

Office of the
Secretary

APR 13 '94

1993 Visits To Smithsonian Museums

based on

**Office of Protection and Health Services
Multi-Year Visit Count Statistics, 1/1/83-12/31/93**

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Introduction

This is the sixth in a series of reports on annual visits to the Smithsonian prepared by the Institutional Studies Office in collaboration with the Office of Public Affairs. The analysis is based on the 1993 Smithsonian Institution (SI) visit counts collected by the Office of Protection and Health Services (OPHS), in addition to similar counts from 1992 and the period covering 1983-1992.¹ A key assumption in this analysis, and previous reports, is that the procedures used by OPHS personnel (guards) to count individuals are the same at all SI museums and have remained the same in the period covered by the analyses. This assumption implies that errors in the counts data, as well as in recording and data entry, are equally distributed across time and museums. For ease of comparison, the structure of this report is similar to the report issued on 1992 visits.²

Visits to the Smithsonian Institution

In 1993, OPHS provided data from 16 facilities that are open to the public. These include 14 museums, the S. Dillon Ripley Center and the Smithsonian Institution Building (Castle). Data are not provided for the National Zoological Park (NZIP). Visit counts for the Freer Gallery of Art are reported since April 1993 when it reopened after it was closed for renovation in September 1988. Data for the new National Postal Museum are reported since July 1993, when it opened. Data for the National Portrait Gallery (NPG) and the National Museum of American Art (NMAA) are combined, since they share the same building. Data for the National Museum of the American Indian (NMAI) (New York) includes its upper Manhattan facility as well as visits to its temporary exhibit (open between Nov. 15, 1992 and Jan. 24, 1993) at the U.S. Custom House in lower Manhattan. Data for the Renwick Gallery, part of NMAA, are provided separately. Visit counts for 1992 are available for the same facilities, with the exception of the Freer Gallery of Art and the National Postal Museum.

When we compare 1993 data to the previous ten years (1983-1992), it should be noted that the Castle, African Art, Freer, Sackler Gallery, Ripley Center and NMAI were not open for the entire ten-year period and, as mentioned, the National Postal Museum was not opened until 1993. To make accurate longitudinal comparisons, the analysis should examine visitation patterns only at facilities open throughout this ten-year period and thus exclude other facilities.³

In our analysis, two approaches are taken. When the overall counts are discussed, all of the available data for 1993 and the 1983-1992 period are included. Thus, changes in overall visitation arise either from increases or decreases at facilities

¹ The summary report used in these analyses, known as the Visit Count Statistics, Multi-Year Study, provided by OPHS, is in Appendix A, pages 11-16. This summary contains data from 1/1/90 through 12/31/93. Data prior to 1990 are from similar reports provided by OPHS.

² Doering, Zahava D. and Linda St. Thomas. 1992 Visits to Smithsonian Museums, February, 1993 (Internal SI Report). Institutional Studies Report 93-2.

³ American Art and Portrait Gallery, Air and Space, American History, Arts and Industries, Cooper-Hewitt, Hirshhorn, Natural History, and Renwick.

which have existed throughout the period, from the addition of new facilities, or from major modification to facilities. When museum specific changes are presented, the discussion is restricted only to those for which longitudinal data are available and whose basic configuration has remained essentially unchanged.

As a final but important caution, the reader should keep in mind that Smithsonian numbers are *visits* and do not describe individual or "discrete" visitors. Thus, for each museum, figures include people who come to SI more than one time in a calendar year, people who enter more than one museum on each trip to SI as well as people who enter a building more than one time in a day. As an approximation of the relationship between "visits" and "visitors," limited evidence from several museums suggests that a person visits an average of two to three museums per trip to the Smithsonian.

Overall Counts for 1993. The total number of visits recorded for 1993 was 25,887,243 or 25.9 million, a 2.6 percent decrease from the 1992 total of 26.6 million visits. However, the total for 1993 matches the decade average of 25.9 million visits. The total annual visits for the decade prior to 1993, and for 1993, are shown in Table 1 chronologically and in rank order.

Looking at the 11 years in ascending order of visitation totals, in the right hand column, note that in only four years (1992, 1987, 1988 and 1984) were visit counts higher than reported in 1993. These annual totals are also shown in Figure 1. The graph vividly shows the annual fluctuation in the total counts, the steady increase since 1989 until the decline between 1992 and 1993.

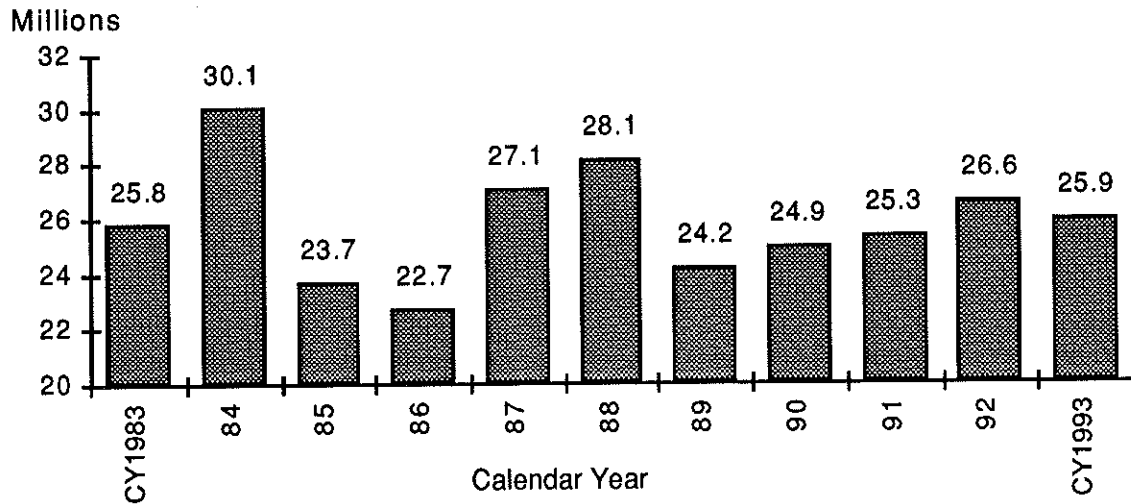
Table 1

1983-1993 Total Smithsonian Visits: Chronological and Rank Order (In Millions)

