

2/27/70 Jim Haight

ADMISSION MEDIA
RIDES AND ATTRACTIONS REPORT
1969

Jim Daught

DISNEYLAND
A DIVISION OF WALT DISNEY PRODUCTIONS

ADMISSION MEDIA
RIDES AND ATTRACTIONS REPORT

1969

Prepared by Lois VanDeWarker
Disneyland Research Department
February 1970

DISTRIBUTION

Studio: Roy Disney
Michael Bagnall
Donn Tatum
Larry Tryon
Card Walker

Disneyland: Jim Armstrong
Jack Ater
Paul Bauer
Carl Bongirno
Pete Crimmings
Ted Crowell
Ron Dominguez
Joe Fowler
Jim Haught
Glen Hicks
Bob Jani
Jack Lindquist
Bob MacKinnon
Bob Matheison
Dick Nunis
Jack Olsen
Jim Passilla
Bob Reilly
Sal Restivo
Jack Sayers
Bill Sullivan

WED: Rolf Anderson
Roland Crump
Vic Greene
John Hench
Dick Irvine
Al Koch
Bill Martin
Mel Melton
Frank Stanek

Retlaw: Mickey Clark
Bill Cottrell

Table of Contents

	<u>Page</u>
I. RIDES AND ATTRACTIONS OPERATING RESULTS--1969.....	1
Comments on Operations.....	1
Evaluation of Changes.....	2
Arcade Operations.....	3
Summary of Rides and Attractions--Fiscal Year 1969	
Explanation of Terms Used.....	4
Operating Results.....	6
Schedules	
Guests Carried--Fiscal Year.....	7
Guests Carried--Winter.....	8
Guests Carried--Summer.....	9
Utilization Rates.....	10
Attendance Percentages.....	11
Hours Operated.....	12
Manpower Requirements.....	13
Operating Man Hours Worked.....	14
Trip Time.....	15
Gross Allocated Income.....	16
Operating Expenses.....	17
Maintenance & Refurbishing Expenses.....	18
Gross Profit.....	19

	<u>Page</u>
Profit Percentages.....	20
Capital Investment.....	21
Explanatory Notes Regarding Schedules.....	22
II. ADMISSION MEDIA RESULTS--1969 & 1968.....	24
Summary of Main Gate Paid Admissions.....	24
III. ADDITIONAL DATA.....	25
Supplementary Charts and Schedules	
Total Turnstile Attendance-- Summer/Winter.....	26
Record Turnstile Attendance--1969.....	27
Summer Turnstile Attendance--Day vs Night....	28
Theoretical Hourly Capacity/ Ride Per Capita.....	29
Main Gate Paid Admission Percentages.....	30
Main Gate Paid Admissions.....	31
IV. HISTORICAL DATA.....	32
Supplementary Schedules	
Paid Attendance--Winter/Summer.....	33
Total Turnstile--Winter/Summer.....	34
Peak In-Park Counts Over 42,000.....	35
Holidays--Turnstile Attendance.....	36
Rides & Attractions--Total Guests Carried....	37
Rides & Attractions-- Opening & Closing Dates.....	39

I. RIDES AND ATTRACTIONS OPERATING RESULTS--1969

Comments on Operations

Disneyland's 1969 attendance of 9,302,020 represented a decrease of only 1.3% from the prior year's record attendance:

	<u>1969</u>	<u>1968</u>	<u>% Increase</u>
Winter	3,988,132	4,140,719	(3.7)
Summer	<u>5,313,888</u>	<u>5,287,999</u>	.5
Total	<u>9,302,020</u>	<u>9,428,718</u>	<u>(1.3)</u>

The record rainfall and major influenza epidemic were undoubtedly responsible for the slight drop in the winter attendance. Even though attendance was down 1.3%, total rides taken amounted to 83,306,399--an increase of .2% over the prior year:

	<u>1969</u>	<u>1968</u>	<u>% Increase</u>
Winter	33,719,790	33,940,952	(.7)
Summer	<u>49,586,609</u>	<u>49,208,318</u>	.8
Total	<u>83,306,399</u>	<u>83,149,270</u>	<u>.2</u>

With the opening of the Haunted Mansion, the closing of the Surreys, and adjustments in several of the rides' capacities, the maximum theoretical hourly capacity changed from 58,409 to 59,882; and with an additional operating hour per day during the winter period, 1969's ride per capita rose to 8.5 for the winter and 9.0 for the year. However, even with the increased ride capacity, summer's ride per capita remained at 9.3:

	<u>1969</u>		<u>1968</u>	
	<u>Attendance</u>	<u>Ride Per Capita</u>	<u>Attendance</u>	<u>Ride Per Capita</u>
Winter	3,988,132	8.5	4,140,719	8.2
Summer	<u>5,313,888</u>	9.3	<u>5,287,999</u>	9.3
Total	<u>9,302,020</u>	<u>9.0</u>	<u>9,428,718</u>	<u>8.8</u>

The Disneyland-operated New Tomorrowland free attractions carried an additional 9,548,466 guests--General Electric's "Carousel of Progress," 4,726,157, and Monsanto's "Adventure thru Inner Space," 4,822,309--while A.T. & T.'s "America the Beautiful" was seen by an estimated 4,744,000 guests.

Evaluation of Changes

All rides remained in the same ticket categories.

Arcade Operations

(In Thousands except Income Per Capita)

	<u>1969</u>	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>1965</u>
<u>Amenny Arcade</u>					
Income	\$ 361	\$ 349	\$ 278	\$ 257	\$ 229
Operating Expense	10	17	11	11	15
Maintenance Expense	<u>55</u>	<u>59</u>	<u>29</u>	<u>45</u>	<u>32</u>
Profit	<u>\$ 296</u>	<u>\$ 273</u>	<u>\$ 238</u>	<u>\$ 201</u>	<u>\$ 182</u>
Gross Profit Percentage	82	78	86	78	79
*Income Per Capita	\$.039	\$.037	\$.035	\$.038	\$.036
Capital Investment	\$ 35	\$ 35	\$ 35	\$ 34	\$ 23
Profit Per Cent of Investment	846	780	680	591	791

Dear Guns

Income	\$ 44	\$ 40	\$ 35	\$ 31	\$ 28
Operating Expense	--	--	--	--	--
Maintenance Expense	<u>4</u>	<u>--</u>	<u>--</u>	<u>5</u>	<u>4</u>
Profit	<u>\$ 40</u>	<u>\$ 40</u>	<u>\$ 35</u>	<u>\$ 26</u>	<u>\$ 24</u>
Gross Profit Percentage	91	100	100	84	86
*Income Per Capita	\$.004	\$.004	\$.004	\$.005	\$.004
Capital Investment	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2
Profit Per Cent of Investment	2000	2000	1750	1300	1200

Logues Gallery

Income	\$ 68	\$ 65	\$ 44
Operating Expense	--	--	--
Maintenance Expense	<u>9</u>	<u>6</u>	<u>7</u>
Profit	<u>\$ 59</u>	<u>\$ 59</u>	<u>\$ 37</u>
Gross Profit Percentage	87	91	84
*Income Per Capita	\$.007	\$.007	\$.006
Capital Investment	\$ 204	\$ 201	\$ 143
Profit Per Cent of Investment	29	29	26

Based on turnstile attendance

Summary of Rides and Attractions
Fiscal Year 1969

The following pages contain pertinent information for analyzing the various rides and attractions. Portions of this information are also contained in the summary schedule. Terms used in the summary are defined as follows:

The number opposite the attraction's name indicates its ranking with respect to number of guests carried.

- Cap - Theoretical hourly capacity based on time studies.
- Income - Gross income from cash rides and coupon allocations in dollars rounded to thousands.
- Opr Exp - Direct operating expenses rounded to thousands.
- Mnt Exp - Direct maintenance and refurbishing expenses rounded to thousands.
- Profit - Gross ride profit (excludes overhead, depreciation, taxes, etc.) rounded to thousands.

- Att - Total guests carried rounded to thousands. The percentage figure following the attendance figure indicates the increase or decrease in attendance compared with the previous year.
- % Cap - Per cent of scheduled capacity. Total guests carried divided by the product of the attraction's operating hours and its hourly capacity. The first figure indicates fiscal winter; the second, fiscal summer.
- % Att - Per cent of exposed attendance. Total guests carried divided by total Park attendance the days the attraction was operating. The first figure indicates fiscal winter; the second, fiscal summer.
- % Cash - The number of rides taken that were paid for by cash or central booth ticket divided by total rides taken. The first figure indicates fiscal winter; the second, fiscal summer.
- % Inc - Profit as a per cent of income. The figure obtained when gross ride profit is divided by gross income.

SUMMARY OF RIDES AND ATTRACTIONS -- FISCAL YEAR 1969

Totals

Turnstile	9,302	-	1.3%
Rides	83,306	+	-2%
Per Capita	9.0	+	-2
Capacity Per Hour	59,882*	+	1473

