

THE NATIONAL WWI MUSEUM AND MEMORIAL

News Release

Monday, August 1, 2016

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National World War I Museum and Memorial Breaks All-Time Monthly Attendance Record in July

KANSAS CITY, Mo. – With more than 28,000 admitted guests during the month of July, the National World War I Museum and Memorial broke its all-time record for attendance in a single month.

Ticketed attendance for the Museum in July was 28,202, which broke the Museum’s previous record of 26,882 set in May 2015. More than 2,000 individuals also attended public programs or events at the Museum in July, bringing the overall attendance total to more than 30,000.

“We are quite thrilled to be in the position of having broken so many attendance records in the past two years,” said National World War I Museum and Memorial President and CEO Dr. Matthew Naylor. “Within the past year alone, the Museum welcomed visitors from more than 70 countries across the world and all 50 U.S. states and that’s a strong testament to our supporters in the community who have propelled the organization into the global spotlight.”

The Museum has broken its month-specific attendance records in four of seven months in 2016 and has set or reset those monthly records in 12 of the past 19 months. The Museum broke its record for annual attendance in 2014 and reset that record in 2015 as 282,588 guests visited the Museum with an additional 430,000-plus visiting the exterior grounds.

In addition to breaking attendance records, the Museum also has set records for public program attendance, website traffic, social media traffic and media impressions in the past two years.

In its most recent rankings, the Museum was chosen as the No. 5 museum in the country by Yelp. Additionally, TripAdvisor ranked the Museum as one the top 25 museums in the United States in each of the past two years and the organization has maintained its status as Trip Advisor’s No. 1 attraction in Kansas City for the past eight years.

America’s official WWI museum and memorial, 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.

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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