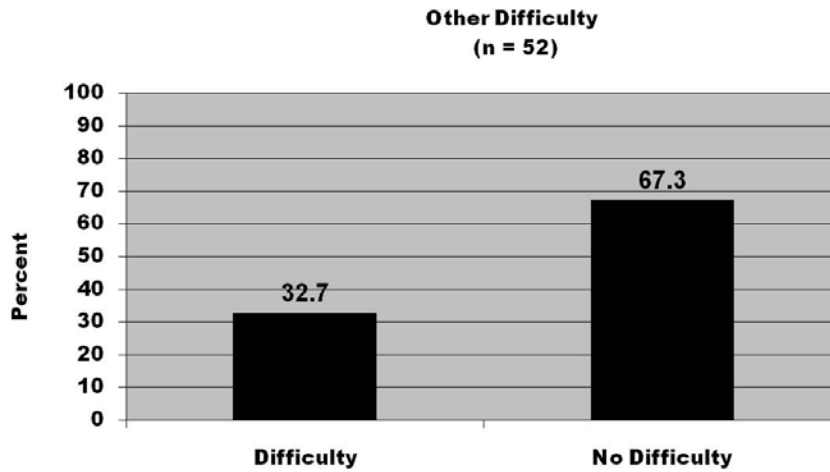


TABLE 3.18.3.E. OTHER DIFFICULTY

	Frequency	Percent
Difficulty	17	32.7
No Difficulty	35	67.3
Total	52	100



3.19. OPEN-ENDED COMMENTS

The final item in the questionnaire asked respondents to detail any additional information that they would like to share regarding their visit to the National Mall. This qualitative feedback was analyzed through constant comparative analysis, where similar comment types were categorized. If a single respondent's comments addressed multiple categories, the feedback was segmented accordingly. Fifteen categories resulted from 588 comments that were further divided based on whether each comment was positive / neutral feedback or a critique / suggestion. The most common category, comprising almost one-third of the comments (32%) related to the enjoyable nature of the visit and the positive meanings attached. Each of the fifteen areas is detailed below, followed by the associated comments. Minimal editing was done; therefore, misspellings and misrepresentations found within the comments are those based on the knowledge and views of the respondents.

TABLE 3.19.A. AREAS OF COMMENT

Category / Comment Type	Frequency	Percent
1. General Positive Feedback / Meaningful Visit	189	32.1
Positive / Neutral	189	32.1
Critique / Suggestion	n/a	n/a
2. Site Specific Feedback	78	13.3
Positive / Neutral	33	5.6
Critique / Suggestion	45	7.7
3. Transportation / Parking / Walkways / Walking	69	11.7
Positive / Neutral	11	1.9
Critique / Suggestion	58	9.8
4. Information / Signage	38	6.5
Positive / Neutral	9	1.5
Critique / Suggestion	29	5.0
5. Personnel	38	6.5
Positive / Neutral	32	5.5
Critique / Suggestion	6	1.0
6. Cleanliness / Maintenance	35	6.0
Positive / Neutral	22	3.8
Critique / Suggestion	13	2.2
7. Additional Comments	27	4.6
Positive / Neutral	12	2.1
Critique / Suggestion	15	2.5
8. Food / Beverage / Water	26	4.4
Positive / Neutral	2	0.3
Critique / Suggestion	24	4.1
9. Restrooms	23	3.9
Positive / Neutral	2	0.3
Critique / Suggestion	21	3.6
10. Greenspace	17	2.9
Positive / Neutral	0	0.0
Critique / Suggestion	17	2.9
11. Survey-related	16	2.7
Positive / Neutral	12	2.1
Critique / Suggestion	4	0.6
12. Free / Inexpensive Activities	11	1.9
Positive / Neutral	11	1.9
Critique / Suggestion	0	0.0
13. Safety / Security	11	1.9
Positive / Neutral	5	0.9
Critique / Suggestion	6	1.0
14. Retail	5	0.8
Positive / Neutral	1	0.2
Critique / Suggestion	4	0.6
15. Seating	5	0.8
Positive / Neutral	0	0.0
Critique / Suggestion	5	0.8
Total	588	100

3.19.1. General Positive Feedback / Meaningful Visit

Close to one-third of the comments (189 comments, 32.1%) fell in this category, with respondents enthusiastically reflecting back on the trip that corresponded to the survey period. A number of visitors simultaneously mentioned how meaningful the visit was in a personal or broad sense.

- Keep up the good work.
- Thanks for doing such a great job of preserving our national treasure.
- Had a great time!
- I tell friends here in Seattle they should visit. I always enjoy going back. I only had 4 hours this time otherwise would have seen more.
- Very informative and highly enjoyable.
- What a great treasure.
- Really appreciate the recognition given veterans and active service members.
- It's a humbling experience seeing the names of the dead soldiers.
- It was a great experience. We are very interested in returning and spending more time. We were pleasantly surprised with the Mall.
- The Mall is a treasure. It took several hours to become accustomed to actually be in sight of the Capitol and turn around and see the Washington Monument. I came away humbled at what we, as a nation have done and became more committed to keeping us a nation of the people, by the people and for the people.
- It was a beautiful sunny day and a very relaxing visit to all the Monuments and Memorials. Although we walked many miles, we really had a wonderful family trip into D.C.! The National Mall was and is a very special place.
- Thoroughly enjoyed my day--spent five hours on an amazing walking tour of the National Mall, though very hot.
- Every American should be required to visit at least once in their lifetime. Need at least a week in D.C. to get the big picture.
- Loved the quiet, spacious, uncluttered quality of the Mall.
- The National Mall is a great asset to D.C.
- I was reminded of the freedom we enjoy in the United States. I was free to walk around the National Mall and Memorials and was not once forced to go through a security gate. The Memorials are the people who made this possible and to the ones who helped protect it. God has blessed America.
- We had a lovely time — we came on Labor Day weekend and it was hot; nice and leisurely trip.
- My visit was very interesting and stimulating; inspiring to think and read about history.
- It was great.
- Perfect family vacation for us — with open space for our two year old.
- Excellent way to educate people.
- It was fantastic.
- Washington D.C. is a very neat place to visit.

-
- Great visit. Thank you.
 - There is so much to do. As a resident of Richmond, VA, we sometimes forget D.C. and all the attractions are so close.
 - We consider it a real luxury to be able to visit the Mall and Smithsonian as easily as we can.
 - You do an nice job — keep it up!
 - We enjoyed our first visit to Washington D.C. very much.
 - Great experience for foreigners. Felt we now understand America.
 - Wonderful!
 - We loved it all and hope to come back when we can spend more time and see more.
 - We had a fabulous time.
 - This was our first visit and we loved it. We will return in the future to see more.
 - We had a very enjoyable visit. We enjoyed our visit and I would recommend it to others.
 - We loved every minute of it and hope to bring our military reunion there in 2010.
 - This has been a moving and enjoyable experience. We are very impressed.
 - Wonderful experience, like it has always been. I am a proud American!
 - It is truly an inspiring place!
 - It was great!
 - I come often to walk the Mall for exercise. My doctor says that I need to. I love to come to the Mall because of the views and to see all the people from all over the world. After walk (or sometimes before) I visit the museums or other nearby places and sometimes eat.
 - There is a lot more to do than can be packed into one day.
 - Very awe- inspiring.
 - Had a great time.
 - We had a wonderful time and will definitely visit again.
 - Perfect family vacation for us — lots to see and learn about for our 10 year old.
 - Great weather.
 - It was a great visit! Washington D.C. very accessible, friendly people.
 - Great trip.
 - LOVED visit!
 - We had a wonderful relaxing family vacation.
 - Fabulous and terrific.
 - Keep up the good work!
 - It was great and we all thank you for all your help.
 - Fabulous! A great time! Can't wait to go back!
 - Excellent visit.

- Enjoyed visit and will come back soon.
- Very memorable.
- Washington is always a wonderful place to visit.
- Enjoyed the trip and plan to return when we have more time to stay.
- Very nice visit. Cant wait to come back.
- Thank you for this memorable visit.
- We thoroughly enjoyed staying in Washington D.C. but the visit to the National Mall was just one of the numerous activities we planned.
- You cannot visit everything in three days. We will visit the D.C. area again (and again).
- Extremely enjoyable!
- Thank you.
- We loved our visits to Washington.
- It's wonderful overall.
- Enjoyed trip and plan to bring family.
- I always enjoy visiting D.C.
- There is so much to see in detail — will be going again very soon.
- It was a wonderful experience. Thank you.
- We love D.C.
- Wonderful memorable experience.
- Love it! Appreciate it! Am proud of it!
- I enjoyed my visit to D.C. I would like to go again sometime in the future.
- The National Mall is always a wonderful experience. I always take my family and friends there when they come into town.
- Loved it — want to return.
- It was awesome!
- It was a "first visit" for both of us. We want to come back; much we didn't see.
- We look forward to many more visits over the next 10 months.
- Unbelievable, wonderful exciting emotional.
- My husband and I had a great day. Thank you.
- Totally enjoyable.
- Very positive experience at the Mall, etc.
- Terrific experience-loved the expert who told trivia, fun knowledge, FAQs.
- I enjoyed everything I got to see. I want to come back.
- We had a very fast but most enjoyable visit.
- I enjoyed visiting the National Mall.