*Excludes Columbia Museum

"A" Coupon 10c				"B" Coupon 25c				"C" Coupon 35c				"D" Coupon 60c				"E" Coupon 75c/65c			
FIRE ENGINE				CASEY JR. CIRCUS TRAIN				ALICE IN WONDERLAND				FLIGHT TO THE MOON				COLUMBIA SAILING SHIP			
Cap	206	Att	217	Cap	720	Att	983	Cap	960	Att	1634	Cap	1500	Att	2567	Cap	1128	Att	506
Income	13	% Cap	33/43	Income	131	% Cap	31/47	Income	306	% Cap	43/59	Income	814	% Cap	33/51	Income	196	% Cap	42/34
Opr Exp	10	% Att	3/3	Opr Exp	39	% Att	11/13	Opr Exp	32	% Att	18/21	Opr Exp	47	% Att	28/31	Opr Exp	20	% Att	15/9
Mnt Exp	4	% Cash	20/18	Mnt Exp	49	% Cash	37/3	Mnt Exp	46	% Cash	4/4	Mnt Exp	117	% Cash	2/2	Mnt Exp	41	% Cash	2/3
Profit	(1)	% Inc	(10)	Profit	43	% Inc	33	Profit	228	% Inc	74	Profit	650	% Inc	80	Profit	135	% Inc	69
HORSELESS CARRIAGE				COLUMBIA MUSEUM				AUTOPIAS				INDIAN WAR CANOES				ENCHANTED TIKI ROOM			
Cap	182	Att	269	Cap	450	Att	55	Cap	3200	Att	3886	Cap	570	Att	466	Cap	735	Att	2039
Income	16	% Cap	44/60	Income	7	% Cap	20/30	Income	731	% Cap	35/44	Income	147	% Cap	38/58	Income	790	% Cap	65/77
Opr Exp	15	% Att	3/4	Opr Exp	2	% Att	3/4	Opr Exp	249	% Att	49/47	Opr Exp	65	% Att	6/8	Opr Exp	50	% Att	25/22
Mnt Exp	4	% Cash	20/18	Mnt Exp	---	% Cash	2/2	Mnt Exp	186	% Cash	4/4	Mnt Exp	7	% Cash	1/1	Mnt Exp	63	% Cash	2/4
Profit	(3)	% Inc	(18)	Profit	5	% Inc	71	Profit	296	% Inc	40	Profit	75	% Inc	51	Profit	677	% Inc	86
KING ARTHUR CARROUSEL				MAIN STREET CINEMA				BIG GAME SAFARI				MINE TRAIN				HAUNTED MANSION			
Cap	785	Att	1766	Cap	528	Att	593	Cap	640	Att	845	Cap	1665	Att	1849	Cap	2600	Att	1216
Income	50	% Cap	45/70	Income	83	% Cap	24/43	Income	179	% Cap	43/51	Income	584	% Cap	24/37	Income	790	% Cap	65/77
Opr Exp	42	% Att	19/22	Opr Exp	13	% Att	6/8	Opr Exp	73	% Att	10/12	Opr Exp	57	% Att	20/23	Opr Exp	37	% Att	7/8
Mnt Exp	19	% Cash	10/7	Mnt Exp	9	% Cash	8/8	Mnt Exp	9	% Cash	56/36	Mnt Exp	110	% Cash	1/2	Mnt Exp	366	% Cash	1/2
Profit	37	% Inc	37	Profit	61	% Inc	73	Profit	97	% Inc	54	Profit	417	% Inc	71	Profit	366	% Inc	86
QMIBUS				MOTOR BOAT CRUISE				DUMBO FLYING ELEPHANT				PEOPLEMOVER				IT'S A SMALL WORLD			
Cap	721	Att	875	Cap	1125	Att	1571	Cap	640	Att	773	Cap	4080	Att	3784	Cap	4500	Att	5537
Income	50	% Cap	19/46	Income	208	% Cap	39/61	Income	149	% Cap	44/59	Income	1189	% Cap	22/30	Income	2131	% Cap	23/40
Opr Exp	22	% Att	7/13	Opr Exp	46	% Att	17/23	Opr Exp	21	% Att	9/10	Opr Exp	68	% Att	43/52	Opr Exp	111	% Att	65/68
Mnt Exp	3	% Cash	16/13	Mnt Exp	63	% Cash	2/2	Mnt Exp	45	% Cash	8/7	Mnt Exp	91	% Cash	1/2	Mnt Exp	219	% Cash	2/3
Profit	25	% Inc	49	Profit	99	% Inc	48	Profit	83	% Inc	56	Profit	1030	% Inc	87	Profit	1801	% Inc	84
STREET CAR				SLEEPING BEAUTY'S CASTLE				FANTASYLAND THEATRE				ROCKET JETS				JUNGLE CRUISE			
Cap	372	Att	1280	Cap	1200	Att	517	Cap	900	Att	351	Cap	276	Att	1431	Cap	2257	Att	3969
Income	78	% Cap	14/38	Income	69	% Cap	23/52	Income	68	% Cap	20/35	Income	46	% Cap	57/76	Income	1537	% Cap	39/56
Opr Exp	52	% Att	10/20	Opr Exp	3	% Att	5/12	Opr Exp	5	% Att	4/6	Opr Exp	46	% Att	17/17	Opr Exp	229	% Att	46/49
Mnt Exp	14	% Cash	22/18	Mnt Exp	16	% Cash	4/2	Mnt Exp	11	% Cash	7/7	Mnt Exp	27	% Cash	1/2	Mnt Exp	199	% Cash	2/3
Profit	12	% Inc	15	Profit	50	% Inc	73	Profit	52	% Inc	77	Profit	374	% Inc	84	Profit	1109	% Inc	72
SWISS FAMILY TREEHOUSE				FRONTIERLAND SHOOTING GALLERY				MARK TWAIN				MARK TWAIN				MARK TWAIN			
Cap	1200	Att	1891	Cap	720	Att	1446	Cap	1443	Att	1977	Cap	1443	Att	1977	Cap	1443	Att	1977
Income	251	% Cap	34/53	Income	305	% Cap	43/70	Income	763	% Cap	35/45	Income	763	% Cap	35/45	Income	763	% Cap	35/45
Opr Exp	18	% Att	21/25	Opr Exp	156	% Att	16/19	Opr Exp	63	% Att	27/24	Opr Exp	63	% Att	27/24	Opr Exp	63	% Att	27/24
Mnt Exp	29	% Cash	3/2	Mnt Exp	52	% Cash	53/36	Mnt Exp	51	% Cash	2/2	Mnt Exp	51	% Cash	2/3	Mnt Exp	51	% Cash	2/3
Profit	204	% Inc	81	Profit	97	% Inc	32	Profit	1106	% Inc	53	Profit	649	% Inc	85	Profit	649	% Inc	85
GREAT MOMENTS WITH MR. LINCOLN				MAD TEA PARTY				MIKE FINK KEEL BOATS				SKYWAYS				MATTERHORN BOBSLEDS			
Cap	2500	Att	2993	Cap	1360	Att	1839	Cap	360	Att	317	Cap	2400	Att	3785	Cap	1800	Att	4581
Income	390	% Cap	23/40	Income	345	% Cap	32/50	Income	59	% Cap	25/58	Income	1198	% Cap	36/52	Income	1776	% Cap	66/85
Opr Exp	55	% Att	31/38	Opr Exp	38	% Att	22/27	Opr Exp	21	% Att	3/6	Opr Exp	120	% Att	43/51	Opr Exp	178	% Att	55/58
Mnt Exp	48	% Cash	5/4	Mnt Exp	144	% Cash	4/4	Mnt Exp	1	% Cash	2/1	Mnt Exp	88	% Cash	1/2	Mnt Exp	198	% Cash	2/4
Profit	287	% Inc	74	Profit	163	% Inc	47	Profit	37	% Inc	63	Profit	990	% Inc	83	Profit	1400	% Inc	79
MR. TOAD'S WILD RIDE				PETER PAN'S FLIGHT				SNOW WHITE'S ADVENTURES				TOM SAWYER ISLAND RAFTS				MONORAIL			
Cap	654	Att	1657	Cap	900	Att	1906	Cap	626	Att	1830	Cap	1050	Att	1482	Cap	2100	Att	2770
Income	310	% Cap	59/75	Income	356	% Cap	47/63	Income	343	% Cap	65/85	Income	469	% Cap	31/48	Income	1541	% Cap	34/44
Opr Exp	23	% Att	20/19	Opr Exp	40	% Att	22/23	Opr Exp	23	% Att	4/3	Opr Exp	120	% Att	16/19	Opr Exp	442	% Att	36/36
Mnt Exp	85	% Cash	4/4	Mnt Exp	42	% Cash	4/3	Mnt Exp	52	% Cash	4/4	Mnt Exp	74	% Cash	1/2	Mnt Exp	153	% Cash	3/5
Profit	202	% Inc	65	Profit	274	% Inc	77	Profit	268	% Inc	78	Profit	275	% Inc	59	Profit	946	% Inc	61
PACK MULES				PIRATES OF THE CARIBBEAN				SUBMARINE VOYAGE				PACK MULES				PIRATES OF THE CARIBBEAN			
Cap	490	Att	434	Cap	3200	Att	6529	Cap	1116	Att	2859	Cap	490	Att	434	Cap	3200	Att	6529
Income	169	% Cap	56/65	Income	2488	% Cap	46/64	Income	1116	% Cap	52/71	Income	169	% Cap	56/65	Income	2488	% Cap	46/64
Opr Exp	18	% Att	6/7	Opr Exp	142	% Att	73/79	Opr Exp	180	% Att	36/40	Opr Exp	18	% Att	6/7	Opr Exp	142	% Att	73/79
Mnt Exp	47	% Cash	3/4	Mnt Exp	224	% Cash	2/2	Mnt Exp	632	% Cash	2/3	Mnt Exp	47	% Cash	3/4	Mnt Exp	224	% Cash	2/2
Profit	47	% Inc	28	Profit	212	% Inc	85	Profit	304	% Inc	27	Profit	47	% Inc	28	Profit	212	% Inc	85
Total "A"				Total "B"				Total "C"				Total "D"				Total "E"			
Capacity	3,266			Capacity	4,774			Capacity	13,244			Capacity	17,125			Capacity	21,473		
% Total Capacity	5			% Total Capacity	8			% Total Capacity	32			% Total Capacity	29			% Total Capacity	36		
Rides (Thousands)	4,408			Rides (Thousands)	5,610			Rides (Thousands)	19,477			Rides (Thousands)	21,384			Rides (Thousands)	32,427		
% Total Rides	5			% Total Rides	7			% Total Rides	9			% Total Rides	26			% Total Rides	33		
Average Cash	14			Average Cash	3			Average Cash	45			Average Cash	2			Average Cash	3		
% Total Cash	16			% Total Cash	5			% Total Cash	78			% Total Cash	10			% Total Cash	24		