<u>Chronological</u>		<u>Rank Order (Ascending)</u>	
<u>Year</u>	<u>Visits</u>	<u>Year</u>	<u>Visits</u>
1983	25.8	1986	22.7
1984	30.1	1985	23.7
1985	23.7	1989	24.2
1986	22.7	1990	24.9
1987	27.1	1991	25.3
1988	28.1	1983	25.8
1989	24.2	1993	25.9
1990	24.9	1992	26.6
1991	25.3	1987	27.1
1992	26.6	1988	28.1
1993	25.9	1984	30.1
<u>Average =</u>		<u>25.9</u>	

Figure 1

1983-1993 Total Visits: Smithsonian Institution
(Millions of Visits)



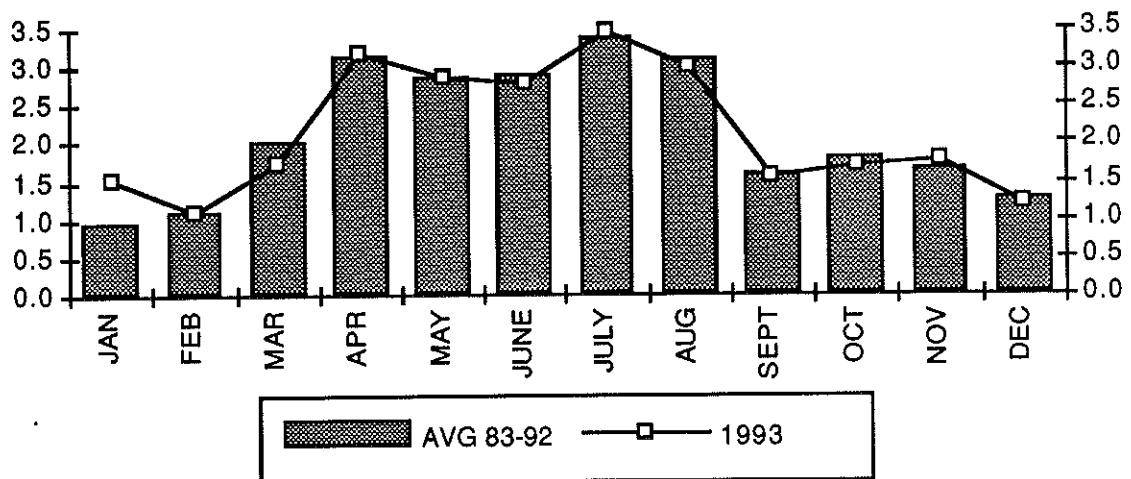
Monthly Visits. As can be seen in Figure 2, in which the 1993 SI monthly visits are compared to the 1983-1992 average, visitation fluctuates visibly from the 1983-92 average in only two months; in January, visitation was almost 600,00 above the monthly average, while in March it was almost 300,000 below it. In the ten months of the calendar year, visitation was essentially the same as the previous decade average.

Figure 2

1993 Monthly Visits Compared to 1983-1992 Average Monthly Visits
Smithsonian Institution
(Millions of Visits)

1993 Monthly Average = 2.16

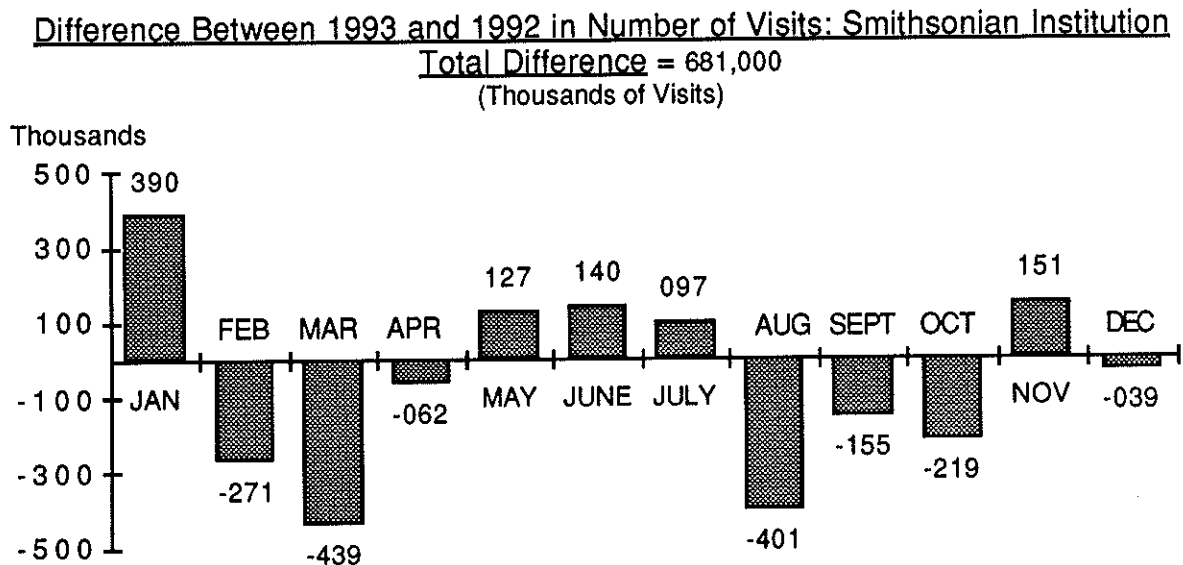
1983-92 Monthly Average Total = 2.15



The difference between 1993 and 1992 is shown in Figure 3. The figure shows that visitation in five months, January, May-July and November, was higher than in the previous year, while decreases were observed in the other seven months -- especially

in March and August. The net difference between 1992 and the previous year is 681,111 visits. In percentage terms, the increases range from 2.9 percent in July to 34.3 percent in January; the decreases range from 1.9 percent in April to a high of 20.3 percent in March. Together they account for the previously noted 2.6 percentage decrease.