- Loved it.
- It was very enjoyable. I've been there several times but never in the Washington Monument. My two friends and I were in D.C. for a U.S. Navy Conference.
- We had a very enjoyable initial visit. We are from the midwest. Son is attending college in Philadelphia, so we plan to see many areas of East coast as we come out to visit.
- It was all we had hoped; exceptional; friendly.
- We had a wonderful time.
- Had a great time!
- We had a blast!
- Very beautiful! Would like to visit again!
- Loved the park — can't wait to come back.
- Had a good time — as always.
- What a treasure!
- We love it.
- We enjoyed our visit.
- Everything at the Mall was wonderful. Proud to be an American.
- I am proud of our country. National Mall shows that pride.
- Had a great time; will be back.
- It's awesome.
- It was very moving and thought provoking.
- It was great.
- Wonderful time, will return soon.
- Wonderful experience, will come back.
- Very impressive—a national treasure—thank you.
- I will visit as often as I can.
- Really enjoyed this visit.
- We loved it.
- It was very interesting and we enjoyed it very much; only wish we would have had more time to spend there.
- Impressive — sorry we waited so long to go.
- We had a great time.
- Always the best place to be.
- Great.
- I love this place!!
- Great place to visit.

- I enjoy each time I come to visit! Thanks!
- Will have to return when we have more time.
- Love being here.
- As a group we all enjoyed our experience of our visit to the National Mall. We hope to come back again sometime! Thanks!
- Thank you — very interesting and inspiring. I am so impressed with your pride and loyalty to your county.
- A great time for a great American experience.
- My visits to the Mall are quite often and very rarely are we not impressed with something new or something we just never realized.
- I look forward to many more visits!
- Very impressed with the whole National Mall experience.
- We had a wonderful time. Thank you.
- Simply beautiful.
- We totally enjoyed our visit.
- It was wonderful as usual.
- Great trip!
- Enjoyed the visit!
- It's quite exceptional as it is.
- It's very cool.
- It is a great place.
- It was fantastic and as always memorable.
- We enjoyed it very much and will return in a couple of years.
- I loved the Mall; we had great weather.
- A dream come true. All I expected and more.
- Great trip — can't wait to come back!
- It was great.
- Fantastic. Thank You!
- Thanks.
- Wonderful day as usual in the Mall.
- We had a great time and enjoyed our visit.
- Excellent facilities throughout.
- We had fun and will come back!
- This was my second visit. The first one was years ago and lasted for 3 days. It was good to see all those beautiful places again.
- Washington is a beautiful city to visit, to walk all its streets and to enjoy the history of the U.S.

- I think it is a wonderful area. I've brought our children and granddaughter here on other trips. This trip was just for my husband and me.
- Fantastic place to visit.
- My parents had not been since they were teens, so it was a great trip for them. This was my kids' first visit and my teen even had a wonderful time. We will most definitely come back!
- Nice trip during the economic hard times.
- The Mall is beautiful and we were glad that we had the opportunity to have a 6-8 hour layover on our Amtrak trip to Florida. We couldn't see everything but we were able to do quite a bit. Thank you.
- it was such an incredible experience. So much history. Out of all the places I've traveled to dc is my favorite!
- But we love the Mall--everything else was great! We enjoyed ourselves and will definitely be back. Thanks so much for a beautiful park.
- My husband and I had a wonderful time. I was very surprised how really relaxing the atmosphere was.
- Our cousin from Italy was with us and he was really "wowed" by everything. We plan a return trip soon. Thank you.
- It was a business trip with only 3-4 hours free time. I love Washington D.C. and want to come back on vacation.
- It's a great place. We've been there many times through the years. We love the great museums, the walk around the Mall, and watching people enjoy the exhibits and each other.
- You've already done a fantastic job!
- Great visit.
- One of the best periods to visit this amazing place – September.
- Unfortunately, we didn't have enough time to see everything we wanted. Everything was great!
- We thoroughly enjoyed our visit to D.C. A great reminder — freedom is not free!
- I love D.C. and think everyone should visit. Thanks.
- Thanks for your great work sharing features of our history and Capitol.
- Great experience — reminded me how proud I am to be an American despite current administration.
- We really enjoyed ourselves & were much more impressed that we thought we'd be.
- Great Mall.
- The Mall is always a great experience.
- It is the best place for tourist to spend the time in Washington D.C.
- The tour guide for the Capitol building was excellent. Very knowledgeable and helpful.
- It was wonderful. Not only informative, but every single person we met in Washington made us feel welcome and were friendly.

- One of the best vacations we've taken. Everyone we met from locals to restaurant staff was great! We will be back.
- Beautiful sights — a must for every family.
- People in and around Mall were very friendly and helpful.
- A great trip -I am taking my adult kids next year -the history is wonderful and important.
- We had an enjoyable and educational weekend!
- First visit for my niece to National Mall. She very much enjoyed it and prompted discussion of U.S. History.
- I'm a WWII U.S. Army nurse on the SW Florida Honor Flight. At 90 years of age I had the chance to visit the Mall where I had been many years before. No one could have been kinder and more helpful. Thank you.
- Great historical educational vehicle.
- Very nice place; we will visit again; full of valuable information.
- My husband and I brought our grandson to Washington, D.C. We had a wonderful time learning more about our country and our world. We plan more trips here with our other grandchildren in the future.
- Educational, good exhibits, historical buildings and very interesting.
- Each time I, or anyone in my family, visit the National Mall, we see and learn a little bit more of what you, the National Park Service, have worked so hard to present these icons for us.

3.19.2. Site-Specific Feedback

The second most common category of comments (78 comments, 13.3%) pertained to specific sites, including monuments, memorials, museums and other buildings. Some of the comments were general in nature, while others detailed specific highlights / impressions that were positive or, conversely, concerns and suggestions relating to specific sites.

3.19.2.1. Site-Specific Feedback (Monuments / Memorials, Museums, Other): Positive and Neutral Feedback

- I really enjoyed visiting the Memorials.
- Liked the ability to reserve Washington Monument tickets online in advance.
- The Memorials are beautiful.
- We thoroughly enjoyed our visit to the FDR Memorial. Beautiful structure, meaningful representation of the man and the times.
- I was also impacted by the exhibit at the Jefferson Memorial and the FDR Memorial.
- Especially impressed with Lincoln Memorial and Korean War Memorial.
- I was very impressed with people at WWII Memorial (Guardian Program and escorts, American Legion and active military).
- Enjoyed the Memorials.
- The WWII Museum was incredible.

- What a magnificent treasure the national monuments are! We were awestruck again and again. Those places reflect our history, our heritages, our identity as a nation.
- The War Memorials were GREAT.
- I thought the WWII Memorial was beautiful and touching.
- Our trip was planned to see the WWII Memorial as my father and uncle both served during this time. It was so fantastic to see, and the placement between the Washington Monument and Lincoln Memorial was perfect.
- It makes us think and reflect (the Memorials). The Galleries are absolutely stunning.
- Enjoyed our stay and the Memorials.
- WWII Memorial was very beautiful, but built after my father (veteran) was dead.
- We had a great time! It was our first visit to D.C., so we really enjoyed seeing all the Monuments and Memorials. Also enjoyed the Museums, Federal buildings, etc.
- We all really enjoyed our trip. It meant as much to me to actually see the WWII Monument because my dad was in the 361st Infantry and we visited it when they did the ground breaking ceremony. Also donated a lot of money towards it. My 18-year-old son really enjoys it because all he ever saw about all the monuments was in his history books. He is really into the confederate stuff and enjoys the Arlington National Cemetery. My husband really enjoys the Vietnam Veterans Memorial since he fought in the Vietnam War. Wish we would have had several days. We want to plan another trip so we can see everything we didn't get to see like the Holocaust Museum.
- It was very informative, the weather beautiful and we have visited 3 times previously and just came to see the newer memorials.
- Did not have enough time to go into any museums, but will plan to do that on another trip in the relatively near future.
- You've got a nice federal Capitol.
- My husband and I were most impacted by the exhibit at Mount Vernon.
- Next visit we plan to do museums. This was our good weather outdoor visit.
- White House garden tours are awesome!
- Extremely splendid. I've spent much time visiting the Museums and Galleries, leading my friends to the Mall. Thank you so much for giving the chance to us. I believe that we have had the most wonderful time in Washington, D.C., visiting the Mall.
- Museums are great.
- It was a very great experience to see these buildings in real life — not just pictures or on TV.
- I'm definitely coming back to see all Museums — we arrived too late (4 pm) and didn't see a single one. Maybe the opening hours could be longer — at least to 8 p.m.
- My husband, a naturalized citizen, deeply appreciated and loved everything especially the Holocaust Museum and the Senate Gallery.
- Love...films in all the Museums, the National Gallery and the Hirshhorn.
- The Federal where I especially liked to visit the Peacock Room. Special exhibits at the Dillion-Ripley Center, e.g., Jim Henson.
- I grew up going to the Memorial and Museums.

- Thoroughly enjoyed the trip and was awed by memorials and museums and cemetery.