Guests Carried--Fiscal Year

	1969				1968 Total	Change	
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent
1. Pirates of the Caribbean	134,580	6,217,019	177,270	6,528,869	6,197,315	331,554	5 %
2. It's a Small World	146,562	5,266,426	123,536	5,536,524	5,977,410	(440,886)	(7)
3. S. F. & D. Trains	106,247	4,479,233	67,557	4,653,037	4,988,818	(335,781)	(7)
4. Matterhorn Bobsleds	135,526	4,361,406	84,453	4,581,385	4,298,176	283,209	7
5. Jungle Cruise	104,720	3,800,095	64,272	3,969,087	4,272,484	(303,397)	(7)
6. Autopias	162,226	3,655,662	68,066	3,885,954	3,825,327	60,627	2
7. Skyways	67,606	3,662,699	55,112	3,785,417	3,908,850	(123,433)	(3)
8. PeopleMover	61,235	3,646,733	76,300	3,784,268	2,652,861	1,131,407	68 (a)
9. Great Moments with Mr. Lincoln	132,128	1,864,613	996,639	2,993,380	3,190,785	(197,405)	(6)
10. Submarine Voyage	87,555	2,737,724	44,059	2,869,338	3,261,968	(392,630)	(12) (d)
11. Monorail	125,055	2,595,863	49,170	2,770,088	3,628,766	(858,678)	(24) (b)
12. Flight to the Moon	48,175	2,484,522	34,775	2,567,472	2,930,343	(362,871)	(12)
13. Enchanted Tiki Room	70,790	1,919,956	48,397	2,039,143	2,114,554	(75,411)	(4)
14. Mark Twain	44,175	1,901,955	30,942	1,977,072	2,161,623	(184,551)	(9)
15. Peter Pan's Flight	66,257	1,806,012	33,564	1,905,833	1,686,532	219,301	13
16. Swiss Family Treehouse	49,440	1,811,696	29,927	1,891,063	1,769,468	121,595	7
17. Mine Train thru Nature's Wonderland	27,364	1,795,800	26,177	1,849,341	2,054,755	(205,414)	(10)
18. Mad Tea Party	73,943	1,731,071	33,589	1,838,603	1,957,029	(118,426)	(6)
19. Snow White's Adventures	68,907	1,728,830	31,933	1,829,670	1,713,403	116,267	7
20. King Arthur Carrousel	146,948	1,587,640	31,393	1,765,981	1,653,385	112,596	7
21. Mr. Toad's Wild Ride	62,992	1,561,567	32,875	1,657,434	1,719,490	(62,056)	(4)
22. Alice in Wonderland	62,151	1,542,603	28,865	1,633,619	1,659,453	(25,834)	(2)
23. Motor Boat Cruise	36,402	1,510,042	24,272	1,570,716	1,446,996	123,720	9
24. Storybook Land Canal Boats	25,349	1,436,395	20,511	1,482,255	1,445,207	37,048	3
25. Frontierland Shooting Gallery	619,834	814,595	11,677	1,446,106	1,393,871	52,235	4
26. Rocket Jets	23,921	1,370,781	35,889	1,430,591	1,482,828	(52,237)	(4)
27. Tom Sawyer Island Rafts	30,127	1,311,375	25,534	1,367,036	1,261,675	105,361	8
28. Street Car	249,592	1,006,050	24,746	1,280,388	1,218,318	62,070	5
29. Haunted Mansion	51,086	1,130,052	34,611	1,215,749	---	1,215,749	-- (c)
30. Casey Jr. Circus Train	26,312	942,605	14,011	982,928	987,183	(4,255)	--
31. Omnibus	120,494	729,823	25,591	875,908	990,566	(114,658)	(12)
32. Big Game Safari	371,058	466,382	7,609	845,049	864,615	(19,566)	(2)
33. Dumbo Flying Elephant	54,454	704,877	13,475	772,806	852,318	(79,512)	(9)
34. Main Street Cinema	48,693	533,984	10,118	592,795	588,910	3,885	1
35. Sleeping Beauty's Castle	13,074	498,484	5,810	517,368	483,392	33,976	7
36. Columbia Sailing Ship	11,597	487,199	7,151	505,947	535,296	(29,349)	(5)
37. Indian War Canoes	5,794	452,556	7,887	466,237	409,262	56,975	14
38. Pack Mules thru Nature's Wonderland	17,364	407,612	9,062	434,038	453,601	(19,563)	(4)
39. Fantasyland Theatre	26,227	319,310	5,172	350,709	275,529	75,180	27
40. Mike Fink Keel Boats	4,581	308,477	3,817	316,875	279,667	37,208	13
41. Horseless Carriage	50,683	212,155	5,982	268,820	274,121	(5,301)	(2)
42. Fire Engine	40,153	172,761	3,729	216,643	222,770	(6,127)	(3)
43. Columbia Museum	929	52,952	976	54,857	4,742	50,115	1057 (z)
Closed Ride (Surrey)					55,608	(55,608)	
Total	<u>3,812,306</u>	<u>77,027,592</u>	<u>2,466,501</u>	<u>83,306,399</u>	<u>83,149,270</u>	<u>157,129</u>	<u>0.2%</u>
Total 1968	<u>4,125,221</u>	<u>76,427,562</u>	<u>2,596,487</u>	<u>83,149,270</u>			

Footnotes--see pages 22 & 23

Guests Carried--Winter

	1969				1968 Total	Change	
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent
1. Pirates of the Caribbean	49,008	2,684,355	99,009	2,832,372	2,603,433	228,939	9 %
2. It's a Small World	46,485	2,236,919	66,139	2,349,543	2,683,243	(333,700)	(12)
3. Matterhorn Bobsleds	48,087	2,065,428	38,551	2,152,066	1,873,606	278,460	15
4. S. F. & D. Trains	39,801	1,820,110	25,773	1,885,684	2,185,653	(299,969)	(14)
5. Autopias	71,253	1,628,854	40,354	1,740,461	1,543,418	197,043	13
6. Jungle Cruise	38,230	1,613,880	31,513	1,683,623	1,877,316	(193,693)	(10)
7. Skyways	23,787	1,585,066	29,763	1,638,616	1,762,180	(123,564)	(7)
8. PeopleMover	19,889	1,301,513	39,157	1,360,559	40,058	1,320,501	3296 (a)
9. Great Moments with Mr. Lincoln	65,031	801,755	358,598	1,225,384	1,322,446	(97,062)	(7)
10. Flight to the Moon	18,271	1,071,648	18,230	1,108,149	1,392,872	(284,723)	(20)
11. Monorail	36,821	1,025,126	18,095	1,080,042	1,748,288	(668,246)	(38) (b)
12. Submarine Voyage	23,499	973,009	16,502	1,013,010	1,458,892	(445,882)	(31) (d)
13. Enchanted Tiki Room	24,458	946,048	25,894	996,400	1,023,484	(27,084)	(3)
14. Mark Twain	15,657	836,284	14,086	866,027	1,041,834	(175,807)	(17)
15. Peter Pan's Flight	31,317	804,500	21,164	856,981	715,408	141,573	20
16. Snow White's Adventures	32,740	797,786	19,217	849,743	731,898	117,845	16
17. Mine Train thru Nature's Wonderland	10,599	772,903	12,791	796,293	893,819	(97,526)	(11)
18. Mr. Toad's Wild Ride	29,707	707,904	21,330	758,941	783,369	(24,428)	(3)
19. King Arthur Carrousel	78,590	655,535	17,712	751,837	664,694	87,143	13
20. Swiss Family Treehouse	22,713	708,978	16,083	747,774	712,658	35,116	5
21. Mad Tea Party	27,739	634,618	20,986	683,343	823,829	(140,486)	(17)
22. Alice in Wonderland	25,226	620,876	18,006	664,108	648,989	15,119	2
23. Rocket Jets	7,965	614,846	19,735	642,546	672,177	(29,631)	(4)
24. Storybook Land Canal Boats	9,038	582,531	11,577	603,146	550,371	52,775	10
25. Frontierland Shooting Gallery	308,348	263,093	5,275	576,716	574,486	2,230	--
26. Motor Boat Cruise	11,867	510,884	13,497	536,248	437,948	98,300	22
27. Tom Sawyer Island Rafts	11,411	467,312	13,865	492,588	467,143	25,445	5
28. Casey Jr. Circus Train	10,603	373,342	8,160	392,105	373,296	18,809	5
29. Street Car	83,190	285,172	7,912	376,274	351,773	24,501	7
30. Big Game Safari	186,138	141,637	2,860	330,635	331,293	(658)	--
31. Dumbo Flying Elephant	24,733	284,164	6,879	315,776	361,836	(46,060)	(13)
32. Omnibus	42,834	221,907	9,918	274,659	379,255	(104,596)	(28)
33. Main Street Cinema	19,102	213,864	3,507	236,473	209,630	26,843	13
34. Columbia Sailing Ship	3,512	197,669	2,584	203,765	136,069	67,696	50
35. Indian War Canoes	1,524	134,779	3,403	139,706	85,205	54,501	64
36. Pack Mules thru Nature's Wonderland	4,557	130,714	4,288	139,559	138,934	625	--
37. Fantasyland Theatre	7,181	87,248	1,789	96,218	62,151	34,067	55
38. Horseless Carriage	18,823	74,308	2,557	95,688	110,159	(14,471)	(13)
39. Fire Engine	13,960	54,161	1,133	69,254	78,561	(9,307)	(12)
40. Mike Fink Keel Boats	1,028	65,656	1,011	67,695	46,282	21,413	46
41. Sleeping Beauty's Castle	2,120	48,966	1,081	52,167	39,524	12,643	32
42. Columbia Museum	585	36,382	649	37,616	1,915	35,701	1864 (z)
Closed Ride (Surrey)					1,557	(1,557)	
Total	<u>1,547,427</u>	<u>31,081,730</u>	<u>1,090,633</u>	<u>33,719,790</u>	<u>33,940,952</u>	<u>(221,162)</u>	<u>(1)%</u>
Total 1968	<u>1,791,725</u>	<u>30,865,178</u>	<u>1,284,049</u>	<u>33,940,952</u>			

Footnotes--see pages 22 & 23

Guests Carried--Summer

	1969				1968 Total	Change	
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent
1. Pirates of the Caribbean	85,572	3,532,664	78,261	3,696,497	3,593,882	102,615	3 %
2. It's a Small World	100,077	3,029,507	57,397	3,186,981	3,294,167	(107,186)	(3)
3. S. F. & D. Trains	66,446	2,659,123	41,784	2,767,353	2,803,165	(35,812)	(1)
4. Matterhorn Bobsleds	87,439	2,295,978	45,902	2,429,319	2,424,570	4,749	--
5. PeopleMover	41,346	2,345,220	37,143	2,423,709	2,612,803	(189,094)	(7)
6. Jungle Cruise	66,490	2,186,215	32,759	2,285,464	2,395,168	(109,704)	(5)
7. Skyways	43,819	2,077,633	25,349	2,146,801	2,146,670	131	--
8. Autopias	90,973	2,026,808	27,712	2,145,493	2,281,909	(136,416)	(6)
9. Submarine Voyage	64,056	1,764,715	27,557	1,856,328	1,803,076	53,252	3
10. Great Moments with Mr. Lincoln	67,097	1,062,858	638,041	1,767,996	1,868,339	(100,343)	(5)
11. Monorail	88,234	1,570,737	31,075	1,690,046	1,880,478	(190,432)	(10)
12. Flight to the Moon	29,904	1,412,874	16,545	1,459,323	1,537,471	(78,148)	(5)
13. Haunted Mansion	51,086	1,130,052	34,611	1,215,749	---	1,215,749	-- (c)
14. Mad Tea Party	46,204	1,096,453	12,603	1,155,260	1,133,200	22,060	2
15. Swiss Family Treehouse	26,727	1,102,718	13,844	1,143,289	1,056,810	86,479	8
16. Mark Twain	28,518	1,065,671	16,856	1,111,045	1,119,789	(8,744)	(1)
17. Mine Train thru Nature's Wonderland	16,765	1,022,897	13,386	1,053,048	1,160,936	(107,888)	(9)
18. Peter Pan's Flight	34,940	1,001,512	12,400	1,048,852	971,124	77,728	8
19. Enchanted Tiki Room	46,332	973,908	22,503	1,042,743	1,091,070	(48,327)	(4)
20. Motor Boat Cruise	24,535	999,158	10,775	1,034,468	1,009,048	25,420	3
21. King Arthur Carrousel	68,358	932,105	13,681	1,014,144	988,691	25,453	3
22. Snow White's Adventures	36,167	931,044	12,716	979,927	981,505	(1,578)	--
23. Alice in Wonderland	36,925	921,727	10,859	969,511	1,010,464	(40,953)	(4)
24. Street Car	166,402	720,878	16,834	904,114	866,545	37,569	4
25. Mr. Toad's Wild Ride	33,285	853,663	11,545	898,493	936,121	(37,628)	(4)
26. Storybook Land Canal Boats	16,311	853,864	8,934	879,109	894,836	(15,727)	(2)
27. Tom Sawyer Island Rafts	18,716	844,063	11,669	874,448	794,532	79,916	10
28. Frontierland Shooting Gallery	311,486	551,502	6,402	869,390	819,385	50,005	6
29. Rocket Jets	15,956	755,935	16,154	788,045	810,651	(22,606)	(3)
30. Omnibus	77,660	507,916	15,673	601,249	611,311	(10,062)	(2)
31. Casey Jr. Circus Train	15,709	569,263	5,851	590,823	613,887	(23,064)	(4)
32. Big Game Safari	184,920	324,745	4,749	514,414	533,322	(18,908)	(4)
33. Sleeping Beauty's Castle	10,954	449,518	4,729	465,201	443,868	21,333	5
34. Dumbo Flying Elephant	29,721	420,713	6,596	457,030	490,482	(33,452)	(7)
35. Main Street Cinema	29,591	320,120	6,611	356,322	379,280	(22,958)	(6)
36. Indian War Canoes	4,270	317,777	4,484	326,531	324,057	2,474	1
37. Columbia Sailing Ship	8,085	289,530	4,567	302,182	399,227	(97,045)	(24)
38. Pack Mules thru Nature's Wonderland	12,807	276,898	4,774	294,479	314,667	(20,188)	(6)
39. Fantasyland Theatre	19,046	232,062	3,383	254,491	213,378	41,113	19
40. Mike Fink Keel Boats	3,553	242,821	2,806	249,180	233,385	15,795	7
41. Horseless Carriage	31,860	137,847	3,425	173,132	163,962	9,170	6
42. Fire Engine	26,193	118,600	2,596	147,389	144,209	3,180	2
43. Columbia Museum	344	16,570	327	17,241	2,827	14,414	510 (z)
Closed Ride (Surrey)					54,051	(54,051)	
Total	<u>2,264,879</u>	<u>45,945,862</u>	<u>1,375,868</u>	<u>49,586,609</u>	<u>49,208,318</u>	<u>378,291</u>	<u>1%</u>
Total 1968	<u>2,333,496</u>	<u>45,562,384</u>	<u>1,312,438</u>	<u>49,208,318</u>			

