

**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 reported they entered the Arlington House grounds at the Tourmobile stop. Ninety-four percent of the visitors said they visited the inside of the Arlington House, 89% visited the grounds and 61% visited the flower garden.
- 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.

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