3.19.2.2. Site-Specific Feedback (Monuments / Memorials, Museums, Other): Critiques and Suggestions

- Disappointed in the amount of construction fencing around Lincoln Memorial.
- The monuments are at a risk of becoming tourist traps. People see the monuments as things to see instead of places of historical significance.
- It would be good if renovations did not close venues completely. I have been to D.C. twice and have not been able to see the American History Museum (2006 and 2008).
- Repair the FDR monument.
- Two museums (Industry and Arts and American History) and Fords Theatre were closed for renovations. Would recommend not more than two museums closed at one time.
- I was disappointed with the WWI Memorial. It didn't seem like it was well cared for.
- Longer opening hours to monuments and museums.
- As a resident of Washington, D.C., and prior visitor to the National Mall, I was appalled by the deteriorated condition of the FDR Memorial — poor, inadequate lighting and shabby appearance. It is a treasure! Please maintain it!
- District of Columbia WWI Memorial needs renovation.
- I cannot wait until the improvements and completed (Lincoln) and plan to return so I may see it without the construction stuff.
- The Lincoln Memorial should be more easily accessible!
- Would like to see a WWI Memorial.
- Take better care of the Washington D.C. Memorial (World War I Memorial). This Memorial was a disgrace — we felt bad for our grandparents.
- Very disappointed in Roosevelt Memorial — he deserved much more than fountains.
- No one at the Roosevelt Memorial answered questions about one part of the Memorial.
- Went online for tickets to Washington Memorial. Couldn't get tickets as it asked for "type" but no place to check off — times were available as were tickets (online) but couldn't get them.
- The Memorial of 12 million dead Indians — I would like to see that in the Mall.
- Memorials should not be educational — they should be a remembrance, and, if well designed, inspirational.
- I would like to see a monument to John Adams!
- The construction at the Lincoln Memorial was ugly and detracted from its beauty. Wondered when the work will be done?
- It would be helpful to have suggested time allocations for each Memorial and Museum, and also travel time between each Memorial and Museum. Next visit I plan to allocate several days at the Mall.
- I would like to offer a suggestion for something I thought about as I walked through the Vietnam Memorial. I saw a card that said "I love you son — Love, Mom," which made me think that each person on that wall is someone's son, husband/wife, daughter. For me it was a Uncle on the wall. I was 14 when he died but I clearly remember him. He is more than a name

on the wall to our family. I also thought that I am probably one of the younger generation to remember who the people on the wall really are. But I also know that in the next 50 years -- no one is going to be alive that actually knew anyone on the Wall. Or only a few may be alive. These people deserve to be remembered for who they really were. My uncle was James Larry Johnson from Eldridge, AL. He loved to fish, hunt and was a very fast runner. I also remember the day my dad (Larry's brother) drove him to the airport to leave for Vietnam. It was on New Year's Day, January 1969. He was killed in August 69. I was standing on that same porch the day they brought him home. He was on panel 19W, line 16. My suggestion is could someone collect stories about these soldiers so that years from now they can be remembered for the special people they are. The people that can tell these stories are dying and with them the soldiers' stories are dying also. Larry's mom died last year but she continued to tell stories about Larry until she died. I looked on the Internet and saw there is a website. But what if something happens to that database — where will the stories go? Thank you for giving me this opportunity.

- There was a political rally on the steps of Lincoln Memorial which noisily interfered with the proper respect due to war-dead Memorials.
- Eliminate loud musical programs at Jefferson Memorial. All activities should be without sound application.
- The concert in front of Lincoln Memorial was rude, crude and way too loud. People of all nationalities were offended. The wife and I were past the Washington Monument and could continue to hear it. It destroyed the serenity of the area and its monuments. I am a vet and several vets I spoke with were very disappointed and concerned with the Memorial parks' lack of thoughtfulness.
- Jefferson Memorial had too much noise by group rapping, preaching, singing with loudspeakers which undermined the experience for me. We can hear them all the way from the Tidal Basin. Please keep Memorials quiet.
- You need better visitor crowd control at the Washington Monument. We experienced two problems: 1) waiting area for tour 2) loading elevator on return trip.
- Disappointed that Ford's Theatre site was closed.
- Would liked to have seen the two Houses of Congress and the White House.
- Although it seems prohibitive, it would have meant so much to me and my extended family to have some visible symbol of my father's participation in the war. I am so proud of my father and the sacrifices and heroism he showed during his time in the European Theater in a tank battalion. I wish there were some way he could be memorialized there. I understand that the numbers involved were staggering and it does seem an impossible task. Maybe some day, someone will have a workable idea!
- Keep people from eating at WWI — I've seen Latino families feeding their children right next to the "Do not Eat" signs....in English.
- Disquieting in its overwhelming patriotic and elitist emphasis for a non-American. Interactions with the world seem to be dominated by war. However Lincoln Memorial emphasis on liberty and democracy is a notable and important exception.
- It would be nice if you could tour the Capitol on Sundays.
- Visiting the White House was gloomy.
- Disappointed that the Capitol tour was already closed at 3:30 pm.

- Why is it not possible to book the tour in Washington Monument ahead of time? White House completely closed for non-U.S. citizens — why?
- Would have liked my local representative to have sent tickets for visit to the White House as requested by email over five weeks ago.
- Waiting is too long for History and Technology to re-open.
- I think that there should be more places to sit down inside all the Museums since you spend so much time in all the Museums.
- Maybe keep things open later than 5:00 p.m., including Museums and Smithsonian system.
- A Museum based on Hispanic/Latino culture should be present.
- One Smithsonian Museum should be opened nightly to 9 p.m.
- It was an amazing stay for me, however I didn't have more time to spend here. I would appreciate it if Museums were opened longer.
- American Indian Museum was weak.
- I would love to see a history of Museums -in the SI building. It is so sad to see that fabulous architecture empty. I'd love to see it restored, the Victorian Museum of objects of wonder.

3.19.3. Transportation / Parking / Walkways / Walking

Combined, Transportation / Parking / Walkways / Walking elicited 69 comments (11.7%), the majority of which were critiques or suggestions for improvement. Concerns related to too much walking between sites, lack of inexpensive transportation between sites, minimal parking availability, the need for improved walkways and other transportation concerns.

3.19.3.1. Transportation / Parking / Walkways / Walking: Positive and Neutral Feedback

- We were impressed that the area is mostly handicapped accessible.
- I spent all of Wednesday 9/10 walking — was able to go my speed, stop and look at the "big picture" — after walking the day — the "lighted tour" was informative but was not as satisfying as if I had taken it the first night, I think.
- Had fun, just lots of walking which led to postponing Smithsonian until the next day.
- Lots of great walking thanks to beautiful weather.
- This was a bus tour — leaving only time enough for high highlights.
- Union Station is an excellent hub.
- We walked to most exhibits.
- Bikes were a great idea; it made it easy to get to all the sites.
- All in all, though, D.C. is an easy place to get around in every way!
- The subways are wonderful.
- Washington D.C. had easy transportation; very accessible.

3.19.3.2. Transportation / Parking / Walkways / Walking: Critiques and Suggestions

- Better pruning of low hanging cherry tree branches along walkways. Should be handrails along the entire Tidal Basin.

- Please make this a much more pedestrian-friendly access to get to the Mall from (all) available parking areas!!
- Tourmobiles — was hard to hear the guides in some of the carts due to noise.
- Not enough handicapped parking around these sites and some are quite a distance from where you enter.
- Need wheelchairs to take off and on the Tourmobiles to visit monuments. They only have a wheelchair to help people on and off some of the Tourmobiles and they have to stay on the bus!
- Too many stairs.
- The D.C. Metro system is not friendly to visitors...their service fees are designed for the local traveler.
- The only problem we had was locating the Metrorail when we wanted to return.
- Need rain cover or vestibule outside metro station at Arlington. You pop off the escalator into the rain. No chance for groups to gather or individuals to pull out umbrellas/jackets.
- Lots of seniors and vets. A park service tram would be nice between Capitol, monuments, WWII Memorial and Lincoln Memorial as well as along Reflecting Pool, etc.
- Travel is expensive in D.C.
- The \$1.00 bus should be on both sides of the street for pick up.
- Taxis were very hard to get at 5 o'clock on Sunday near the Washington Memorial, even though a Park Ranger sent us to the 'best' place to get one. It was also confusing with many empty non-D.C. cabs not allowed to pick us up. Transportation to west end of the Mall is rough. Generally by foot unless you take a tour.
- We did a lot of walking. A shuttle bus to hop on and off of to get around would have been nice — from Lincoln Memorial to FDR and back to Mall Metro station.
- It would really help older people to have some sort of shuttle to use between Memorials and Monuments. There is no stop for trolleys at WWII Memorial and it is a long walk for the elderly.
- More pedestrian crossings ("stop" areas to modify traffic — or bridges over the roadways) would be helpful!
- We thoroughly enjoyed our visit. I only wish that there was a way to get to D.C. via Metrorail before 9:30 a.m. if purchasing the one day passes (which we did). If we could have gotten to D.C. earlier than 10:00 a.m. each morning using our one-day Metrorail passes, we could have visited more sites in the National Mall and D.C. area (Metrorail one-day passes were good only after 9:30 a.m.)
- Maybe provide free golf cart shuttles at "top" and "bottom" of the Mall.
- My mother could not walk the long distance from the Washington Monument to Lincoln Memorial. We took Metrorail and wish there were somewhere to rent motorized scooter.
- I am sorry about being so negative, but I think that our party should have made better arrangements for handicapped and touring. I would love to come back and see more than one of our Memorials as well as other attractions.
- Maybe a special Mall bus from set locations on a 1/2 hour schedule. This would allow one to have a hotel/motel affordable, rather than downtown rates. Also parking would be eliminated.