Footnotes--see pages 22 & 23

Utilization Rates

Total Guests Carried
Total Hours Operated x Hourly Capacity

	<u>Winter</u>		<u>Summer</u>		<u>Total</u>	
	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>
	1. Snow White's Adventures	65.4%	73.5%	85.4%	90.0%	74.8%
2. Haunted Mansion	--	--	74.7	--	74.7	--
3. Matterhorn Bobsleds	65.7	66.7	84.5	82.0	74.5	74.5
4. Enchanted Tiki Room	65.1	71.4	77.3	80.5	70.8	75.8
5. Mr. Toad's Wild Ride	58.7	63.3	74.6	81.1	66.4	71.9
6. Rocket Jets	57.0	60.2	76.1	76.3	66.1	68.0
7. Submarine Voyage	51.6	54.9	71.4	69.2	62.9	62.0
8. Pack Mules thru Nature's Wonderland	56.3	51.3	65.0	65.2	62.0	60.2
9. King Arthur Carrousel	45.2	46.2	70.1	71.6	56.8	58.6
10. Frontierland Shooting Gallery	42.6	42.6	70.5	66.9	55.9	54.1
11. Peter Pan's Flight	47.1	57.3	63.2	76.9	54.8	67.2
12. Pirates of the Caribbean	45.6	48.9	64.4	63.2	54.6	56.3
13. Horseless Carriage	44.3	54.7	60.4	59.2	53.5	57.3
14. Big Game Safari	42.8	47.4	60.8	60.4	52.2	54.7
15. Dumbo Flying Elephant	44.3	54.0	59.3	68.9	52.1	61.7
16. Alice in Wonderland	43.1	48.6	59.1	64.5	51.4	57.2
17. Motor Boat Cruise	38.8	34.5	60.7	58.7	50.9	48.4
18. Indian War Canoes	38.0	29.5	58.1	60.6	50.2	49.7
19. Jungle Cruise	39.3	45.8	56.5	60.2	47.7	52.9
20. Sleeping Beauty's Castle	23.5	28.4	52.1	52.7	46.4	49.2
21. Mike Fink Keel Boats	25.5	32.1	57.7	60.2	45.4	52.6
22. Skyways	35.9	41.5	52.4	51.1	43.7	46.3
23. S. F. & D. Trains	34.0	34.9	53.3	48.7	43.3	41.5
24. Swiss Family Treehouse	33.7	34.0	53.3	50.6	43.3	42.3
25. Flight to the Moon	32.8	41.0	50.8	48.0	41.1	44.4
26. Mad Tea Party	31.5	35.0	50.0	48.8	41.1	41.8
27. Mark Twain	35.0	41.5	45.0	44.7	40.0	43.1
28. Monorail	34.3	42.4	43.6	48.4	39.5	45.3
29. Tom Sawyer Island Rafts	30.8	34.9	46.7	50.8	39.4	43.5
30. Autopias	34.8	36.2	43.9	46.2	39.3	41.6
31. Fire Engine	33.2	37.5	43.0	41.2	39.3	39.8
32. Storybook Land Canal Boats	31.0	46.0	47.7	71.0	39.1	58.8
33. Casey Jr. Circus Train	31.1	28.1	46.7	51.9	38.9	39.3
34. Columbia Sailing Ship	41.6	44.7	33.9	36.0	36.6	37.9
35. It's a Small World	28.9	27.5	40.2	34.7	34.5	31.1
36. Main Street Cinema	24.2	23.1	42.9	46.0	32.8	34.0
37. Omnibus	18.9	28.6	45.8	47.8	31.7	38.0
38. Great Moments with Mr. Lincoln	23.2	25.9	39.7	42.2	30.7	33.5
39. Mine Train thru Nature's Wonderland	24.3	28.4	37.2	40.9	30.3	34.3
40. Fantasyland Theatre	20.3	27.4	35.3	32.7	29.3	31.4
41. PeopleMover	21.9	17.5	29.5	34.9	26.2	34.4
42. Street Car	14.4	14.6	37.8	37.9	25.5	25.9
43. Columbia Museum	19.7	19.8	30.2	27.3	22.1	23.7

Footnotes--see page 22

Attendance Percentages

Total Guests Carried
Total Main Gate Exposed Attendance

	<u>Winter</u>		<u>Summer</u>		<u>Total</u>	
	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>
1. Haunted Mansion	-- %	-- %	86.3%	-- %	86.3%	-- % (c)
2. Pirates of the Caribbean	73.1	67.8	78.9	67.9	76.3	67.9
3. It's a Small World	65.0	68.2	68.0	62.2	66.7	64.8
4. Matterhorn Bobsleds	55.3	48.3	58.2	45.8	56.8	46.9
5. S. F. & D. Trains	50.9	53.0	59.5	53.0	55.7	53.0
6. PeopleMover	43.0	25.8	52.4	53.0	48.6	52.2
7. Autopias	48.5	47.2	47.4	44.2	47.8	45.4
8. Jungle Cruise	46.2	48.3	49.1	45.8	47.8	46.9
9. Skyways	42.9	44.3	51.4	40.6	47.3	42.2
10. Submarine Voyage	36.2	36.1	39.9	34.1	38.5	34.9
11. Monorail	35.7	42.2	36.3	35.5	36.1	38.5
12. Great Moments with Mr. Lincoln	31.1	32.2	38.0	35.3	34.8	33.9
13. Flight to the Moon	27.8	33.6	31.4	29.0	29.7	31.1
14. Mark Twain	26.8	27.3	24.2	21.2	25.3	23.7
15. Mad Tea Party	22.0	22.1	26.5	21.6	24.6	21.8
16. Enchanted Tiki Room	25.2	24.7	22.4	20.6	23.7	22.4
17. Swiss Family Treehouse	21.0	18.5	24.6	20.0	23.0	19.4
18. Peter Pan's Flight	22.3	19.3	22.5	18.3	22.4	18.7
19. Mine Train thru Nature's Wonderland	20.3	21.6	22.7	21.9	21.6	21.8
20. Snow White's Adventures	21.5	19.7	21.1	18.6	21.3	19.1
21. Motor Boat Cruise	17.0	13.9	23.2	19.9	20.6	17.6
22. King Arthur Carrousel	18.9	16.6	21.8	18.7	20.4	17.8
23. Alice in Wonderland	18.4	18.2	21.1	19.6	19.9	19.0
24. Mr. Toad's Wild Ride	20.1	19.4	19.4	17.7	19.7	18.4
25. Tom Sawyer Island Rafts	16.8	15.8	20.3	16.4	18.9	16.1
26. Storybook Land Canal Boats	16.1	15.1	18.9	17.1	17.6	16.3
27. Frontierland Shooting Gallery	15.5	13.9	18.7	15.4	17.3	14.8
28. Rocket Jets	16.8	16.2	17.0	15.3	16.9	15.7
29. Street Car	9.6	8.7	19.8	16.6	15.1	13.1
30. Casey Jr. Circus Train	10.8	9.4	12.7	11.7	11.9	10.7
31. Big Game Safari	10.2	10.0	11.6	10.7	11.0	10.4
32. Sleeping Beauty's Castle	4.7	6.0	12.3	10.3	10.6	9.8
33. Columbia Sailing Ship	14.7	12.6	8.5	9.0	10.2	9.7
34. Omnibus	6.9	9.2	12.9	11.5	10.2	10.5
35. Dumbo Flying Elephant	8.7	9.0	9.8	9.4	9.3	9.2
36. Indian War Canoes	5.6	3.8	7.7	6.7	6.9	5.8
37. Main Street Cinema	5.9	5.2	7.7	7.2	6.9	6.3
38. Pack Mules thru Nature's Wonderland	6.3	5.6	6.9	6.3	6.7	6.1
39. Fantasyland Theatre	3.7	4.9	6.3	4.8	5.3	4.9
40. Mike Fink Keel Boats	2.6	2.5	5.7	4.7	4.5	4.1
41. Horseless Carriage	3.0	3.1	3.9	3.3	3.5	3.2
42. Columbia Museum	2.9	1.7	4.4	5.2	3.3	2.8
43. Fire Engine	2.6	2.5	3.3	2.8	3.0	2.7

