

THE NATIONAL WWI MUSEUM AND MEMORIAL

News Release

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Contacts:

Mike Vietti, National World War I Museum and Memorial, (816) 888-8122, mvietti@theworldwar.org

National World War I Museum and Memorial Breaks Annual Attendance Record For Third Consecutive Year

KANSAS CITY, Mo. – For the third consecutive year, the National World War I Museum and Memorial broke its annual attendance record as announced today.

The Museum's 2016 attendance reached more than 300,000, breaking the previous record of 280,000 set in 2015.

"We are grateful to be in a position to announce an attendance record for the third consecutive year," said National World War I Museum and Memorial President and CEO Dr. Matthew Naylor. "The continued flow of visitors to the Museum from across the world is yet another affirmation of the importance of commemorating the centennial of the Great War."

Guests from all 50 U.S. states and more than 70 countries throughout the world visited the Museum in 2016. The Museum broke its month-specific attendance record in six months in 2016, including setting its all-time record in July with more than 30,000 visitors.

In addition to breaking its attendance record, the Museum also set records for public program attendance, website traffic, social media traffic and store sales.

The National World War I Museum and Memorial holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.

The Museum was ranked as one of the top 25 museums in the United States by TripAdvisor for the third consecutive year in 2016. The institution is the only museum in Missouri, Kansas, Iowa, Nebraska, Oklahoma or Arkansas to receive the honor and has maintained its status as Trip Advisor's No. 1 attraction in Kansas City for the past nine years.

The Museum is in the midst of the centennial commemoration of World War I (2014-19) and will offer special exhibitions, guest lectures, programs and other events during the period. Currently, the Museum's special exhibitions include [*Wacht im Osten: German Encounters with the East in World War I*](#) and [*They Shall Not Pass | 1916*](#).

About the National World War I Museum and Memorial

The National World War I Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and experiences of the war. The Museum takes visitors of all ages on an epic journey through a transformative period and shares deeply personal stories of courage, honor, patriotism and sacrifice. Designated by Congress as America's official World War I Museum and Memorial and located in downtown Kansas City, Mo., the National World War I Museum and Memorial inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. To learn more, visit theworldwar.org.

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