- Too much walking though. I wish the Segways were cheaper.
- Metro ticket system (especially paying for parking) confusing to an out-of-towner.
- I would have been able to visit more Memorials if the park services provided electric cart tour transportation similar to the ones used at Arlington Cemetery.
- Stops for the Tourmobile were spread out. My mother became very tired when walking trying to catch the Tourmobile at the Lincoln Memorial side. There were more frequent sites to catch the tour bus on the National Museum side.
- I also wish Mall Memorials was more accessible with the metro.
- Traffic was a real pill.
- The taxi ride was extremely expensive — it seems too much to add on top of the basic fare and additional per person charge and gas surcharge. The car uses the same amount of gas for one person as for three (no luggage) — different surcharges doubled the actual fair.
- I think a bike-hire business would be great to help get between all of the businesses expediently.
- Rented bikes available would be ideal but they must be advertised more.
- A small courtesy van, circulating around the Mall, would be helpful.
- Would like to have public transportation (Metro) from Frederick, MD.
- More bike rentals and Segways.
- We will be back. We stay with relatives to cut costs and use the Metro, however both of us have enough walking problems so that we would have benefitted from something like a bike to rent.
- We love D.C. and the Mall but we feel that most older visitors need a small jutney, a little train (a fee would be fine), to get from one Memorial to another on the actual Mall grounds.
- Trams need more space for wheelchair storage.
- How about a draft horse pulled "Amish" standing wagon (bus) along side of Reflecting Pool from Lincoln to Capital with a stop at the Washington Monument (Lincoln to capital on south side, return on north side). Would need 20-30 trams for 15 minute spacing.
- Have suggestions--some kind of train or golf carts between War Memorials--even the trolleys only take you to Lincoln Memorial end--difficult for older WWII veterans who are not wheelchair bound to walk to that end.
- Maybe offer some horse drawn carriage rides in downtown D.C.
- More bike racks would be nice.
- Allow segways on the Mall and park.
- How about some bike racks, and perhaps a dedicated bike path on the Mall?
- Please pave the sidewalks.
- Some of the walkways are missing tiles or have cracked irregular bricks — most areas are well kept.
- You should lobby to put a walkway (handicap access?) around the entire perimeter of the Reflecting Pool in front of the Lincoln Memorial — obviously people walk along with (long) sides of the water and it looks terrible to have the bare dirt pathway there. There were other

"herd" paths that could also be nicely turned into cement walkways to improve the look and access of the Mall. It is actually very intimidating to cross several roads (from the available parking along the river) to get to the Mall.

- Gravel Mall warning paths should not have pot holes.
- Uneven sidewalk pavement caused elderly man to fall.
- Puddles of water on the paths along the National Mall.
- Paving the pathways would be much more pleasant than current gravel.
- The quality of the sidewalks is abominable.
- Parking facility is not adequate. We had to spend a lot of time in looking for parking.
- Need more parking.
- Better parking at some sites needed.
- All parking should be free.
- As a group we had a great time, however it would be nice if there were more parking options like longer on street.
- Better parking.
- Too little parking thus too much walking. Entire mall area should be closed to local traffic and preserved for visits to the Memorials, etc.
- Wish there were more local parking.

3.19.4 Information / Signage (In General)

Comments in this section (38 comments, 6.5%) address information and signage from a global perspective. The majority of the comments addressed the desire for more and improved wayfinding materials.

3.19.4.1. Information / Signage (In General): Positive and Neutral Feedback

- Well marked.
- Very impressed by clearly marked destinations.
- The signs were easy to follow
- It is great; all the maps are very helpful. It is a beautiful place to visit. I usually come once a month.
- The Park Service provided excellent maps and literature at the Mall.
- Loved minimal signage, interactive stuff, etc. Keep it simple so people can find the spirit in themselves to connect with the person or period represented. People should come somewhat educated and can leave with questions.
- The brochures at the Memorial sites were very much appreciated!
- I think Mall is well marked.
- We were on a business trip to Virginia Beach and took one day to go to the Mall. We didn't have much information before the trip to the Mall.

3.19.4.2. Information / Signage (In General): Critiques and Suggestions

- Public entrance into Senate office buildings needs to be better marked and open when signs say they are.
- At each Memorial, there was no information available on specifics — e.g., number of stars at the WWII Memorial stand for something, yet we couldn't figure it out. There was no information there to tell you. Also, the number of soldiers at the Korean Memorial — indicative of ? — again no information. Better signage on Women's Vietnam Memorial.
- Not enough signs to metro (in park).
- With few sign posts, I had to rely on street vendors for directions, until I acquired a street map.
- Better signs for finding food (sit down).
- Improve signage (Information pavilion wasn't even signed).
- Better signage.
- Places with maps of area with suggested way to visit them.
- I wish the maps of D.C. would include areas of designated handicapped parking.
- Maybe a map of choices would be good (for food).
- More sign posts to the other Memorials, e.g., Jefferson, Korean, etc.
- It would be helpful to have a tour guide meet the tour bus to explain and point out the buildings and some of the history of the buildings and Monuments.
- Would like to see audio used more at sites. Also work on language barriers.
- Better signs.
- More signage would be very, very helpful.
- We had trouble locating ramps for the stroller at some of the Museums.
- People need to be better informed concerning obtaining tickets beforehand so they aren't as let down as we were.
- I wish I had known in advance that the entrance passes to the Capital, Washington Monument and Bureau of Engraving should be obtained in advance.
- Better signs for tickets to the Washington Monument; weekly list of events at the Mall and Museums that are clearly visible and accessible; history plaques so people can learn without a tour.
- We both speak Spanish and notice the information at the Washington Monument ticket center was incorrectly written on the sign that is put in the window after hours. In fact, all languages had different information than that in English.
- If there are more places that provide maps that will be great.
- It was wonderful, but I should have checked my map — we wouldn't have missed Roosevelt, Jefferson Memorial, Vietnam wall, etc.
- More maps.
- Public parking signs are terrible!
- We'd maybe appreciate a "plan your visit" brochure with approximate times needed to see particular sites.

- Better maps signs and directions. What signs you have are hidden by trees. Maps don't have all streets listed. Could not find anyone to ask directions. In the past have taken the Trolley Tour — it's great. We need a map with all sites and all streets numbered so we can find our way around. We asked people that worked there and they didn't know.
- Being neglectful of public doesn't foster an air of solemnity and respect (signage). Pearl Harbor does it much better!
- Would like more materials in other languages.
- I was somewhat disappointed in the lack of information (e.g., print, guided tours, lectures, historical perspectives, etc.) available.

3.19.5. Personnel (NPS, Museum, Other)

Comments that addressed personnel (38 comments, 6.5%) were almost all positive in nature, with respondents highlighting the helpful nature of NPS employees and other personnel they encountered, with particular appreciation for park rangers.

3.19.5.1. Personnel (NPS, Museum, Other): Positive and Neutral Feedback

- Rangers are helpful.
- The National Park Service employees were very friendly and helpful.
- All park staff were very nice and helpful!!! (both professional and volunteer staff)
- All park employees were polite and helpful.
- Keep up the good work, Park Service!
- Almost all Mall and Monument staff were courteous, helpful and seemed to want to be there.
- The Park Ranger was very helpful.
- Rangers were polite.
- Very helpful rangers and police.
- The Park Service does a great job of accommodating visitors.
- All the park employees we spoke with were very friendly and helpful!
- We had a great time; park personnel were very helpful.
- We were all humbled and brought to tears by the Ranger's talk – Vietnam.
- Most important the rangers we spoke to were very helpful, knowledgeable and pleasant. Thank you so much.
- A person in a uniform on a bike stopped and helped us when he saw we were looking at our map.
- Thanks for all the rangers.
- Volunteers were very informative and eager to help.
- The rangers at the Washington Monument were very helpful. We only had one ticket from this survey and they let both of us up--Thank you.
- The Ranger talk at the Vietnam Veterans Memorial on 7 Sept. was awesome! The gentleman speaking was so knowledgeable and spoke very well. The ranger talks are great.

- The rangers we came across were very helpful and informative.
- The rangers were so informative and professional.
- Park rangers that are more willing to wait.
- All the people we encountered were extremely helpful and kind.
- Friendly people from National Mall and Memorial Parks.
- Very friendly representatives.
- The rangers were wonderful! The docents in the Museums were very knowledgeable and enjoyable to listen to — everywhere!
- Rangers and tram operators very helpful with information.
- All the help was very helpful and gracious.
- Rangers were friendly.
- We had a pleasant visit of nearly five hours and will return soon. Thank you for all NPS does for all of us! NPS funding should be a higher priority in the federal budget.
- The Park Ranger was very helpful.
- The staff at the Metro stations were very friendly and helpful.

3.19.5.2. Personnel (NPS, Museum, Other): Critiques and Suggestions

- Our only negative experience was at Arlington Cemetery. It might need new management to stoke up employee enthusiasm.
- More Rangers.
- Police and security guards were very rude without exception.
- I think it would have been nice to have Park Service people on each floor to go to if problems or questions came up.
- Generally had a great time, but several D.C. residents are very unfriendly or downright rude. This includes the workers at the Mall, specifically the refreshment stands and Museum employees.
- Metro tram first-time users; metro employees seemed burdened by questions.