Footnotes--see page 22

Hours Operated

	<u>Winter</u>		<u>Summer</u>		<u>Total</u>	
	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>	<u>1969</u>	<u>1968</u>
Total Park Hours Operated	2100	1956	1846	1848	3946	3804
1. King Arthur Carrousel	2117	1832	1843	1760	3960	3592
2. Enchanted Tiki Room	2084	1950	1836	1843	3920	3793
3. Snow White's Adventures	2074	1590	1834	1743	3908	3333
4. Great Moments with Mr. Lincoln	2116	2040	1782	1770	3898	3810
5. Peter Pan's Flight	2020	1733	1844	1755	3864	3488
6. Flight to the Moon	2084	1951	1773	1843	3857	3794
7. Matterhorn Bobsleds	2046	1757	1796	1847	3842	3604
8. S. F. & D. Trains	1983	2032	1857	1868	3840	3900
9. Omnibus	2011	1836	1822	1776	3833	3612
10. Mr. Toad's Wild Ride	1976	1891	1841	1766	3817	3657
11. Rocket Jets	1957	1938	1799	1846	3756	3784
12. Pirates of the Caribbean	1942	1664	1794	1776	3736	3440
13. Jungle Cruise	1888	1806	1785	1756	3673	3562
14. Mine Train thru Nature's Wonderland	1970	1890	1700	1704	3670	3594
15. Street Car	1909	1759	1745	1668	3654	3427
16. Swiss Family Treehouse	1847	1748	1789	1741	3636	3489
17. Storybook Land Canal Boats	1853	1558	1756	1638	3609	3196
18. Skyways	1900	1772	1706	1749	3606	3521
19. Frontierland Shooting Gallery	1880	1874	1713	1701	3593	3575
20. It's a Small World	1807	1808	1762	1756	3569	3564
21. Casey Jr. Circus Train	1751	1847	1758	1642	3509	3489
22. Dumbo Flying Elephant	1681	1581	1819	1678	3500	3259
23. Main Street Cinema	1852	1722	1573	1562	3425	3284
24. Mark Twain	1713	1741	1712	1737	3425	3478
25. Monorail	1497	1965	1846	1850	3343	3815 (b)
26. Alice in Wonderland	1604	1391	1708	1632	3312	3023
27. Mad Tea Party	1593	1731	1700	1709	3293	3440
28. Submarine Voyage	1391	1884	1843	1847	3234	3731 (d)
29. Autopias	1564	1394	1527	1618	3091	3012
30. PeopleMover	1272	47	1684	1534	2956	1581 (a)
31. Horseless Carriage	1186	1106	1575	1522	2761	2628
32. Motor Boat Cruise	1229	1128	1514	1527	2743	2655
33. Fire Engine	1013	1016	1663	1701	2676	2717
34. Big Game Safari	1208	1093	1323	1379	2531	2472
35. Tom Sawyer Island Rafts	1021	855	1198	999	2219	1854
36. Mike Fink Keel Boats	738	401	1201	1077	1939	1478
37. Indian War Canoes	645	508	986	938	1631	1446
38. Pack Mules thru Nature's Wonderland	506	531	924	946	1430	1477
39. Fantasyland Theatre	526	252	802	724	1328	976
40. Columbia Sailing Ship	434	270	791	983	1225	1253
41. Sleeping Beauty's Castle	185	116	744	702	929	818
42. Haunted Mansion	--	--	626	--	626	-- (c)
43. Columbia Museum	424	22	127	23	551	45

Footnotes--see page 22

Manpower Requirements

The total personnel required to operate an attraction at its maximum capacity for one shift.

1. Autopias	30
2. S. F. & D. Trains	26
3. Jungle Cruise	25
4. Submarine Voyage	21
5. Indian War Canoes	18
6. Matterhorn Bobsleds	16
7. Pirates of the Caribbean	16
8. Haunted Mansion	15
9. Monorail	14
10. It's a Small World	13
11. Storybook Land Canal Boats	12
12. Pack Mules thru Nature's Wonderland	11
13. Tom Sawyer Island Rafts	11
14. Skyways	10
15. PeopleMover	10
16. Mine Train thru Nature's Wonderland	7
17. Big Game Safari	6
18. Frontierland Shooting Gallery	6
19. Great Moments with Mr. Lincoln	6
20. Motor Boat Cruise	6
21. Street Car	6
22. Enchanted Tiki Room	5
23. Flight to the Moon	5
24. Mark Twain	5
25. Rocket Jets	5
26. Columbia Sailing Ship	4
27. King Arthur Carrousel	4
28. Mad Tea Party	4
29. Mike Fink Keel Boats	4
30. Omnibus	4
31. Alice in Wonderland	3
32. Casey Jr. Circus Train	3
33. Peter Pan's Flight	3
34. Swiss Family Treehouse	3
35. Columbia Museum	2
36. Dumbo Flying Elephant	2
37. Horseless Carriage	2
38. Mr. Toad's Wild Ride	2
39. Snow White's Adventures	2
40. Fantasyland Theatre	1
41. Fire Engine	1
42. Main Street Cinema	1
43. Sleeping Beauty's Castle	1

Operating Man Hours Worked

	<u>1968</u>	<u>1967</u>	
1. Autopias	67,227	65,730	
2. Jungle Cruise	62,112	63,207	
3. Submarine Voyage	50,022	56,444	(d)
4. Matterhorn Bobsleds	49,438	47,612	
5. Pirates of the Caribbean	39,585	39,734	
6. S. F. & D. Trains	35,805	36,194	
7. Storybook Land Canal Boats	33,650	31,530	
8. Skyways	33,437	34,186	
9. Monorail	31,194	35,311	(b)
10. It's a Small World	30,979	33,112	
11. Pack Mules thru Nature's Wonderland	27,716	29,155	
12. PeopleMover	18,942	14,731	(a)
13. Indian War Canoes	18,263	16,589	
14. Mine Train thru Nature's Wonderland	15,787	15,965	
15. Mark Twain	15,375	15,533	
16. Great Moments with Mr. Lincoln	15,217	15,881	
17. Frontierland Shooting Gallery	14,977	14,421	
18. Enchanted Tiki Room	13,808	14,348	
19. Street Car	13,673	13,243	
20. Tom Sawyer Island Rafts	13,606	12,068	
21. Rocket Jets	12,993	12,777	
22. Flight to the Moon	12,899	13,405	
23. Motor Boat Cruise	12,392	11,423	
24. King Arthur Carrousel	11,617	10,985	
25. Peter Pan's Flight	11,083	11,141	
26. Casey Jr. Circus Train	10,728	10,267	
27. Mad Tea Party	10,685	11,079	
28. Haunted Mansion	10,642	--	(c)
29. Big Game Safari	10,308	10,306	
30. Alice in Wonderland	8,910	8,562	
31. Mr. Toad's Wild Ride	6,513	6,089	
32. Snow White's Adventures	6,347	5,834	
33. Omnibus	6,146	7,426	
34. Mike Fink Keel Boats	5,792	4,641	
35. Dumbo Flying Elephant	5,673	4,929	
36. Columbia Sailing Ship	5,279	4,529	
37. Swiss Family Treehouse	5,043	5,430	
38. Horseless Carriage	4,243	4,278	
39. Main Street Cinema	3,572	3,378	
40. Fire Engine	2,911	2,751	
41. Fantasyland Theatre	1,436	989	
42. Sleeping Beauty's Castle	974	784	
43. Columbia Museum	565	53	

Footnotes--see page 22

Trip Time

The number of minutes and seconds from the time a unit leaves a given dispatch point until it stops at the unload position. (Based on a summer operation.)

1. Fantasyland Theatre	30:00
2. Tom Sawyer Island Rafts	30:00*
3. S. F. & D. Trains	20:00
4. Enchanted Tiki Room	17:00
5. Great Moments with Mr. Lincoln	17:00
6. Pirates of the Caribbean	15:00
7. Columbia Sailing Ship	12:22
8. Mark Twain	12:22
9. Flight to the Moon	12:00
10. PeopleMover	10:25
11. Indian War Canoes	10:00
12. It's a Small World	10:00
13. Main Street Cinema	10:00
14. Swiss Family Treehouse	9:38
15. Mine Train thru Nature's Wonderland	9:15
16. Submarine Voyage	9:08
17. Haunted Mansion	9:00
18. Jungle Cruise	9:00
19. Pack Mules thru Nature's Wonderland	9:00
20. Columbia Museum	8:00
21. Mike Fink Keel Boats	7:30
22. Monorail	7:30
23. Street Car	6:42
24. Sleeping Beauty's Castle	6:30
25. Storybook Land Canal Boats	6:15
26. Omnibus	6:00
27. Horseless Carriage	5:15
28. Autopias	5:00
29. Motor Boat Cruise	4:20
30. Fire Engine	4:00
31. Skyways	3:35
32. Alice in Wonderland	3:25
33. Casey Jr. Circus Train	3:15
34. King Arthur Carrousel	2:20
35. Matterhorn Bobsleds	2:00
36. Snow White's Adventures	1:49
37. Peter Pan's Flight	1:45
38. Mr. Toad's Wild Ride	1:35
39. Dumbo Flying Elephant	1:30
40. Mad Tea Party	1:30
41. Rocket Jets	1:30
42. Big Game Safari	0:58
43. Frontierland Shooting Gallery	0:50

*Average time spent on Island

Gross Allocated Income
(In Thousands)

	<u>1969</u>	<u>1968</u>
1. Pirates of the Caribbean		
2. It's a Small World	\$2,488	\$2,379
3. S. F. & D. Trains	2,131	2,310
4. Matterhorn Bobsleds	2,088	2,237
5. Monorail	1,776	1,656
6. Jungle Cruise	1,541	2,022 (b)
7. Skyways	1,537	1,662
8. PeopleMover	1,198	1,238
9. Submarine Voyage	1,189	843 (a)
10. Flight to the Moon	1,116	1,267
11. Enchanted Tiki Room	814	928
12. Mark Twain	790	826
13. Autopias	763	768
14. Mine Train thru Nature's Wonderland	731	722
15. Haunted Mansion	584	654
16. Storybook Land Canal Boats	472	-- (c)
17. Rocket Jets	469	459
18. Tom Sawyer Island Rafts	447	467
19. Great Moments with Mr. Lincoln	432	401
20. Peter Pan's Flight	390	607 (aa)
21. Mad Tea Party	356	316
22. Snow White's Adventures	345	324
23. Mr. Toad's Wild Ride	343	322
24. Alice in Wonderland	310	322
25. Frontierland Shooting Gallery	306	312
26. Swiss Family Treehouse	305	294
27. Motor Boat Cruise	251	236
28. Columbia Sailing Ship	208	193
29. Big Game Safari	196	199
30. Pack Mules thru Nature's Wonderland	179	183
31. Dumbo Flying Elephant	169	178
32. Indian War Canoes	149	165
33. Casey Jr. Circus Train	147	118
34. King Arthur Carrousel	131	132
35. Main Street Cinema	98	94
36. Street Car	83	83
37. Sleeping Beauty's Castle	78	76
38. Fantasyland Theatre	69	62
39. Mike Fink Keel Boats	68	54
40. Omnibus	59	50
41. Horseless Carriage	50	59
42. Fire Engine	16	17
43. Columbia Museum	13	14
	7	1

Footnotes--see pages 22 & 23

Operating Expenses

(In Thousands)