Figure 3



General Sources of Increases in Visits

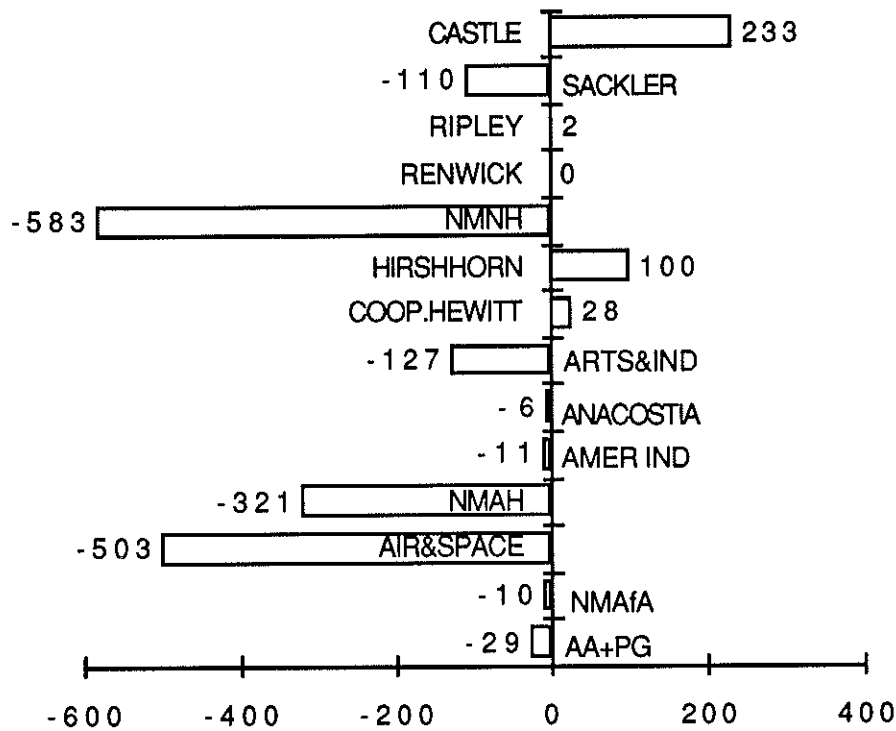
As indicated in the Introduction, longitudinal or continuous data are not available for all of the facilities at which visitation was counted in 1992. Below, in the comparison of museum specific visitation between 1993 and 1992, all but the Freer and the National Postal Museum are included. In comparisons of museum-specific visitation between 1992 and the 1982-91 period, eight facilities are omitted:

- o Ripley Center -- opened in September 1987;
- o Sackler Gallery -- opened in September 1987;
- o National Museum of African Art (NMAfA) -- opened in September 1987 at its present location;
- o NMAI -- became part of SI in June 1990;
- o Freer Gallery -- closed for renovation in September 1988, reopened in April 1993;
- o Castle -- re-opened November 1989 following renovation;
- o Anacostia Museum -- moved to its present location in February 1987; and
- o National Postal Museum -- opened in July 1993.

Figure 4 shows the increases and decreases in the actual counts for the museums whose data can be compared between 1992 and 1991. Changes ranged from a decrease of 583,000 at the National Museum of Natural History to an increase of 233,000 at the Castle. The variation in total visits among these museums is substantial; thus, comparison of the actual counts are less meaningful than examining percentage change because this measure takes size into account. Figure 5 shows the 1993 increases or decreases for the museums in Figure 4.

Figure 4

Difference Between 1993 and 1992 in Total Number of Visits: Museums*
(Thousands of Visits)

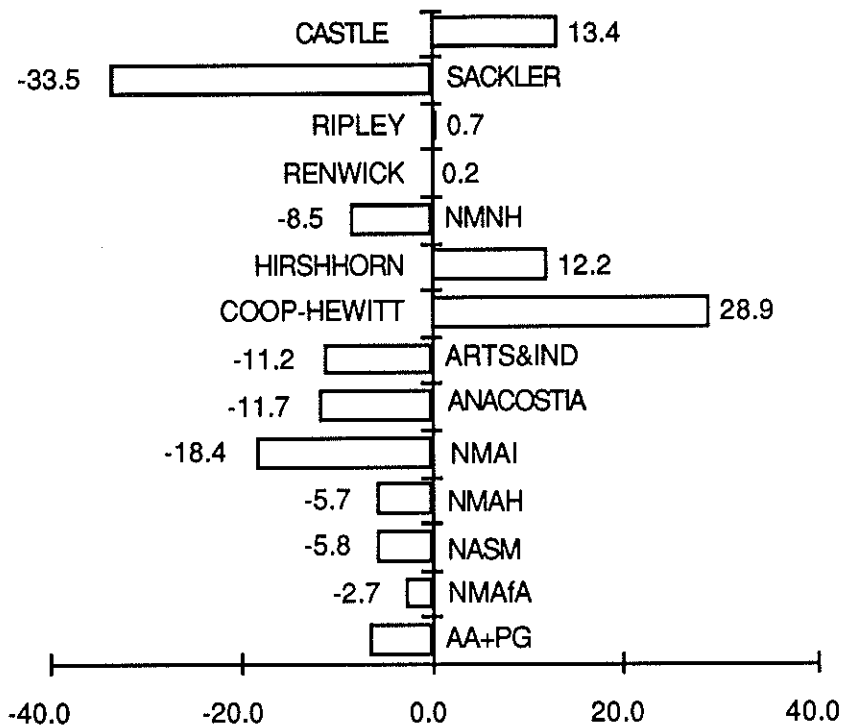


*Museums with no comparable 1983-92 data are omitted.