3.19.6. Cleanliness/Maintenance

Feedback relating to cleanliness and general maintenance (35 comments, 5.9%) was more positive than negative, with several respondents noting that they were impressed at the level of cleanliness.

3.19.6.1. Cleanliness/Maintenance (In General): Positive and Neutral Feedback

- The Mall and downtown area much cleaner than I was told to expect.
- The monument area was cleaner and safer than I thought.
- Clean.
- Area was clean.
- It was clean, inviting and fun.
- Thank you everything — was very clean.

- We were very pleased with how clean everything was.
- Only that it is beautifully kept and clean.
- Thanks! Nice city, very clean and organized.
- Area was clean, no trash on streets.
- The Mall and all buildings were very clean. We had a very positive experience.
- This was my first trip to Washington in about 15 years. I feel the area is much cleaner now.
- Thoroughly enjoyed it. Very impressed with the neat, clean environment.
- Everything was clean and looking good.
- I really appreciate the neat and clean maintenance in and around the Monuments and Memorials.
- We were impressed with the cleanliness and recycling efforts in the Mall area.
- Very well looked after.
- Thanks a lot for beautiful, clean, accessible and inspiring monuments, memorials and museums.
- The National Mall is well cared for, very clean and a delight to walk around.
- I have traveled all over the world — think the National Mall is one of the most well run places I've travelled.
- The area is well maintained.
- Beautifully kept.

3.19.6.2. Cleanliness/Maintenance (In General): Critiques and Suggestions

- Need to clean up the goose poop all over the reflecting pool and the horse poop left by the mounted police/rangers.
- Have the ducks removed from Memorials.
- Better recycling.
- Can see some maintenance needs at park sites.
- The reflection pool at World War II Memorial should be kept clean.
- Extremely disappointed in the Mall. Run-down parkland dirty. It's a shame that this is what represents our country to visitors.
- Reflecting pool needs to be cleaner.
- Very dirty. Reflection pools very dirty (dead bird floating in one!)
- I would have like the reflecting pools to be clean.
- Clean up the goose poop and get rid of the geese.
- Reflection pool should not be so disgusting.
- The reflection pool needs to be cleaned in front of the Lincoln Memorial.
- The reflecting pool needs to be cleaned up.

3.19.7. Additional Comments

Comments grouped in this additional category (27 comments, 4.6%) addressed a variety of issues that were, individually, insufficient to create independent groupings. Fairly balanced between positive and negative, some of the topics mentioned include the number of visits a respondent had made, projections of future visits, the purpose of the visit, the heat and overuse of the National Mall.

3.19.7.1. Additional Comments: Positive and Neutral Feedback

- Have visited about 12 times; frequently bring friends.
- Did not have enough time to see everything I wanted to see.
- God Bless America!
- I plan to visit next year Cherry Blossoms, Mt. Vernon and Washington D.C.
- This was only my fourth trip to D.C. The last three trips have been to accompany others on their first (or second) time. Next time, I want to expand my visit to include sites I haven't seen before.
- Love folk life festival.
- We have just moved to the area and will take full advantage of park. We are interested in volunteering and getting involved.
- I regret not having been there before. I wish tripods (camera) were allowed in some of the Monuments. Most photographers are careful with their equipment.
- We were here because my daughter was invited to the Eisenhower People to People Leadership Conference and we brought her, so were here because of her and took in some sights.
- This is probably the fifth visit to the Mall. I was also stationed here in the '60s.
- We were one couple in a group of 24 other couples who all bought Winnebago motor homes and used their tour package to visit D.C. The tour cost for the complete package was \$1500 per couple which excludes any personal expenses.
- Born on Pennsylvania Avenue and live near Westmoreland Circle. I frequently bike to the trail for exercise and enjoy the beauty.

3.19.7.2. Additional Comments: Critiques and Suggestions

- Having tents/dining canopy things in the Mall made it difficult to take some pictures.
- If you're looking to improve, they will likely be making the technological things that come with time and creativity. My main concern is that we have these places to visit and monuments, not necessarily inside, but in outside arches should not be line. In terms of the process.
- The Mall is overused by groups.
- I am worried that the Mall may be getting overcrowded with buildings and crowds attending special events. I am also concerned that some sites may present more negative views — depressing rather than uplifting experiences.
- A renewed emphasis on the heritage and meaning of the Mall is really needed.

- I came here from Santa Clara, California. Tour Ritz. The guide was Chinese. He was not able to deliver in English properly first is the difficulty as a Indian I found.
- A bit too hot and sticky in D.C.
- There is a need for cooling stations in the summer (i.e., misting stations or air conditioned tents).
- The day was too hot and we were grateful to go into the Smithsonian air conditioning.
- The areas around the Mall, particularly around Union Station, have a large number of homeless, beggars, and minor scam artists.
- Was approached by panhandler on street offering maps and asking for donation for homeless persons.
- The joggers, all talking via their Bluetooth, seemed to outnumber the visitors and tourists. They're surely residents and going about their lives oblivious to the significance of the Monuments. Much like I can be oblivious to the grandeur and majesty of Niagara Falls which is on my backyard.
- Have the President wave to the tourists (just joking).
- Motels are costly.
- Can the U.S. Forest Service be open on weekends?

3.19.8. Food / Beverage / Water

Food, beverage and water comments (26 comments, 4.4%) were almost exclusively critiques and suggestions that focused on lack of availability. Other concerns pertained to cost and inability to locate these services.

3.19.8.1. Food / Beverage / Water: Positive and Neutral Feedback

- Thank you for not allowing restaurants and shops in the Mall and Memorial areas — the snack stands were sufficient and met our needs.
- Someone warned us to bring tons of water as none was available--but we did find it, thanks!

3.19.8.2. Food / Beverage / Water: Critiques and Suggestions

- Food is expensive in D.C.
- Food was far (went to Foggy Bottom from Vietnam Memorial — were told by ranger it was closest — tiring after a very full day of walking already).
- Our only complaint is that there are not adequate food services at the Mall — we ate at the Holocaust Museum café which is the closest and best in the area
- Need places to pick up food and area to eat it.
- Food sources were hard to find.
- I would like to see more refreshment stands with cheaper prices in the summer.
- Would be great to have a restaurant right next to the Mall with an outside view to enjoy.
- Refreshment stands are few and far apart — makes it very difficult when traveling with children. Service in those refreshment stands is slow, and choices are very few and overpriced.
- The experience could be improved by adding more restaurants.

- Food very expensive.
- Open a proper café/bistro at Great Falls, MD, with decent snacks — like you could get in parks in Munich or Paris or Vienna. Come on, we're the nation's Capitol.
- It's very hard to find places to eat down by the Mall and Museums — just snack stands and Museum cafes. We finally found out that most of the restaurants were up on Pennsylvania Avenue and around there. We stayed near George Washington University and there were hardly any places to eat nearby.
- Picnic areas available nearby.
- Update the refreshments.
- You need more snacks/beverage stands around the national Mall area!
- Get water fountains working rather than barely dribbling on a very hot day.
- We found that there seems to be a need for more water fountains.
- Need to keep plenty of water available.
- Almost all of the water fountains did not work and the one that did tasted like dirt.
- It would be nice to have more drinking fountains — we came on Labor Day weekend and it was hot.
- More water stations and kiosks to purchase sodas and water during hot weather months.
- There needs to be more water fountains on the Mall that actually work.
- Mini stops — buy bottle water.
- More sites with access to free, fresh (colder) water would be great.

3.19.9. Restrooms

The vast majority of comments about restrooms (23 comments, 3.9%) were requests for more and cleaner facilities.

3.19.9.1. Restrooms: Positive and Neutral Feedback

- Thanks for the restrooms.
- Clean restroom facilities.

3.19.9.2. Restrooms: Critiques and Suggestions

- Offer clean restrooms.
- There was no bathroom access after the Washington Monument and Museums were closed.
- Better and possibly more restrooms.
- Port-a-johns needed or some bathroom facility available.
- We found that there seems to be a need for more bathrooms.
- More public restrooms.
- Need to keep plenty of rest rooms.
- More rest rooms.

- There was not soap or toilet paper on Sunday, Sept. 7, in the bathrooms near JFK hockey field.
- The only bathroom we could find was up all the stairs to the Lincoln Memorial. None of the refreshment stands had bathrooms.
- The restroom by the Washington Monument is very small and there was a long line. There was no toilet paper!
- Clean the bathrooms and stalls at Fletcher's boat house more frequently.
- Restrooms are a 'disgrace!' Shame on you — our war heroes are here! We can do better. Clean the restrooms at the Mall between Washington Monument and the Lincoln Memorial. That was a slap in the face for a vet. I will not go back to D.C. because of that.
- The outhouses at the Iwo Jima Memorial are ugly and smell. If restrooms are needed there, then build real ones. Otherwise, get rid of the outhouses.
- The bathrooms were very unsanitary — no toilet paper or soap. I was embarrassed about what foreign visitors might think of the nation's Capitol based on the condition of the bathrooms.
- More bathrooms.
- Place more restrooms.
- Better access to restrooms!
- Closer restrooms needed.
- More restrooms.
- Offer secure restrooms.