	<u>1969</u>	<u>1968</u>
1. S. F. & D. Trains	\$848	\$951
2. Monorail	442	735 (b)
3. Autopias	249	258
4. Jungle Cruise	229	220
5. Submarine Voyage	180	195
6. Matterhorn Bobsleds	178	160
7. Frontierland Shooting Gallery	156	126
8. Pirates of the Caribbean	142	137
9. Skyways	120	115
10. Storybook Land Canal Boats	120	105
11. It's a Small World	111	114
12. Pack Mules thru Nature's Wonderland	104	103
13. Big Game Safari	73	82
14. PeopleMover	68	48
15. Indian War Canoes	65	55
16. Mark Twain	63	62
17. Mine Train thru Nature's Wonderland	57	54
18. Great Moments with Mr. Lincoln	55	54
19. Street Car	52	48
20. Enchanted Tiki Room	50	49
21. Tom Sawyer Island Rafts	49	41
22. Flight to the Moon	47	46
23. Motor Boat Cruise	46	38
24. Rocket Jets	46	43
25. King Arthur Carrousel	42	37
26. Peter Pan's Flight	40	38
27. Casey Jr. Circus Train	39	35
28. Mad Tea Party	38	37
29. Haunted Mansion	37	-- (c)
30. Alice in Wonderland	32	29
31. Mr. Toad's Wild Ride	23	21
32. Snow White's Adventures	23	20
33. Omnibus	22	26
34. Dumbo Flying Elephant	21	17
35. Mike Fink Keel Boats	21	15
36. Columbia Sailing Ship	20	15
37. Swiss Family Treehouse	18	18
38. Horseless Carriage	15	15
39. Main Street Cinema	13	11
40. Fire Engine	10	9
41. Fantasyland Theatre	5	3
42. Sleeping Beauty's Castle	3	3
43. Columbia Museum	2	--

Footnotes--see page 22

Maintenance & Refurbishing Expenses

(In Thousands)

	<u>1969</u>	<u>1968</u>
1. Submarine Voyage	\$632	\$229 (d)
2. Pirates of the Caribbean	224	322
3. It's a Small World	219	255
4. Jungle Cruise	199	181 (e)
5. Matterhorn Bobsleds	198	172 (f)
6. Autopias	186	160 (g)
7. Monorail	153	181
8. Mad Tea Party	144	36 (h)
9. S. F. & D. Trains	134	123
10. Flight to the Moon	117	114 (i)
11. Mine Train thru Nature's Wonderland	110	61 (j)
12. PeopleMover	91	7 (a)
13. Skyways	88	65 (k)
14. Mr. Toad's Wild Ride	85	47 (l)
15. Tom Sawyer Island Rafts	80	19 (m)
16. Storybook Land Canal Boats	74	75
17. Haunted Mansion	69	-- (c)
18. Enchanted Tiki Room	63	53 (n)
19. Motor Boat Cruise	63	35 (o)
20. Frontierland Shooting Gallery	52	35
21. Snow White's Adventures	52	30 (p)
22. Mark Twain	51	89
23. Casey Jr. Circus Train	49	28 (q)
24. Great Moments with Mr. Lincoln	48	59
25. Alice in Wonderland	46	31 (r)
26. Dumbo Flying Elephant	45	17 (s)
27. Peter Pan's Flight	42	57
28. Columbia Sailing Ship	41	17 (t)
29. Swiss Family Treehouse	29	15 (u)
30. Rocket Jets	27	17 (v)
31. King Arthur Carrousel	19	19
32. Pack Mules thru Nature's Wonderland	18	5 (w)
33. Sleeping Beauty's Castle	16	2 (x)
34. Street Car	14	4 (y)
35. Fantasyland Theatre	11	15
36. Big Game Safari	9	11
37. Main Street Cinema	9	15
38. Indian War Canoes	7	9
39. Fire Engine	4	1
40. Horseless Carriage	4	--
41. Omnibus	3	--
42. Mike Fink Keel Boats	1	5
43. Columbia Museum	--	--

Footnotes--see pages 22 & 23

Gross Profit

(Excluding Overhead, Depreciation, Taxes, etc.)

(In Thousands)

	<u>1969</u>	<u>1968</u>
1. Pirates of the Caribbean	\$2,122	\$1,920
2. It's a Small World	1,801	1,941
3. Matterhorn Bobsleds	1,400	1,324
4. Jungle Cruise	1,109	1,261
5. S. F. & D. Trains	1,106	1,163
6. PeopleMover	1,030	788 (a)
7. Skyways	990	1,058
8. Monorail	946	1,106
9. Enchanted Tiki Room	677	724
10. Flight to the Moon	650	768 (i)
11. Mark Twain	649	617
12. Mine Train thru Nature's Wonderland	417	539 (j)
13. Rocket Jets	374	407
14. Haunted Mansion	366	-- (c)
15. Submarine Voyage	304	843 (d)
16. Tom Sawyer Island Rafts	303	341
17. Autopias	296	304
18. Great Moments with Mr. Lincoln	287	479 (aa)
19. Storybook Land Canal Boats	275	279
20. Peter Pan's Flight	274	221
21. Snow White's Adventures	268	272
22. Alice in Wonderland	228	252
23. Swiss Family Treehouse	204	203
24. Mr. Toad's Wild Ride	202	254
25. Mad Tea Party	163	251
26. Columbia Sailing Ship	135	167
27. Motor Boat Cruise	99	120 (o)
28. Big Game Safari	97	90
29. Frontierland Shooting Gallery	97	133
30. Dumbo Flying Elephant	83	131 (s)
31. Indian War Canoes	75	54
32. Main Street Cinema	61	57
33. Fantasyland Theatre	52	36
34. Sleeping Beauty's Castle	50	57
35. Pack Mules thru Nature's Wonderland	47	70
36. Casey Jr. Circus Train	43	69
37. King Arthur Carrousel	37	38
38. Mike Fink Keel Boats	37	30
39. Omnibus	25	33
40. Street Car	12	24
41. Columbia Museum	5	1
42. Fire Engine	(1)	4
43. Horseless Carriage	(3)	2

Footnotes--see pages 22 & 23

Profit Percentages

Gross Ride Profit
Gross Allocated Income

	<u>1969</u>	<u>1968</u>
1. PeopleMover	87%	93%
2. Enchanted Tiki Room	86	88
3. Mark Twain	85	80
4. Pirates of the Caribbean	85	81
5. It's a Small World	84	84
6. Rocket Jets	84	87
7. Skyways	83	85
8. Swiss Family Treehouse	81	86
9. Flight to the Moon	80	83 (i)
10. Matterhorn Bobsleds	79	80
11. Haunted Mansion	78	-- (c)
12. Snow White's Adventures	78	85
13. Fantasyland Theatre	77	66
14. Peter Pan's Flight	77	70
15. Alice in Wonderland	74	81
16. Great Moments with Mr. Lincoln	74	81
17. Main Street Cinema	73	69
18. Sleeping Beauty's Castle	73	93 (x)
19. Jungle Cruise	72	76
20. Columbia Museum	71	71
21. Mine Train thru Nature's Wonderland	71	82 (j)
22. Tom Sawyer Island Rafts	70	85 (m)
23. Columbia Sailing Ship	69	84 (t)
24. Mr. Toad's Wild Ride	65	79 (l)
25. Mike Fink Keel Boats	63	58
26. Monorail	61	55
27. Storybook Land Canal Boats	59	61
28. Dumbo Flying Elephant	56	80 (s)
29. Big Game Safari	54	49
30. S. F. & D. Trains	53	52
31. Indian War Canoes	51	46
32. Omnibus	49	56
33. Motor Boat Cruise	48	62 (o)
34. Mad Tea Party	47	78 (h)
35. Autopias	40	42
36. King Arthur Carrousel	37	41
37. Casey Jr. Circus Train	33	52 (q)
38. Frontierland Shooting Gallery	32	45
39. Pack Mules	28	39
40. Submarine Voyage	27	67 (d)
41. Street Car	15	31
42. Fire Engine	(10)	31
43. Horseless Carriage	(18)	13

Footnotes--see pages 22 & 23

Capital Investment

(In Thousands)

Capitalized costs (less abandonments) at September 27, 1969, excluding refurbishing expenses.

1. Haunted Mansion	\$6,620
2. It's a Small World	5,090
3. PeopleMover	5,084
4. Pirates of the Caribbean	4,436
5. Submarine Voyage	3,042
6. Flight to the Moon	2,437
7. Matterhorn Bobsleds (Including Mountain--\$1,636)	2,345
8. Mine Train thru Nature's Wonderland	1,938
9. Jungle Cruise	1,268
10. Great Moments with Mr. Lincoln	1,232
11. S. F. & D. Trains (Primeval Diorama only)	1,099
12. Autopias	804
13. Mark Twain	757
14. Skyways	698
15. Enchanted Tiki Room	649
16. Tom Sawyer Island Rafts	618
17. Alice in Wonderland	499
18. Swiss Family Treehouse	453
19. Columbia--Sailing Ship/Museum	446
20. Rocket Jets	408
21. Storybook Land Canal Boats (Including Land--\$131)	402
22. Motor Boat Cruise	322
23. Sleeping Beauty's Castle	300
24. Peter Pan's Flight	204
25. Mr. Toad's Wild Ride	197
26. Casey Jr. Circus Train	184
27. Mad Tea Party	124
28. King Arthur Carrousel	123
29. Snow White's Adventures	119
30. Dumbo Flying Elephant	95
31. Big Game Safari	84
32. Mike Fink Keel Boats	58
33. Frontierland Shooting Gallery	57
34. Omnibus	49
35. Street Car	44
36. Pack Mules thru Nature's Wonderland	22
37. Horseless Carriage	18
38. Fire Engine	12
39. Indian War Canoes	12

Detail is not available on Main Street Cinema and Fantasyland Theatre. No costs are reflected on the S. F. & D. Trains and the Monorail as they are owned by Retlaw.

Explanatory Notes Regarding Schedules

- (a) PeopleMover--Operated 1375 hours more in 1969 than in 1968.
- (b) Monorail--Operated 472 hours less in 1969 than in 1968.
- (c) Haunted Mansion--Opened 8-9-69. Maintenance expense excludes capitalized portion.
- (d) Submarine Voyage--Operated 497 hours less in 1969 than in 1968. Maintenance expense includes \$511,000 rehab.
- (e) Jungle Cruise--Maintenance expense includes \$44,000 rehab.
- (f) Matterhorn Bobsleds--Maintenance expense includes \$50,000 rehab.
- (g) Autopias--Maintenance expense includes \$23,000 rehab.
- (h) Mad Tea Party--Maintenance expense includes \$124,000 rehab.
- (i) Flight to the Moon--1968 maintenance expense adjusted to \$114,000.
- (j) Mine Train thru Nature's Wonderland--Maintenance expense includes \$70,000 rehab.
- (k) Skyways--Maintenance expense includes \$29,000 rehab.
- (l) Mr. Toad's Wild Ride--Maintenance expense includes \$15,000 rehab.
- (m) Tom Sawyer Island Rafts--Maintenance expense includes \$24,000 rehab.
- (n) Enchanted Tiki Room--Maintenance expense includes \$4,000 rehab.
- (o) Motor Boat Cruise--Maintenance expense includes \$26,000 rehab.
- (p) Snow White's Adventures--Maintenance expense includes \$5,000 rehab.
- (q) Casey Jr. Circus Train--Maintenance expense includes \$17,000 rehab.
- (r) Alice in Wonderland--Maintenance expense includes \$6,000 rehab.