A comparison of Figures 4 and 5 is instructive. For example, the decrease of 110,000 visits at the Sackler translates into a large percentage decline of 33.5 percent, while the decrease of 321,000 visits at American History is only a percentage decrease of 5.7 percent given the overall size of its visitorship. Similarly, an increase of 28,000 at the Cooper-Hewitt is a percentage increase of 28.9 percent for this small museum, a similar increase at NASM would be negligible.

Figure 5

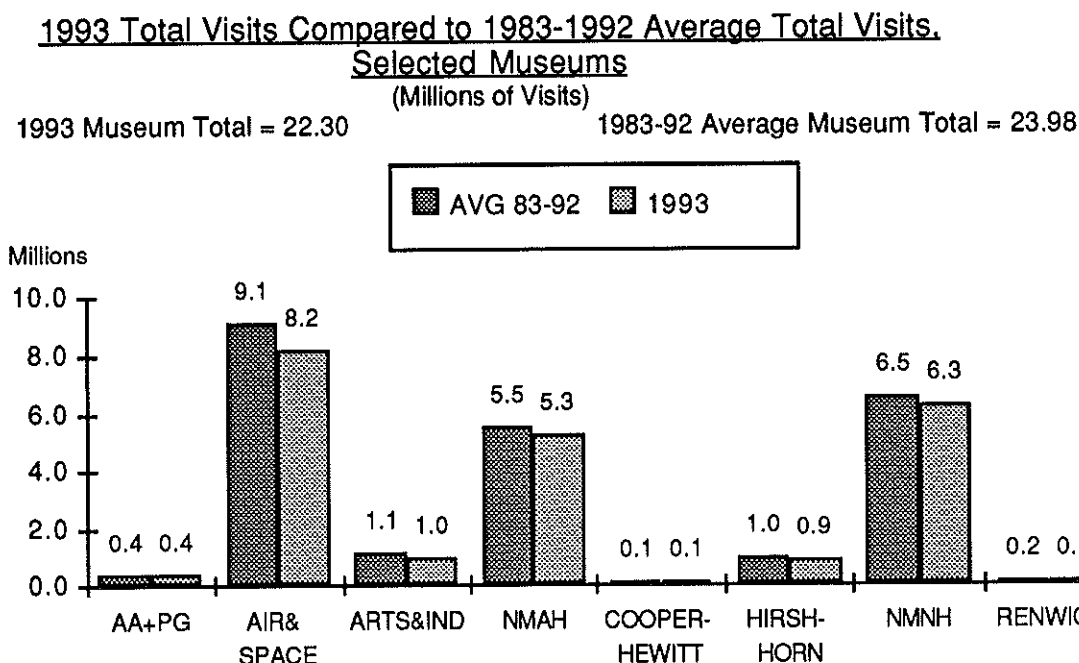
Percentage Change in Total Visits Between 1993 and 1992: Museums
(In Percent)



*Museums with no comparable 1983-92 data are omitted.

As already noted, longitudinal or time series data are not available for all of the 16 facilities at which visitation was counted in 1993. In the comparison of museum specific visitation between 1993 and the 1983-92 period, only those facilities with uninterrupted data are shown (Figure 6). In every case, the 1993 total was the same or lower than the average for the 1983-92. The museums shown, which include NMNH, NMAH and NASM, accounted for 86.1 percent of the total visits in 1993 and 92.7 percent in the 1983-1992 period. In other words, their share of visitation has moderately decreased. Put another way, the data shown suggest that the addition of new museums, which admittedly includes small facilities, does not necessarily increase visitation. Rather, it tends to redistribute visitors via new visitation patterns over time.

Figure 6



The data above indicate a relatively stable visitation pattern to the Smithsonian for the 1983-1993 period, both across museums and specific months. We have no reason to believe that visits to NZP, available only from staff estimates, follow a different pattern. (At present, Zoo staff estimates its visits to be approximately 3.0 million per year.) These data become even more meaningful when viewed in the larger context of visitors to the Washington, D.C. Metropolitan Area -- the subject of the discussion below.

Visits to the Washington Metropolitan Area

The Washington Convention and Visitors Association (WCVA) is the primary source of information available for the regional tourist market. Estimating the size of a tourist population is an imprecise exercise at best, resulting from varying definitions of who is a "tourist," gaps and inconsistencies in the available data for estimation purposes and inevitable changes in methodology.

Beginning in 1990, WCVA resumed conducting annual formal surveys, after a lapse of several years, so that the more recent estimates can be considered more reliable than earlier ones. In Table 2, the last 11 years of estimated visitation patterns to metropolitan Washington is shown. In comparing the magnitude of these numbers to Table 1 above, their differences should be kept in mind. The WCVA estimates are for visits made by individuals who live 100 miles or more outside of the Washington, D.C., metropolitan area. While a particular individual may make more than one visit in a year, it is highly unlikely that more than one visit would be estimated for a given day. In comparison, the SI estimates are for total visits, irrespective of origin. For a given individual, the Smithsonian visit counts reflect repeat visitation both within a calendar year and within a given day (i.e., visits made to different museums or multiple entries to one museum).

