Fact Sheet

Origin  The USS Midway served from 1945 (one week after the end of World War II) until 1992, the longest-serving American aircraft carrier of the 20th century.

Location  910 N. Harbor Drive in downtown San Diego (92101)
           (619) 544-9600  www.midway.org

Hours  Open daily (except Thanksgiving and Christmas) 10-5 p.m. Last admission at 4 p.m.

Museum Status
- More than 1,300,000 visitors in 2019. Eight of last 10 years an attendance record, averaging about 7% annual growth.
- More than 16 million visitors to date (since 2004)
- Most-visited historic naval ship museum in the world
- Hosts 700 private events annually
  - Including 400+ active-duty Navy ceremonies a year: re-enlistments, retirements, changes of command, memorials
- Nearly 750 volunteers donating approximately 275,000 hours annually; more than 3 million hours since Midway opened.
- Self-guided audio tour in six languages, narrated by former Midway sailors. More than 60 locations on the tour, nearly 30 restored aircraft, Battle of Midway Theater, flight simulators, café, and more. Average length of visit: 3-4 hours.

Midway Popularity
- Ranked the 5th most-popular museum of any type in the U.S. by www.tripadvisor.com (out of 35,000 American museums of all types)
- Named California’s best tourist attraction by TIME.com
- Ranked as high as the 22nd most-popular museum of any type in the world by www.tripadvisor.com
- Of “480 Things to Do” in San Diego, Midway is ranked #1 on www.tripadvisor.com
- Midway rates an overall 4.8 of 5 on Facebook with nearly 17,700 reviews.
- Nearly 98% of Tripadvisor reviews are 4- and 5-stars
- 72,400 followers on the Midway Facebook page
Education Programs

- A uniquely inspirational education program—Midway University, Presented by Cox—that is San Diego’s most popular and engaging hands-on learning curriculum
- Hosts more than 50,000 K-12 students in math, science, history, vocational programs that meet California Department of Education’s California Content Standards. The STEM program is presented by Kaiser Permanente and Viasat. Booz Allen Hamilton and Qualcomm are presenting sponsors.
  - Demand is so great Midway has doubled the number of onboard classrooms
- Hosts more than 6,000 boys, girls, civic, and church youth groups on sleepover programs that inspire and educate
- Recent expansion: developing “teach-the-teacher” institutes during the summer to provide professional development resources for middle and high school teachers. Teachers from across the U.S. attend these programs.

USS Midway Foundation

- Designed to support those who defend our freedoms abroad and at home.
- Annual grants now made annually to organizations that support active-duty families, veterans, and law enforcement operations.
- $696,000 awarded in 2019. (More than $2.1 million has been awarded to date.)
  - Examples:
    - Support services for veterans, law enforcement equipment, military-to-civilian life transition assistance, veterans college scholarships
- Including education scholarships, Midway donates more than $1 million annually to San Diego schools and community organizations.

Fundraising

- $2.3 million in “No Child Left Ashore” and “Bravo Zulu” scholarships have been awarded to more than 77,000 students through support from the Midway American Patriot Award Gala.
- More than $6.1 million raised for major capital projects, including the Battle of Midway Theater, Midway University expansion, and the Little Skippers overnight program, among others.

Resource Conservation Leader in San Diego

- 40% of museum refuse is diverted to recycling facilities
- Generates $20,000 annually from recycled materials
- 350,000 gallons of water saved from new restroom facilities
- Installed low-wattage bulbs in 1,000 fixtures
- New restroom technology will reduce paper use by 25%
- Moving toward zero-VOC products to protect our air

Corporate Partnerships

- Midway has established partnerships that support onboard programs, exhibits, and events with top brands including Booz Allen Hamilton, USAA, Qualcomm, Kaiser Permanente,
Southwest Airlines, Viasat, Cox, North Island Credit Union, Coca-Cola, Geico Military, Bank of America, and the San Diego Padres.

- 100% of partnership revenues support Midway programs or its endowment. No partnership revenue is used for Museum overhead.

**Other Selected Recognition**
- First museum in the United States to receive the Preserve America Presidential Award in a Rose Garden ceremony
- Brad Paisley & John Fogerty filmed music video on Midway that recognized veterans
- Named one of “America’s Top 50 Museums” by msn.com
- Called the “gold standard” of aircraft carrier museums by the *Boston Globe*
- Named “1 of 20 National Treasures” by the U.S. *Army Times*
- Live broadcasts and features on Discovery, Travel and Food Networks, Good Morning, Australia, National Geographic Europe, History Channel, Monday Night Football, Wheel of Fortune, Antiques Roadshow, among others.
- January 2012: two episodes of *American Idol* filmed on Midway. The two shows were broadcast to 60 million households nationally.
- The NFL and EA Sports Madden NFL filmed aboard Midway in summer 2013 for national broadcast in the fall.
- An episode of the national PBS TV show, *Moveable Feast*, was filmed in 2016.

**Regional Resource**
- Nearly 2,000 nonprofit organizations in the region have received fundraising donations of tickets from Midway, including Red Cross, Boy and Girl Scouts, Blood Bank and American Cancer Society.
- Midway’s Speakers Bureau makes more than 100 presentations (6,000 attendees) annually to civic organizations and in classrooms.
- Midway’s Community Outreach volunteers participate in a wide range of community events, ranging from Fleet Week to the Veterans Day Parade.
- Community outreach includes a Diversity & Inclusion Committee, dedicated to establishing partnerships with the diverse communities of San Diego
  - Includes inner-city disadvantaged youth golf tournament fundraising sponsorship
  - Includes scholarship programs for resource-challenged school districts so classes can learn aboard Midway

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