- (s) Dumbo Flying Elephant--Maintenance expense includes \$40,000 rehab.
- (t) Columbia Sailing Ship--Maintenance expense includes \$20,000 rehab.
- (u) Swiss Family Treehouse--Maintenance expense includes \$20,000 rehab.
- (v) Rocket Jets--Maintenance expense includes \$12,000 rehab.
- (w) Pack Mules thru Nature's Wonderland--Maintenance expense includes \$7,000 rehab.
- (x) Sleeping Beauty's Castle--Maintenance expense includes \$14,000 rehab.
- (y) Street Car--Maintenance expense includes \$10,000 rehab.
- (z) Columbia Museum--Operated 506 hours more in 1969 than in 1968.
- (aa) Great Moments with Mr. Lincoln--"D" coupon until 5-25-68.

ADMISSION MEDIA RESULTS--1969

Summary of Main Gate Paid Admissions
(Rounded to Thousands)

	Number	Per Cent
Adult	5,910	66
Junior	1,380	15
Child	<u>1,662</u>	<u>19</u>
	<u>8,952</u>	<u>100</u>

	Adult		Junior		Child	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
General Admission	515	9	187	14	370	22
All Ticket Books	4,259	72	1,193	86	1,275	77
Guided Tours	153	3	--	--	17	1
Special Parties	1,122	19	--	--	--	--
Presales & No Shows	<u>(139)</u>	<u>(3)</u>	<u>--</u>	<u>--</u>	<u>--</u>	<u>--</u>
	<u>5,910</u>	<u>100</u>	<u>1,380</u>	<u>100</u>	<u>1,662</u>	<u>100</u>

	Total	
	Number	Per Cent
General Admission	1,072	12
All Ticket Books	6,727	75
Guided Tours	170	2
Special Parties	1,122	13
Presales & No Shows	<u>(139)</u>	<u>(2)</u>
	<u>8,952</u>	<u>100</u>

--1968

	Number	Per Cent
	5,890	65
	1,427	16
	<u>1,753</u>	<u>19</u>
	<u>9,070</u>	<u>100</u>

	Adult		Junior		Child	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
	635	11	177	12	410	23
	4,251	72	1,250	88	1,323	76
	182	3	--	--	20	1
	897	15	--	--	--	--
	<u>(75)</u>	<u>(1)</u>	<u>--</u>	<u>--</u>	<u>--</u>	<u>--</u>
	<u>5,890</u>	<u>100</u>	<u>1,427</u>	<u>100</u>	<u>1,753</u>	<u>100</u>

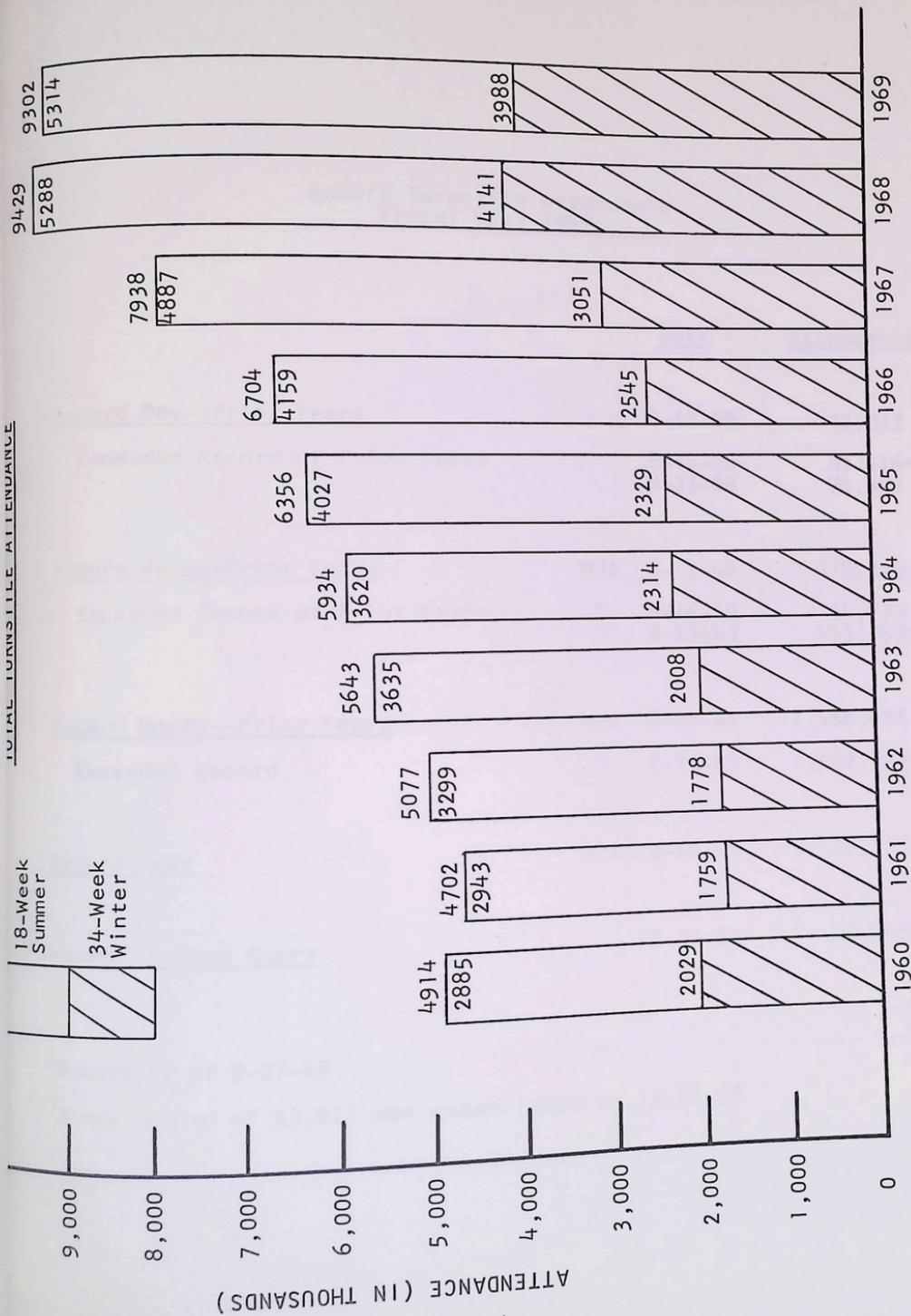
	Total	
	Number	Per Cent
	1,222	14
	6,824	75
	202	2
	897	10
	<u>(75)</u>	<u>(1)</u>
	<u>9,070</u>	<u>100</u>

III. ADDITIONAL DATA

Supplementary Charts and Schedules

	<u>Page</u>
Total Turnstile Attendance--Summer/Winter.....	26
Record Turnstile Attendance--1969.....	27
Summer Turnstile Attendance--Day vs Night.....	28
Theoretical Hourly Capacity/ Ride Per Capita.....	29
Main Gate Paid Admission Percentages.....	30
Main Gate Paid Admissions.....	31

TOTAL TURNSTILE ATTENDANCE



ATTENDANCE (IN THOUSANDS)

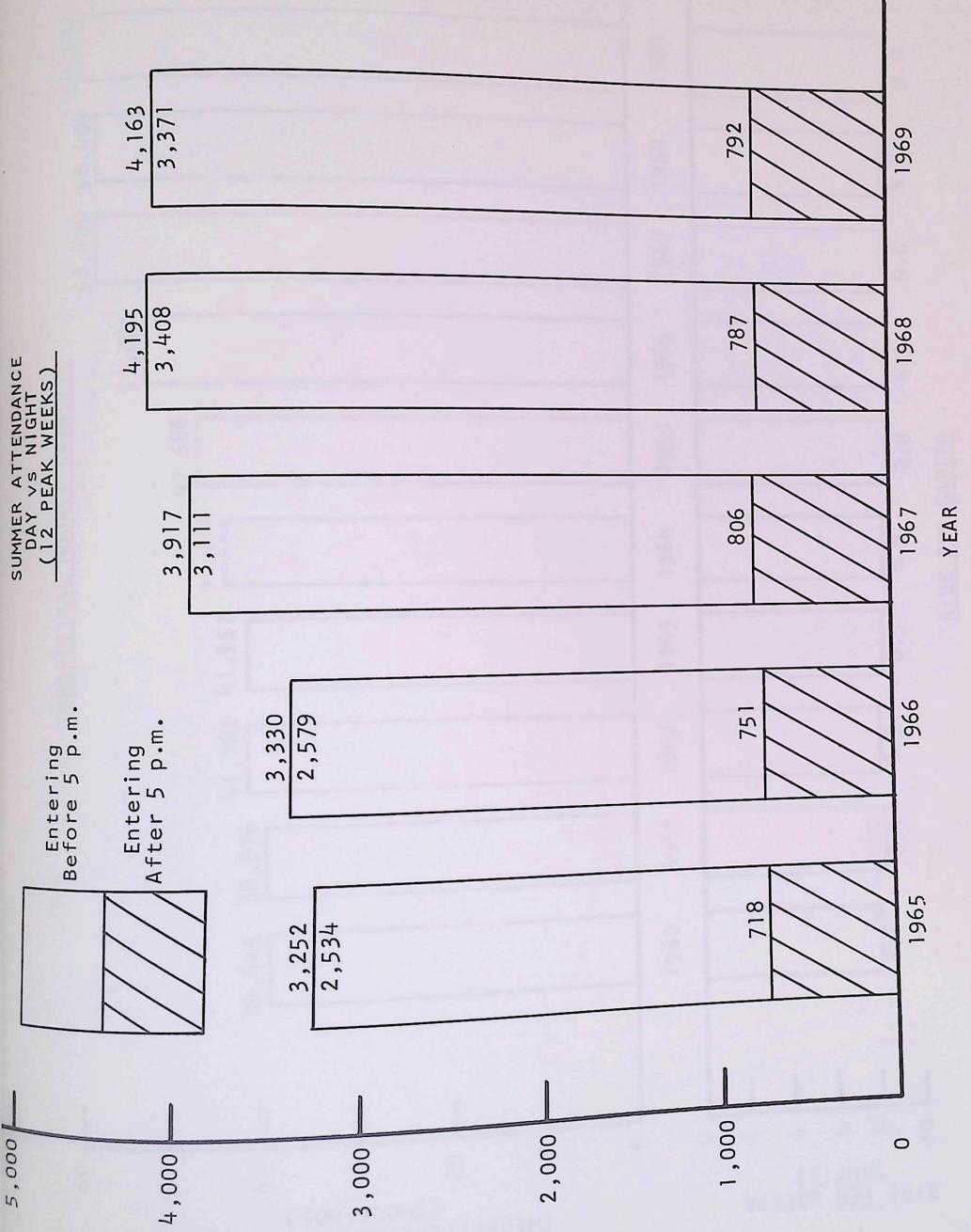
Record Turnstile Attendance
Fiscal Year 1969