Table 2

1983-1993 Total Visits to Washington Metropolitan Area:
Chronological and Rank Order
(In Millions)

<u>Chronological</u>		<u>Rank Order (Ascending)</u>	
<u>Year</u>	<u>Visits</u>	<u>Year</u>	<u>Visits</u>
1983	16.2	1983	16.2
1984	17.2	1984	17.2
1985	17.9	1985	17.9
1986	18.5	1991	18.3
1987	19.0	1986	18.5
1988	19.6	1987	19.0
1989	19.3	1990	19.0
1990	19.0	1992	19.2
1991	18.3	1989	19.3
1992	19.2	1988	19.6
1993	19.9	1993	19.9
<i>Average =</i>		<i>18.4</i>	

1992 Exhibitions and Special Events

Throughout 1993, with the exception of the Castle, each of the museums was involved in opening special exhibitions or hosting special events. In the case of the smaller museums, there is often an obvious relationship between changes in the visit counts and museum exhibits. For example, 15,000-20,000 visitors attracted to a special exhibition can radically change a month's data in the small museums.

In the larger museums, however, it is more difficult to present straightforward explanations of major visit fluctuations. Even if a particular exhibition has a special draw and extensive publicity (e.g., the exhibition of memorabilia from the Vietnam Memorial, *Personal Legacy*, at American History), it tends to "pull" individuals already in a major museum, although it can certainly attract visitors who come specifically to see that exhibit. In a large museum, it requires extremely high numbers of visits to create an increase that can be attributed to a specific exhibition. For the most part, individuals planning a trip to Washington or New York appear to make the decision on the basis of individual circumstances (e.g. vacation schedules, costs, possibility of visits with local family or friends or business) rather than on the basis of a particular exhibit. Local area visitors are more likely to be attracted to a specific exhibition. If they are a large part of a museum's audience, e.g., residents of New York at the Cooper-Hewitt, they can change the visit counts dramatically.

Here, we provide a summary of museum highlights that might be related to the fluctuations in visit counts. These comments are based on conversations with museum staffs and the information from the Office of Protection and Health Services in Appendix A.

The re-opening of the Freer Gallery of Art and the opening of the National Postal Museum were greeted enthusiastically, but aside from these events there were no

"blockbuster" exhibitions to create dramatic surges in attendance at the museums last year.

The *Power of Maps* exhibit, organized by the Cooper-Hewitt Museum created a significant increase in attendance in the International Gallery in the Ripley Center. Attendance rose from 13,868 in October to 33,460 in November and 25,333 in December. But by and large, the absence of exhibitions with the drawing power of *Seeds of Change* at NMNH or *Star Trek* at NASM made 1992 a "hard act to follow" for the larger museums.

The Cooper-Hewitt had an excellent year, its best since 1990. Compared with 1992, attendance was up 28.9 percent, from 97,376 to 125,553. The Hirshhorn Museum and Sculpture Garden (HMSG) is showing its best attendance figures since 1989. Compared with 1992, HMSG's 919,224 visits tally represents an increase of 12.2 percent. Business continued to boom at the Castle's Information Center. The 1993 figures showed an increase of 13.4 percent, with 1,969,559 visits.

Visit counts around the Smithsonian always surge over the Thanksgiving weekend, but the count of 481,130 visits for Nov. 25-28, 1993, shows an increase of 100,000 visits, or 26 percent, over the figures for the 1992 holiday weekend. Friday, Nov. 26, 1993, was by far the busiest day of the weekend, with almost 230,000 visits logged in all SI museums. That represents a 45 percent increase over the 159,000-visit tally for Friday, Nov. 27, 1992, and more than four times the usual traffic on an ordinary November Friday.

Some museum-specific exhibitions are outlined below:

Anacostia Museum *Body and Soul: The Alvin Ailey American Dance Theater* (March 28-June 1) and *Always There: The African American Presence in American Quilts* (July 18, 1993-October 17, 1993) were the museum's major attractions.

Arts and Industries Building The A&I Building, with the Centennial Exhibition and the changing exhibits in the Experimental Gallery, had a slight decline in visits from 1.1 million to 1 million. Among the Experimental Gallery exhibits last year were *Cartoons, Caricatures and Comics*, and *Dress Codes: Urban Folk Fashion*.

Freer Gallery of Art The Freer Gallery of Art, which reopened in May, celebrated its first summer in five years with some spectacular visit counts. In the eight months following its reopening, the Freer logged 426,160 visits, more than the visit count for all of 1984, the gallery's previous best year.

National Museum of the American Indian The museum had no new exhibits this year, while the staff prepares for the move to Lower Manhattan. The new NMAI facility in New York City will open Oct. 30, 1994.

Museum of African Art, the Arthur M. Sackler Gallery and the Ripley Center. The visit counts by OPHS at these three locations reflect totals for their individual entrances and do not take into account visits made as the result of walking from one museum to another or to and from the International Gallery. Each museum and the Ripley Center, then, have higher visit counts than are reported in the multi-year study.

National Museum of African Art featured *Astonishment and Power: Kongo Minkisi and a New World Resonance* (April 28, 1993-Jan. 2, 1994).

Arthur M. Sackler Gallery exhibited *Joined Colors: Decoration and Meaning in Chinese Porcelain* (Jan. 31, 1993-Nov. 28, 1993).

Ripley Center (International Gallery) presented *Shared Visions: Native American Painters and Sculptors in the 20th Century* (May 24, 1993-Oct. 3, 1993) and *The Power of Maps*, organized by Cooper-Hewitt (Nov. 9, 1993-Jan. 24, 1994).