3.19.10. Greenspace

All of the greenspace comments (17 comments, 2.9%) were critiques and suggestions relating to the maintenance of the grass and landscape. Respondents noted disappointment and surprise at the deteriorated quality of the lawns.

3.19.10.1. Greenspace: Positive and Neutral Feedback

No comments of this type were given.

3.19.10.2. Greenspace: Critiques and Suggestions

- Improve the grass and turf.
- The lawns could be greener.
- I was disappointed with the upkeep of the lawns and grassy areas around the Mall. Experience would have been better if area was well maintained.
- We were very disappointed in the grounds. The grass needs more attention. It is such a beautiful place and the dead grass really detracts.
- Please reseed the Mall. It's beginning to look like a neglected backyard.
- One observation — the grass on the beltway divider was very luscious looking vs. the crab/quake grass on the Capitol Mall — the lawns looked scruffy — not at all the nice manicured lawn I would expect. The ground was uneven where people walk — which was surprising.

- The condition of the grass on the Mall is a sad commentary on either the ability of the Park Service to care for it or the limitation of the budget to pay for care.
- I felt the grass on most of the Mall was thin and needed to be augmented.
- The National Mall grass and appearance was not good. It could use a face lift — trees? We were surprised at how poorly kept it appeared to be.
- Make landscaping more inviting and easy to maintain.
- More trees.
- Need more shade — less pruning. Replace all missing trees. Fewer barriers — remove all fences and chains not directly related to safety or security. Better drainage — tear up gravel paths and remove underlying pavement. I could go on and on.
- The grass is poorly maintained.
- Do something about the dead spots in the grass.
- We were greatly surprised at how poorly the grass is kept...pretty pathetic, we actually felt embarrassed about it. We expected something nicer for our nation's Capitol. I wonder if "volunteer days" could be scheduled for raking and landscaping?
- I was surprised at the lawn condition. Poorly kept, many weeds and bare spots and poorly trimmed. Not a big criticism though, overall a worthwhile experience.
- We always enjoy visiting the Mall, but the lawn is showing wear.

3.19.11. Survey-Related Comments

Several respondents (16 comments, 2.7%) commented on the survey process. Visitors appreciated getting timed tickets to the Washington Monument and the map that accompanied the questionnaire packet.

3.19.11.1. Survey-related Comments: Positive and Neutral Feedback

- Thank you for the survey you are holding and trying to improve the conditions of National Memorials/Monuments and parks. We all had a good time in Washington, D.C.
- The people handing out this survey — and even gave us a bottle of water :)
- Thanks for the tickets to the Washington Monument.
- Thank you for tickets to see the Washington monument. We could not stay until 6:00 p.m. The 6:00 p.m. were the only tickets left when we got there.
- Thanks for the water at FDR Memorial.
- Loved the map enclosed with the survey; wish I had it on Day 1.
- It would take two weeks to do all the items or as many as possible listed in question 8.
- Enjoyed friendly visit with poll worker who gave us this form.
- I was working night shift. Since I was sleeping most of the day, I spent limited time visiting inside sites. Dollars spent on food consumption is also related to limited time for and availability of meals as a result of my skewed working and sleeping hours.
- I am not sure if it is necessary for you to know but I am a resident of Arlington, Virginia.
- Good luck with your research!

- Fortunately took survey while in D.C. and got tickets from ranger (tickets were gone at the booth when we got there).

3.19.11.2. Survey-related Comments: Critiques and Suggestions

- The list on page 7 of this survey of ALL destinations should be on your website.
- I'm concerned with identifying a "personal group" as one which involves financial responsibility. I attended a picnic with three good friends who live around the periphery of D.C. — College Park, Silver Spring/Takoma, Alexandria. We visit the Mall throughout the year, but only 2 of us are "financially responsible for each other."
- Hard to reply to your questions since I live here. I just rode my bike down to enjoy the good weather today. I am down here almost every business day of the year.
- I was expecting one question on having a passport for national parks. Some effort to see how often people attempt to visit based on that tool.

3.19.12. Safety and Security

Eleven comments (1.9%) were specific to safety and security. Feedback varied, where some respondents felt that there was plentiful security and others suggested that more was needed.

3.19.12.1. Safety and Security: Positive and Neutral Feedback

- We were here in 1986 and this time noticed a much higher level of security but very much enjoyed our very quick one day tour.
- We also felt very safe in D.C. as a whole.
- Kind of amazed at the amount of security in all areas.
- Felt very safe.
- A safe and pleasurable environment for runners, walkers, and bikers.

3.19.12.2. Safety and Security: Critiques and Suggestions

- There didn't seem to be much of a police presence in the park.
- Did not like all the security and people with guns at the Capitol.
- Third term support a gun ban in D.C.
- Walking the area after dark should be encouraged — many areas are very dark. I was asked about safety in some areas by visitors. Several light stands in the FDR Memorial were not functioning. In comparison, Paris is very well lit. We should do the same for our Capitol.
- The number of security seemed excessive for visiting.
- Went to an evening talk at the FDR Memorial, which was excellent, but very dark in places walking between there and the road.

3.19.13. Free / Inexpensive Access

All comments in this category (11 comments, 1.9%) were positive in nature, with visitors appreciative that both the National Mall and most surrounding museums are free and open to the public.

3.19.13.1. Free / Inexpensive Access: Positive Feedback

- It is free! It is ours!
- We really appreciate the fact that the Mall area is free. It makes us more likely to contribute voluntarily.
- We enjoy the Mall and its free admissions.
- It was wonderful and very impressive that almost everything was free. Thank you — please keep it that way. I passionately believe in public accessibility to culture and heritage, especially for its citizens.
- Was surprised that everything was free or inexpensive to visit.
- We are amazed that you do not charge.
- It is great that all the sites we visited were free. It was also nice to receive a military pass into the Holocaust Memorial.
- It is such a great deal.
- Had a wonderful time. It is great that there is so much to see and do that is free.
- It is a wonderful place and I was surprised that entrance to the Smithsonian museums was free!
- Wonderful place to visit--we love it--variety of things to do that are inexpensive--all ready have a full page of new experiences for our next visit.

3.19.13.2. Free / Inexpensive Access: Critiques and Suggestions

No comments of this type were given.

3.19.14. Retail

Little feedback regarding retail was given (5 comments, 0.8%). Those who did comment mainly were looking for additional retail opportunities.

3.19.14.1. Retail: Positive and Neutral Feedback

- Lovely gift shop.

3.19.14.2. Retail: Critiques and Suggestions

- Upset we could not find military group vendors near Vietnam Wall selling memorabilia as we did in 1994. We never found any t-shirts anywhere on a Wednesday to purchase! Very disappointed.
- Emphatically suggested: Do not commercialize Mall and make it like an amusement park or stripmall. Keep it historic, unique, and a learning experience (see Colonial Williamsburg as model).
- The experience could be improved by adding more... retail.
- Need shops with books, postcards, etc.

3.19.15. Seating

All seating comments (5 comments, 0.8%) were critiques and suggestions, focusing on the desire for more seating.

3.19.15.1. Seating: Positive and Neutral Feedback

No comments of this type were given.

3.19.15.2. Seating: Critiques and Suggestions

- Sitting benches or something, a small bench in the Holocaust Museum would have made it easier and more enjoyable. We did get a wheelchair and helped our vet to see more.
- Need to keep plenty of benches available.
- It was very hot Sunday. More benches in the shade would be very nice.
- Truly enjoyed the visit — have been here before and will return within 6 months. Would like to see more seating available (can't walk as well anymore).
- We crammed a lot into one day, but everyone considered it worth it. Could use more places to sit and rest.

This page has been left blank intentionally.

