

Abstract:

Smithsonian Gardens requested the Office of Policy and Analysis (OP&A) perform an evaluation of the *Orchids of Latin America* exhibition, a collaboration between Smithsonian Gardens, the National Museum of Natural History (NMNH), and the U.S. Botanic Garden. OP&A designed a mixed-methodology study relying on an exit-survey and open-ended interviews with visitors. The results of this study reveal the success of the exhibition with nearly 8 out of 10 visitors rating their overall experience as *excellent* or *superior*. Experiences that visitors especially enjoyed included seeing rare orchid species and smelling orchids. Many visitors to the exhibition also noted an increase in their interest on the following topics: growing orchids, conservation issues, and Latin American cultures.