National Museum of Natural History. The summer exhibition was *Dinosaurs: A Global View* (June 5, 1993-Sept. 30, 1993) followed by *Chiefly Feasts: The Enduring Kawakiutl Potlatch* (Oct. 29, 1993-March 6, 1994). The O. Orkin Insect Zoo opened Sept. 10, 1993.

National Air and Space Museum. *Where Next Columbus?* which opened in December 1992, continued to draw attention throughout 1993.

National Museum of American Art exhibited *The Arvin Gottlieb Collection: Paintings from the American Southwest* (Sept. 22, 1993-March 20, 1994) and *American Art at the 1893 World's Fair* as a joint exhibit with the National Portrait Gallery (April 16, 1993-Aug. 15, 1993).

National Portrait Gallery exhibitions were *The Family 1976: Richard Avedon's Portraits for Rolling Stone* (Jan. 22, 1993-June 6, 1993), *Vanderzee, Photographer (1886-1983)* (Oct. 22-Feb. 13, 1994), and *To the President: Portraits By the People* (Dec. 10, 1993-Sept. 5, 1994).

Renwick Gallery displayed *American Wicker* (April 2-Aug. 1) and *The Arts and Crafts Movement in California: Living the Good Life* (Oct. 8, 1993-Jan. 9, 1994).

National Museum of American History *Beyond Category: The Musical Genius of Duke Ellington* was shown (April 29, 1993- Sept. 6, 1993) before beginning a national tour. A permanent exhibition, *World War II GI: The American Soldier's Experience*, opened Oct. 29, 1993.

Cooper-Hewitt National Museum of Design featured *Mechanical Brides: Women and Machines, From Home to Office* (Aug. 17, 1993-Jan. 2, 1994).

Hirshhorn Museum and Sculpture Garden *Jean Dubuffet, 1943-1963: Paintings Sculptures, Assemblages* (June 17, 1993-Sept. 12, 1993) and *Willem De Kooning: From the Hirshhorn Museum Collection* (Oct. 21, 1993-Jan. 9, 1994) drew large numbers of visitors

National Postal Museum. The July 30, 1993 opening of the National Postal Museum was a spectacular event, 9,766 visits were tallied for July alone. The museum ended the year with a total of 198,040 visits.

APPENDIX A

SMITHSONIAN INSTITUTION VISIT COUNT STATISTICS MULTI-YEAR STUDY

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Report dates: 01/01/90 through 12/31/93 Printed: 01/31/94

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
NATIONAL PORTRAIT GALLERY, NATIONAL MUSEUM OF AMERICAN ART													
1990	31210	28324	33180	53124	45095	39386	38613	34254	30544	38665	40358	38082	451335
YTD	31210	60034	93214	146338	191433	230819	269432	303686	334230	372895	413253	451335	
1991	33523	42879	41898	87176	86330	66405	77288	62672	34410	35646	32408	25219	627854
YTD	35523	78402	120300	207476	293806	360211	437499	500171	534581	570227	602635	627854	
1992	28418	50377	34792	40736	40476	38151	38644	39970	30740	37995	32234	26129	438662
YTD	28418	78795	113587	154323	194799	232950	271594	311564	342304	380299	412533	438662	
1993	37416	27224	35542	48743	38467	35749	39861	35338	25844	27544	34319	23667	409714
YTD	37416	64640	100182	148925	187392	223141	263002	298340	324184	351728	386047	409714	
NATIONAL MUSEUM OF AFRICAN ART													
1990	25722	31295	41991	46666	44215	41747	47562	43225	27528	24089	27894	21218	423152
YTD	25722	57017	99008	145674	189889	231636	279198	322423	349951	374040	401934	423152	
1991	20465	29260	37111	40461	40174	35102	47906	47678	25614	25153	27240	19936	396100
YTD	20465	49725	86836	127297	167471	202573	250479	298157	323771	348924	376164	396100	
1992	19916	27537	30859	39088	39516	32877	46650	42750	22439	24101	24368	19121	369222
YTD	19916	47453	78312	117400	156916	189793	236443	279193	301632	325733	350101	369222	
1993	21703	23503	26668	38957	41876	37592	50236	39084	20441	20428	21504	17396	359388
YTD	21703	45206	71874	110831	152707	190299	240535	279619	300060	320488	341992	359388	
NATIONAL AIR AND SPACE MUSEUM, SILVER HILL STORAGE FACILITY													
1990	261079	340260	578406	1010305	890180	794077	959401	916882	482578	465349	476458	349316	7524291
YTD	261079	601339	1179745	2190050	3080230	3874307	4833708	5750590	6233168	6698517	7174975	7524291	
1991	237981	318605	621949	843257	899748	872576	1051938	1049269	507617	589362	512882	364874	7870058
YTD	237981	556586	1178502	2021312	2921060	3793636	4845574	5894843	6402460	6991822	7504704	7869578	
1992	332066	398344	723189	1003355	835934	833737	1206820	1187502	592173	658778	511264	385051	8668213
YTD	332066	730410	1453599	2458954	3292888	4123064	5329884	6510155	7100994	7759772	8271036	8656087	
1993	480864	330331	546046	989366	887330	847553	1171699	963530	508472	557785	547491	334756	8165223
YTD	480864	811195	1357241	2346607	3233937	4081490	5253189	6216719	6725191	7282976	7830467	8165223	

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NATIONAL MUSEUM OF AMERICAN HISTORY