APPENDIX: VISITOR STUDY QUESTIONNAIRE

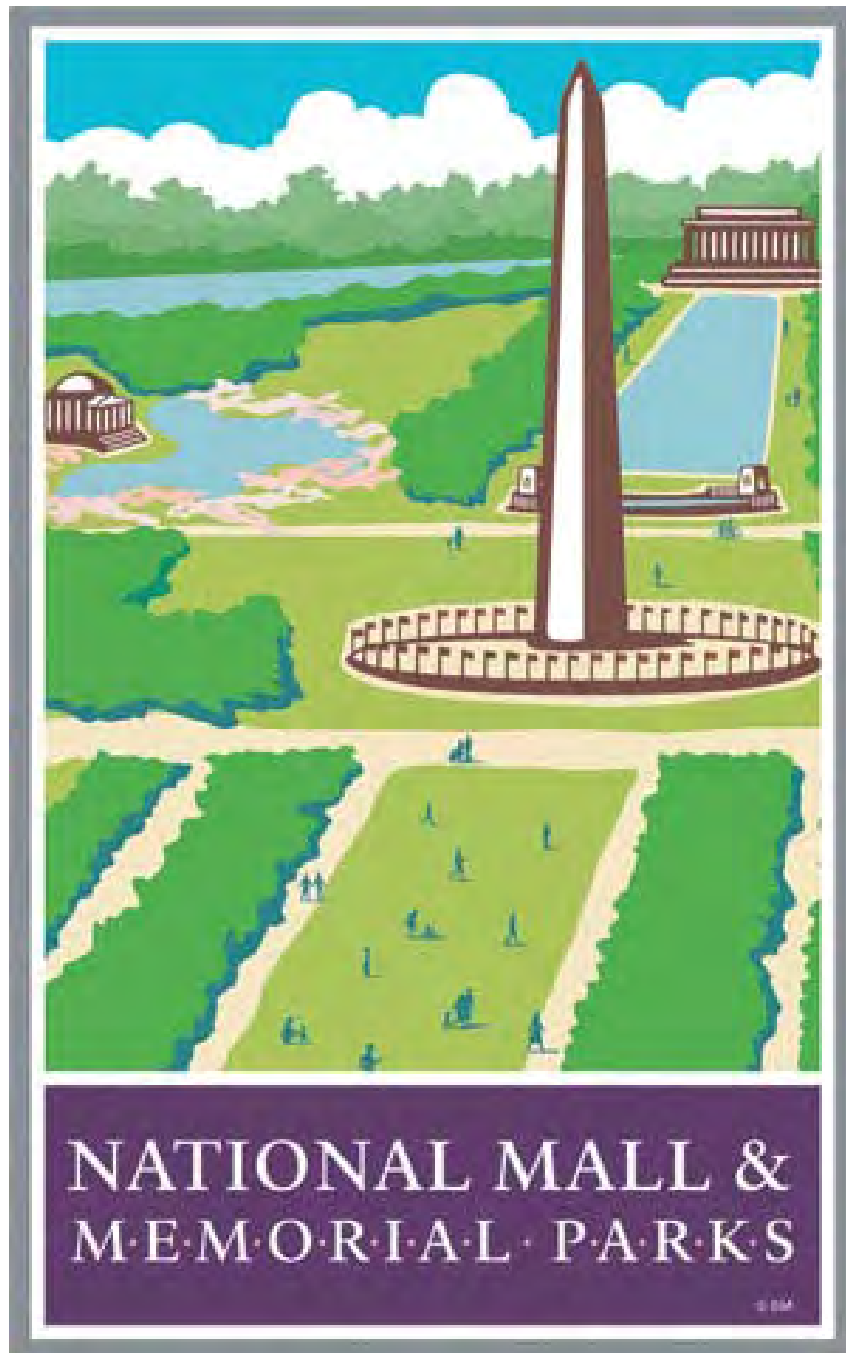


National Park Service
U.S. Department of the Interior
National Mall & Memorial Parks

National Mall & Memorial Parks

Visitor Study





OMB Approval #: 1024-0224
National Park Service Approval #: 08-017
Expiration Date: 12/31/2008



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
National Mall & Memorial Parks
900 Ohio Dr. S.W.
Washington DC 20024-2000

Summer/Fall, 2008

Dear Visitor:

The National Park Service would like to thank you for participating in this important study. We want to learn about the opinions and behaviors of visitors to the National Mall & Memorial Parks. This information will help us improve our park management and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete.

When your visit is over, please fill out the questionnaire. Once completed, please place it in the provided, postage-paid envelope and drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Maggie Daniels, National Mall & Memorial Parks Visitor Study, George Mason University, MS 4E5, Manassas, VA, 20110, Email: mdaniels@gmu.edu, Phone: 703-993-4279.

We appreciate your help.

Sincerely,

Margaret O'Dell
Superintendent

DIRECTIONS

- 1) Please have the selected individual complete this questionnaire
- 2) Answer the questions carefully since each question is different

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Dr. Maggie Daniels, National Mall & Memorial Parks Visitor Study, George Mason University, MS 4E5, Manassas, VA, 20110, Email: mdaniels@gmu.edu, Phone: 703-993-4279.

Your Visit to the National Mall & Memorial Parks

Definition: The National Mall & Memorial Parks (National Mall), a unit of the National Park System, includes icons such as the Washington Monument, the Lincoln and Jefferson memorials, Franklin Delano Roosevelt Memorial, Constitution Gardens, the Korean War Veterans Memorial, the Vietnam Veterans Memorial, and the World War II Memorial. In addition, the park includes significant natural and cultural resources, and downtown visitor destinations such as Ford's Theatre National Historic Site, the African American Civil War Memorial, and Pennsylvania Avenue from the U.S. Capitol to the White House.

Note: Museums on or near the National Mall are operated by the Smithsonian Institution, National Gallery of Art, National Archives, and the U.S. Holocaust Memorial Museum and are separate entities from the National Mall.

1. a) Prior to this visit, how did you and your group obtain information about Washington DC and the National Mall? Please check (√) **all** that apply in the left column.
- b) **On future trips** to Washington DC and the National Mall, what sources would you prefer to use to obtain information in planning your visit? Please check (√) **all** that apply in the right column.

a) For this visit? (√)

b) On future visits? (√)

Prior to this visit	Sources of information	On future visits
	Obtained no planning information	
	Previous visits	
	Friends/relatives/word of mouth	
	Travel guides/tour books/tour packages	
	Telephone/written/email inquiry to the park	
	Newspaper/magazine articles	
	National Mall website: www.nps.gov/nama/	
	Other websites	
	School class/program	
	Washington Convention and Tourism Corporation	
	Other sources: (specify) _____	

Please go on to the next page →

4

National Mall and Memorial Parks Visitor Study

c) From the sources you used **for this visit**, did you receive the type of information that you needed?

No

Yes → **Go on to Question 2**



d) If **NO**, what was the information that you needed that was not available? Please be specific.

2. How did this visit to the National Mall fit into your travel plans? Please check (✓) **one**.

The National Mall was the primary planned destination

The National Mall was one of the several planned destinations

The National Mall was not a planned destination

3. What was your primary reason for visiting Washington DC? Please **select one only**.

Resident of local area (DC metropolitan area)

Visit the National Mall monuments and memorials

Visit museums (e.g., Smithsonian, National Gallery, etc.) on the National Mall

Visit federal sites (e.g., The White House, U. S. Capitol, National Archives)

Visit other attractions in the area

Visit friends/relatives in the area

Business (e.g., meeting, convention)

Other (Please specify: _____)

4. During this visit, how long did you stay in the Washington DC metropolitan area (meaning within a 1-hour drive to Washington DC)?

Number of hours, **if less than 24 hours**

OR

Number of days, **if 24 hours or more**

_____ What was your arrival date to the area?

_____ What was your departure date from the area?

Please go on to the next page →

5. a) During this visit to the National Mall, were you on a fixed schedule (such as schedules set up by tour managers, business meeting, same-day prepaid train/airline ticket, etc.)?

No Yes → **Go on to Question 6**
 ↓

b) If NO, compared to with what you had originally planned, how much time did you spend visiting the National Mall? Please check (√) **one**.

Didn't have a planned amount of time → **Go on to Question 6**
 Spent about the time planned → **Go on to Question 6**
 Spent a longer time than planned Spent less time than planned
 ↓ ↓

c) If the amount of time you spent visiting the National Mall was different than what you had planned (longer or shorter), what were the reasons for changing your plans? Please check (√) **all** that apply.

Fewer things to do/see than expected
 More things to do/see than expected
 Longer stays at memorials and monuments than expected
 Shorter stays at memorials and monuments than expected
 Other reason (Please specify: _____
 _____)

6. a) What form(s) of transportation did you use to travel between your overnight accommodations/home and the National Mall? Please check (√) **all** that apply.

Private vehicle (car, motorcycle, etc.)
 Rental vehicle Tour motorcoach/bus
 Bicycle Taxi/limousine
 School bus On foot
 Sightseeing bus Public transportation (Metro, Bus, etc.)
 Other (Please specify: _____)

Please go on to the next page →

b) Were the signs directing you to and around Washington DC adequate? Please check (√) **one** response for each.

Highway signs to DC	_____ Yes	_____ No	_____ Not applicable
Pedestrian signs in DC	_____ Yes	_____ No	_____ Not applicable
Street signs in DC	_____ Yes	_____ No	_____ Not applicable

c) If you answered NO to any of the above, please explain the problem.

7. a) On **this** visit to Washington DC and the National Mall, what activities did you participate in? Please check (√) **all** that apply.

_____ Visit National Mall monuments and memorials

_____ Visit museum sites (e.g., Smithsonian museums, National Gallery of Art, Holocaust Museum, Botanical Gardens)

_____ Exercise or athletics

_____ Charter bus or sightseeing tour

_____ Learn/research history

_____ Ranger talks/walks

_____ Entertainment/special events

_____ Relaxing

_____ Shopping

_____ Eating and drinking at restaurants/bars

_____ Other (Please specify: _____)

b) Which **one** of the above activities was the **most important** activity to your visit? Please list only one **or** check none.

OR

_____ None

Please go on to the next page →

National Mall & Memorial Parks Visitor Study

8. a) For this trip, please review the list below and circle the number next to the destinations you visited during your entire stay in the Washington DC area. You can use the map provided to help you locate the sites.

