

Abstract:

On Saturday, February 23, 2013 the Smithsonian's National Museum of Natural History hosted a family day event in conjunction with the exhibition *Orchids of Latin America*, a collaboration between Smithsonian Gardens, the National Museum of Natural History, and the U.S. Botanic Garden. To understand visitors' experiences of the event, the Office of Policy and Analysis conducted a two-part data collection that included an exit survey and a series of qualitative interviews with visitors. The results of this report reveal the success of the event with 9 out of 10 visitors rating their overall experience as *excellent* or *superior*. Interviews with visitors corroborate the quantitative findings with visitors describing their experiences as "fun", "awesome", and "a treat".