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	199724	251520	456095	706438	683785	665522	786691	658404	319014	353921	358085	306092	5745291
YTD	199724	451244	907339	1613777	2297562	2963084	3749775	4408179	4727193	5081114	5439199	5745291	
1991	166646	237008	511335	645202	627924	685426	689038	621103	311992	397520	354249	305513	5552976
YTD	166646	403654	914975	1559868	2187792	2873218	3562276	4183379	4495371	4892891	5247140	5552653	
1992	206467	286348	466209	826624	642012	595309	706330	648976	307117	366918	304529	239788	5596627
YTD	206467	492815	959024	1785648	2427660	3022969	3729299	4378275	4685392	5052310	5356839	5596627	
1993	279050	191042	345947	707305	590592	606087	760875	623645	290991	308399	334973	236383	5275289
YTD	279050	470092	816039	1523344	2113336	2720023	3480898	4104543	4395534	4703933	5038906	5275289	

NATIONAL MUSEUM OF THE AMERICAN INDIAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	2893	2728	3812	3149	3359	2403	3524	3616	2202	3610	3977	3179	16897
YTD	2893	5621	9433	12582	15941	18344	21868	25484	27686	31296	35273	38452	
1991	3248	3227	4136	4095	3339	2598	3633	3499	2428	4491	13643	12666	61003
YTD	3248	6475	10611	14706	18045	20643	24276	27775	30203	34694	48337	61003	
1992	17725	2648	3080	3358	3215	2042	3538	3649	1530	2433	3563	2991	49772
YTD	17725	20373	23453	26811	30026	32068	35606	39255	40785	43218	46781	49772	

ANACOSTA MUSEUM

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	2320	6296	4063	4365	3847	1877	6871	4865	1693	1084	2701	2092	42074
YTD	2320	8616	12679	17044	20891	22768	29639	34504	36197	37281	39982	42074	
1991	2403	4202	2668	3078	1069	2984	4734	3567	2658	1833	1123	1762	32080
YTD	2403	6305	9273	12351	13419	16403	21137	24704	27362	29195	30318	32080	
1992	3026	5604	4394	5214	3498	11326	8000	4044	2178	3648	1395	1521	53848
YTD	3026	8630	13024	18238	21736	33062	41062	45106	47284	50932	52327	53848	
1993	4984	4980	2257	4557	5396	4412	4817	5028	2836	2627	1886	3762	47542
YTD	4984	9964	12221	16778	22174	26586	31403	36431	39267	41894	43780	47542	

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ARTS AND INDUSTRY BUILDING

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	46462	55244	81360	105634	94318	98504	124646	102229	65542	67433	61508	56790	959670
YTD	46462	101706	183066	288700	383018	481522	606168	708397	773939	841372	902880	959670	
1991	37882	49112	78246	96803	96010	108969	130898	113514	72019	87461	72790	64096	1007800
YTD	37882	86994	165240	262043	358053	467022	597920	711434	783453	870914	943704	1007800	
1992	46726	64931	94109	123610	104078	118339	146682	141560	77805	85094	74122	64499	1141555
YTD	46726	111657	205766	329376	433454	551793	698475	840035	917840	1002934	1077056	1141555	
1993	68859	56127	65974	113716	93060	95578	128702	106387	72377	78009	75043	60373	1014205
YTD	68859	124986	190960	304676	397736	493314	622016	728403	800780	878789	953832	1014205	

COOPER-HEWITT NATIONAL MUSEUM OF DESIGN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	22540	18994	12754	7121	10866	18348	14626	12228	11235	10041	8450	7417	154620
YTD	22540	41534	54288	61409	72275	90623	105249	117477	128712	138753	147203	154620	
1991	5729	5209	5711	10855	8784	9429	7750	7416	7165	7833	7340	6967	90188
YTD	5729	10938	16649	27504	36288	45717	53467	60883	68048	75881	83221	90188	
1992	6144	5640	6051	5889	6067	6876	14242	8497	5993	9121	12143	10713	97376
YTD	6144	11784	17835	23724	29791	36667	50909	59406	65399	74520	86663	97376	
1993	12692	10275	7057	7005	7333	10806	10245	11309	13140	11841	11004	12846	125553
YTD	12692	22967	30024	37029	44362	55168	65413	76722	89862	101703	112707	125553	

HIRSHHORN MUSEUM AND SCULPTURE GARDEN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	49833	50868	87412	109108	89111	89374	99407	87236	63936	59207	69109	41593	896184
YTD	49833	100701	188113	297221	386332	475706	575113	662349	726285	785492	854601	896184	
1991	37285	45089	75399	100365	93198	87588	106942	101019	67044	75907	69598	48262	907696
YTD	37285	82374	157773	258138	351336	438924	545866	646885	713929	789836	859434	907696	
1992	34524	47488	70425	96567	93796	89716	98708	88166	59329	55637	46260	38427	819043
YTD	34524	82012	152437	249004	342800	432516	531224	619390	678719	734356	780616	819043	
1993	47879	34844	50378	118225	103258	99705	115246	97695	62482	81188	66382	41942	919224
YTD	47879	82723	133101	251326	354584	454289	569535	667230	729712	810900	877282	919224	