01 – African American Civil War Memorial	28 – National Gallery of Art
02 – Anacostia Neighborhood Museum	29 – National Museum of American History (<i>temporarily closed</i>)
03 – Arlington National Cemetery	30 – National Museum of the American Indian
04 – Bureau of Engraving and Printing	31 – National Museum of Crime and Punishment
05 – C&O Canal	32 – National Museum of Natural History
06 – Capital Children’s Museum	33 – National Portrait Gallery/American Art Museum
07 – Corcoran Gallery	34 – National Postal Museum
08 – Decatur House	35 – National Shrine of the Immaculate Conception
09 – Downtown Restaurants	36 – National Zoological Park
10 – Downtown Shops	37 – Newseum
11 – F.B.I. Building	38 – Old Town Alexandria
12 – Franklin Delano Roosevelt Memorial	39 – Renwick Gallery
13 – Ford’s Theatre National Historic Site	40 – Rock Creek Park
14 – Frederick Douglass National Historic Site	41 – Smithsonian Castle
15 – Freer Gallery/Arthur Sackler Gallery/National Museum of African Art	42 – Thomas Jefferson Memorial
16 – George Washington Memorial Parkway / Great Falls	43 – U.S. Capitol
17 – Georgetown	44 – U.S. Holocaust Memorial Museum
18 – Hirschhorn Museum/Sculpture Garden	45 – U.S. Library of Congress
19 – International Spy Museum	46 – U.S. National Archives
20 – Iwo Jima /U.S.M.C. War Memorial	47 – U.S. Navy Memorial
21 – Kennedy Center for the Performing Arts	48 – U.S. Supreme Court
22 – Korean War Veterans Memorial	49 – Union Station
23 – Law Enforcement Officers Memorial	50 – Vietnam Veterans Memorial
24 – Lincoln Memorial	51 – Washington Monument
25 – Mount Vernon	52 – Washington National Cathedral
26 – National Air & Space Museum	53 – The White House
27 – National Building Museum	54 – World War II Memorial
99 – Other: Please write name of destination(s) below:	

b) As you were planning your visit, which **one** site was the **primary destination** that you most wanted to see?

c) As you think back on your visit, which **one** site was the **most memorable** to your visit?

Please go on to the next page →

9. a) Do you reside in Washington DC?
_____ Yes → **Go on to Question 9c** _____ No
- b) Do you commute to Washington DC for work?
_____ Yes _____ No
- c) If YES to either of the above, what, if anything, would encourage you to visit the National Mall more frequently?

10. On this visit, were you and your personal group with the following type of groups?

- | | | |
|--|-----------|----------|
| a) Commercial guided tour | _____ Yes | _____ No |
| b) Educational group (school, etc.) | _____ Yes | _____ No |
| c) Heritage/cultural club group | _____ Yes | _____ No |
| d) Other organized group
(church, business, etc.) | _____ Yes | _____ No |

11. a) Based on your visit, would you consider visiting the National Mall again in the future?

_____ Yes, likely _____ No, unlikely _____ Not sure

- b) Would you recommend visiting the National Mall to your friends/relatives?

_____ Yes, likely _____ No, unlikely _____ Not sure



- c) If YES, which **one** site would you be most likely to **recommend to others** planning a visit to the National Mall?

Please go on to the next page →

12. On a future visit to the National Mall, what services or activities would you like to have available at the park? Please check (√) **all** that apply.

- Self-guided audio tours (with map/publications, iPods, cell phones, etc.)
 Interactive exhibits (displays on computers/PDAs, etc.)
 Recreation rentals (e.g., boats) Children's programs
 Indoor exhibits Movies/films
 Outdoor exhibits Ranger talks/programs
 Historian/expert lectures/talks Special events
 Roving rangers available to answer questions
 Living history programs and dramatic presentations (people in costume)
 Other (Please specify: _____)

For items 13-18 of this questionnaire, your **personal group** is defined as your companions during this visit to the National Mall, such as spouse, family, friends, etc., **for whom you were financially responsible**, including yourself.

13. On this visit, what kind of **personal group** (not guided tour / educational / organized group) were you with? Please check (√) **one**.

- Alone Family
 Friends Family and friends
 Other (Please specify: _____)

14. a) For this visit to the National Mall, how many people were in your **personal group** (meaning that you were financially responsible for them), including yourself?

_____ Number of people

- b) For this visit to the National Mall, how many people in your **personal group**, including yourself, are residents of Washington DC?

_____ Number of Washington DC residents

Please go on to the next page →

15. For those in your personal group for whom you were financially responsible, including yourself, please estimate all expenditures that were made for this trip to for the items listed below. **Please write "0" if no money was spent in a particular category.**

- a) Please estimate your personal group's total expenditures by category while at the National Mall and in Washington DC.
- b) Please estimate your personal group's total expenditures by category outside of the National Mall and Washington DC (within 1-hour drive)

Category	a) National Mall and Washington DC	b) Outside Washington DC (within 1-hour drive)
Lodging (hotels, camping, B&B, etc.)	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Food stands / refreshment stands	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Public transportation (subway, bus, taxi)	\$ _____	\$ _____
Other transportation fees (rental cars, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admissions, recreation and entertainment fees (e.g., tour guide fees, site seeing tours, movies)	\$ _____	\$ _____
Other services (e.g., barber / beauty shops, laundry, etc.)	\$ _____	\$ _____
Retail purchases related to sites visited (souvenirs, books, t-shirts, etc.)	\$ _____	\$ _____
All other retail purchases that were not site specific (books, groceries, sporting goods, clothing, etc.)	\$ _____	\$ _____
Other expenses (please identify):	\$ _____	\$ _____

Please go on to the next page →

16. For you and your personal group for whom you were financially responsible on this visit, please indicate:

- a) Current age
- b) U.S. Zip code or name of country (other than U.S.)
- c) Number of visits to the National Mall in the past 12 months (including this visit)

	a) Current age	b) U.S. ZIP code or name of country other than U.S	c) Number of visits to National Mall in past 12 months (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

17. a) Are you or members of your personal group Hispanic or Latino? Please check (✓) **one** response for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Hispanic or Latino	_____	_____	_____	_____	_____	_____	_____
Not Hispanic or Latino	_____	_____	_____	_____	_____	_____	_____

Please go on to the next page →

- b) What is your race? What is the race of each member of your personal group?
Please check (√) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	_____	_____	_____	_____	_____	_____	_____
Asian	_____	_____	_____	_____	_____	_____	_____
Black or African American	_____	_____	_____	_____	_____	_____	_____
Native Hawaiian or other Pacific Islander	_____	_____	_____	_____	_____	_____	_____
White	_____	_____	_____	_____	_____	_____	_____

- c) Are you... ?

_____ Male _____ Female

18. a) Did anyone in your personal group having difficulty accessing or participating in park activities or services?

_____ Yes _____ No → **Go on to Question 19**

- b) If YES, what activities or services did the person(s) have difficulty accessing or participating in? Please check (√) **all** that apply.

_____ None → **Go on to Question 19**

_____ Park facilities (e.g., memorials, restrooms)

_____ Exhibits, or audio-visual programs

_____ Interpretive or educational programs or activities

_____ Other (Please specify: _____)

Please go on to the next page →

c) If YES, which of the following best explains the nature of the difficulty? Please check (√) **all** that apply.

_____ Hearing difficulty

_____ Visual difficulty

_____ Breathing/respiratory condition

_____ Mobility difficulty (in accessing facilities, services, or programs, even with a walking aid, wheelchair or stroller)

_____ Other (Please specify: _____)

19. Is there anything else you would like to tell us about your visit to the National Mall?

Thank you for your valuable feedback!

Please mail your completed questionnaire in the provided, postage-paid envelope.

REFERENCES

- Derudder, B., & Witlox, F.
2004 "Assessing Central Places in a Global Age: On the Networked Localization Strategies of Advanced Producer Services." *Journal of Retailing and Consumer Services*, 11, 171–80.
- Downtown DC Business Improvement District
2008 *2007 State of Downtown Report*. Available at http://www.downtowndc.org/_files/docs/sod2007.pdf
- Fujita, M., P. Krugman, P., & Venables, A.
1999 *The Spatial Economy: Cities, Regions and International Trade*. Cambridge: The MIT Press.
- Kotler, N., & Kotler, P.
1998 *Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources*. San Francisco: Jossey-Bass.
- Mylonakis, J., & Kendristakis, E.
2006 "Evaluation of Museums Service Quality: A Research Study of Museums and Galleries Visitors' Satisfaction." *Tourism and Hospitality Management*, 12(2), 37–54.
- National Park Service, U.S. Department of the Interior
2003 "National Capital Parks — Central, Washington, DC, Visitor Transportation Survey." November. Prepared for the National Park Service by PriceWaterhouseCoopers / ETC Institute, Boston, MA.
- Russo, A.
2002 "The "Vicious Circle" of Tourism Development in Heritage Cities." *Annals of Tourism Research*, 29, 165–182
- Van der Borg, J.
2001 "Tourism Management and Carrying Capacity in Heritage Cities and Sites." In *The Challenge of Tourism Carrying Capacity Assessment: Theory and Practice*, edited by H. Coccossis and A. Mexa, pp. 163–79. Burlington, VT: Ashgate.



As the nation's principal conservation agency, the Department of the Interior has responsibility for most of our nationally owned public lands and natural resources. This includes fostering sound use of our land and water resources; protecting our fish, wildlife, and biological diversity; preserving the environmental and cultural values of our national parks and historical places; and providing for the enjoyment of life through outdoor recreation. The department assesses our energy and mineral resources and works to ensure that their development is in the best interests of all our people by encouraging stewardship and citizen participation in their care. The department also has a major responsibility for American Indian reservation communities and for people who live in island territories under U.S. administration.