Visitor Services Project
Arlington House
The Robert E. Lee Memorial

Report Summary

- This report describes the results of a visitor study at the Arlington House Robert E. Lee Memorial during August 2-8, 1992. A total of 448 questionnaires were distributed and 359 returned, an 80% response rate.

- This report profiles Arlington House Robert E. Lee Memorial visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.

- Visitors were often in family groups (70%). Twenty-eight percent of visitors were 15 years old or younger; 27% were 36-45 years old. Most (69%) were first time visitors to Arlington House.

- Visitors from foreign countries comprised 9% of the visitation. Twenty-two percent of the U.S. visitors came from California, Ohio and Virginia, with smaller numbers from many other states.

- Fifty-nine percent of the visitors identified Tourmobile as the form of transportation they used to reach the Arlington House site after they reached Arlington National Cemetery. Eighty-six percent of visitors spent one hour or less at the Arlington House site, while 90% of the visitors spent three hours or less at Arlington National Cemetery.

- Fifty-five percent of visitors identified Tourmobile as the form of transportation they used to reach the Arlington House site after they reached Arlington National Cemetery. Eighty-six percent of visitors spent one hour or less at the Arlington House site, while 90% of the visitors spent three hours or less at Arlington National Cemetery.

- Fifty-five percent of visitors identified Tourmobile as the form of transportation they used to reach the Arlington House site after they reached Arlington National Cemetery. Eighty-six percent of visitors spent one hour or less at the Arlington House site, while 90% of the visitors spent three hours or less at Arlington National Cemetery.

- Fifty-five percent of visitors identified Tourmobile as the form of transportation they used to reach the Arlington House site after they reached Arlington National Cemetery. Eighty-six percent of visitors spent one hour or less at the Arlington House site, while 90% of the visitors spent three hours or less at Arlington National Cemetery.

- Most visitors (93%) visited the Tomb of the Unknowns, the Arlington Cemetery visitor center (81%) and the restrooms (69%) while visiting Arlington National Cemetery.

- The most used visitor services were the Arlington House brochure, the introductory talk in the Arlington House center hall and the orientation maps/signs. The Arlington House brochure, the museum exhibits and the orientation maps/signs received the highest quality ratings.

- Forty-two per cent of visitors said they preferred to tour the house at their own pace and hear informal talks about each room on future tours of the Arlington House.

- Most visitors (56%) found original artifacts, what happened to the Arlington estate during the Civil War (52%), and photographic displays (30%) as the three most interesting subjects in the current museum.

- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844 or call (208) 885-7129.