SMITHSONIAN INSTITUTION
VISIT COUNT STATISTICS
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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
NATIONAL MUSEUM OF NATURAL HISTORY													
1990	225736	323393	496016	858524	778230	693138	802762	718628	300871	317080	433496	294951	6242825
YTD	225736	549129	1045145	1903669	2681899	3375037	4177799	4896427	5197298	5514378	5947874	6242825	
1991	205705	215793	456688	638948	703143	790255	956353	810247	384566	497150	569408	438518	6666774
YTD	205705	421498	878150	1516382	2219525	3009780	3966133	4776380	5160946	5658096	6227504	6666022	
1992	342449	367519	546327	810374	749806	675952	805042	944750	417138	445304	429291	310689	6844641
YTD	342449	709968	1256295	2066669	2816475	3491032	4296074	5240824	5657962	6103266	6532557	6843246	
1993	382588	296324	474000	782014	722773	724863	772055	698220	331662	353122	430798	293425	6261844
YTD	382588	678912	1152912	1934926	2657699	3382562	4154617	4852837	5184499	5537621	5968419	6261844	
RENWICK GALLERY													
1990	34922	39812	22617	14312	14069	12394	13500	13704	10035	9542	11049	9534	205490
YTD	34922	74734	97351	111663	125732	138126	151626	165330	175365	184907	195956	205490	
1991	9043	7560	8011	9587	8929	8662	8208	8517	8459	12184	10930	10105	110195
YTD	9043	16603	24614	34201	43130	51792	60000	68517	76976	89160	100090	110195	
1992	8600	9063	9838	13043	9750	8568	10181	9848	9249	16309	12746	11129	128324
YTD	8600	17663	27501	40544	50294	58862	69043	78891	88140	104449	117195	128324	
1993	9311	7543	8781	16932	11788	10153	12206	9007	6627	11236	13110	11875	128569
YTD	9311	16854	25635	42567	54355	64508	76714	85721	92348	103584	116694	128569	
RIPLEY CENTER													
1990	24413	21761	12720	17422	18544	22201	21773	17362	12892	15291	36972	52107	273458
YTD	24413	46174	58894	76316	94860	117061	138834	156196	169089	184379	221351	273458	
1991	56780	22718	22348	28590	28824	24960	23567	19917	14232	34753	46590	42324	365603
YTD	56780	79498	101846	130436	159260	184220	207787	227704	241936	276689	323279	365603	
1992	35357	13177	19933	25158	21221	22861	27966	17237	10520	35192	28721	27473	284816
YTD	35357	48534	68467	93625	114846	137707	165673	182910	193430	228622	257343	284816	
1993	35212	10327	10352	26448	32620	26047	31378	28541	13148	13868	33460	25333	286734
YTD	35212	45539	55891	82339	114959	141006	172384	200925	214073	227941	261401	286734	

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
SMITHSONIAN INSTITUTION CASTLE													
1990	59735	69888	123738	199837	169225	185939	228503	199403	119669	114467	89982	76717	1637103
YTD	59735	129623	253361	453198	622423	808362	1036865	1236268	1355937	1470404	1560386	1637103	
1991	53209	60943	95533	130458	126796	182311	188762	175208	90495	91166	74472	62899	1332252
YTD	53209	114152	209685	340143	466939	649250	838012	1013220	1103715	1194881	1269353	1332252	
1992	53980	69184	119651	208394	167600	184162	243006	233138	136852	139918	101992	78390	1736267
YTD	53980	123164	242815	451209	618809	802971	1045977	1279115	1415967	1555885	1657877	1736267	
1993	109385	77487	130022	278509	235885	209083	272768	246999	104982	133235	101981	69223	1969559
YTD	109385	186872	316894	595403	831288	1040371	1313139	1560138	1665120	1798355	1900336	1969559	
ARTHUR M. SACKLER GALLERY													
1990	27009	26852	33997	37122	35196	32248	35332	34961	29353	21807	21989	18141	354007
YTD	27009	53861	87858	124980	160176	192424	227756	262717	292070	313877	335866	354007	
1991	14675	17995	22762	27214	28603	31429	31060	29421	18805	19920	18070	17576	277530
YTD	14675	32670	55432	82646	111249	142678	173738	203159	221964	241884	259954	277530	
1992	17056	14464	32378	35299	28177	26565	30322	45115	26855	29004	23620	19902	328757
YTD	17056	31520	63898	99197	127374	153939	184261	229376	256231	285235	308855	328757	
1993	20555	19403	16881	29165	22071	16763	20200	16438	12501	14557	17216	12880	218630
YTD	20555	39958	56839	86004	108075	124838	145038	161476	173977	188534	205750	218630	
FREER GALLERY OF ART													
1990													0
YTD													0
1991													0
YTD													0
1992													0
YTD													0
1993													457957
YTD				10819	76312	60836	79503	63059	42474	48761	44396	31797	457957
				10819	87131	147967	227470	290529	333003	381764	426160	457957	

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JAN												FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC		TOTALS	
NATIONAL POSTAL MUSEUM																																			
1990																																			
YTD																																		0	
1991																																			
YTD																																		0	
1992																																			
YTD																																		0	
1993																																			
YTD																																		198040	
												9766		65686		75452		36685		27740		29996		28167		198040									
												9766		75452		112137		139877		169873		198040													

Total for Smithsonian Institution													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
1990	1010705	1265007	1984349	3169978	2876681	2694755	3182677	2846515	1476760	1500371	1641227	1276772	24926397
YTD	1010705	2275712	4260061	7430039	10306720	13001475	16184152	19030667	20507472	22008398	23649625	24926387	
1991	886219	1059101	1983471	2665143	2752890	2908499	3327988	3053164	1547278	1879498	1801077	1411230	25275558
YTD	886219	1945320	3928791	6593934	9346824	12255323	15583311	18636475	20183753	22063251	23864328	25275558	
1992	1137977	1362903	2162291	3237446	2745270	2647073	3386226	3415052	1700816	1911510	1616328	1245498	26586354
YTD	1137977	2500880	4663171	7900617	10645887	13292924	16679150	20094202	21795018	23706328	25322886	26586354	
1993	1528223	1092058	1722985	3175119	2871976	2787269	3483095	3013615	1546192	1692773	1767122	1206816	25887243
YTD	1528223	2620281	4343266	7518385	10390361	13177630	16660725	19674340	21220532	22913305	24680427	25887243	