	<u>Date</u>	<u>Attendance</u>
<u>Record Day--Prior Years</u>	8-17-68	72,072
Exceeded Record of Prior Years	8-16-69 8-23-69	82,516* 76,909
<u>Record Week--Prior Years</u>	W/E 8-17-68	418,225
Exceeded Record of Prior Years	" 8-16-69 " 8-23-69	424,730 455,757*
<u>Record Month--Prior Years</u>	M/E 8-24-68	1,558,492
Exceeded Record	" 8-23-69	1,582,199*
<u>Record Year</u>	Y/E 9-28-68	9,428,718*
<u>Record In-Park Count</u>	12-27-67	48,640*(a)

*Record as of 9-27-69

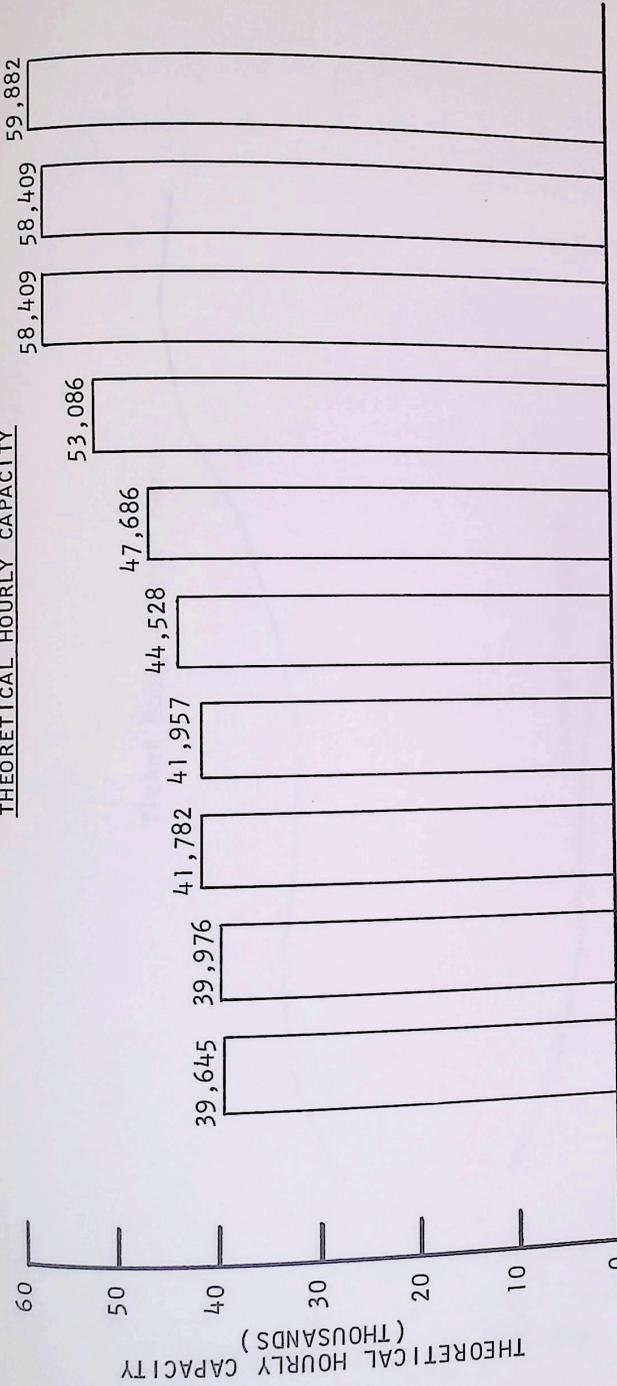
(a) A new record of 53,921 was established on 12-26-69

SUMMER ATTENDANCE
DAY & NIGHT
(12 PEAK WEEKS)



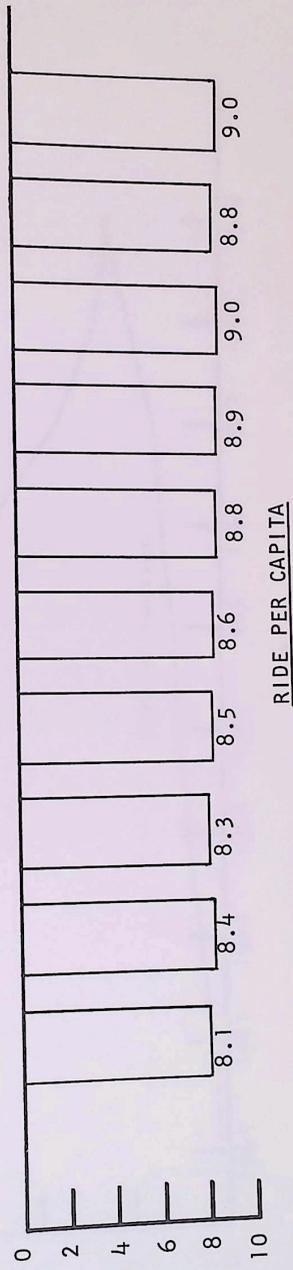
ATTENDANCE (IN THOUSANDS)

THEORETICAL HOURLY CAPACITY



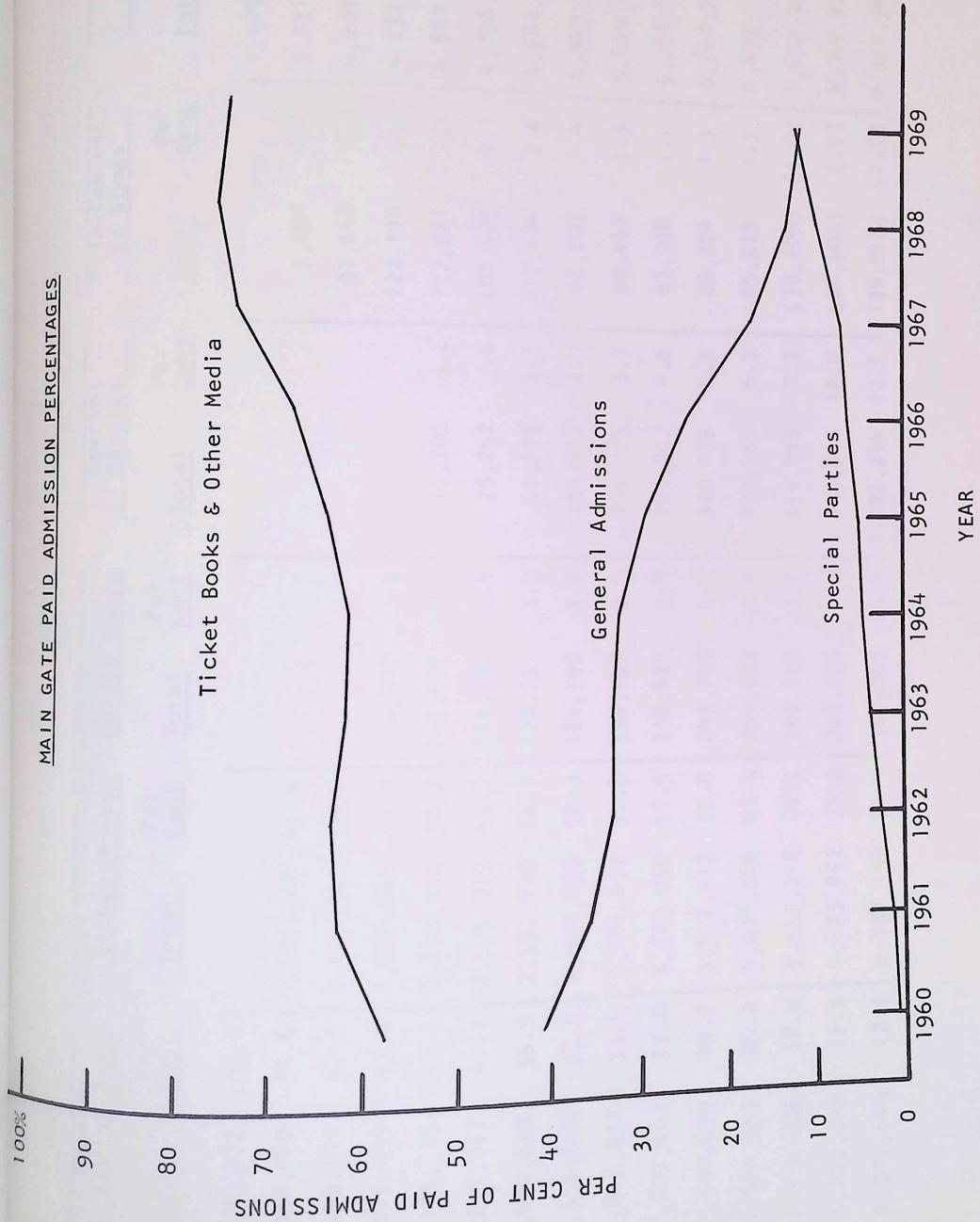
1960 1961 1962 1963 1964 1965 1966 1967 1968 1969

RIDE PER CAPITA (UNITS)



RIDE PER CAPITA

MAIN GATE PAID ADMISSION PERCENTAGES



MAIN GATE PAID ADMISSIONS

	General Admission		Ticket Books		Guided Tours		Special Parties		Presales and No Shows		Total	
	Total	Per Cent	Total	Per Cent	Total	Per Cent	Total	Per Cent	Total	Per Cent	Total	Per Cent
1	1,170,972	100.0									1,170,972	100.0
2	2,038,080	54.6	1,691,768	45.4					2,094	--	3,731,942	100.0
3	1,999,617	47.6	2,103,347	50.1					97,648	2.3	4,200,612	100.0
4	2,015,093	47.6	1,988,045	47.0	6,972	.2			222,116	5.2	4,232,226	100.0
5	2,155,195	44.1	2,448,052	50.2	145,637	2.9	11,302	.2	127,521	2.6	4,887,707	100.0
6	1,975,717	41.2	2,576,015	53.7	113,946	2.4	28,252	.6	102,663	2.1	4,796,593	100.0
7	1,644,658	35.9	2,597,830	56.7	170,751	3.7	51,173	1.1	117,184	2.6	4,581,596	100.0
8	1,656,682	33.5	2,904,698	58.7	184,190	3.7	134,659	2.7	68,803	1.4	4,949,032	100.0
9	1,846,838	33.6	3,181,672	57.8	196,748	3.6	204,785	3.7	69,462	1.3	5,499,505	100.0
10	1,907,467	33.0	3,329,059	57.5	219,625	3.8	263,857	4.6	63,028	1.1	5,783,036	100.0
11	1,820,872	29.7	3,672,412	59.8	243,745	4.0	320,035	5.2	83,224	1.3	6,140,288	100.0
12	1,624,955	25.2	4,078,366	63.4	252,882	3.9	397,450	6.2	85,513	1.3	6,439,166	100.0
13	1,374,086	18.0	5,537,718	72.5	245,126	3.2	554,033	7.3	(78,708)	(1.0)	7,632,255	100.0
14	1,222,239	13.5	6,823,852	75.2	202,224	2.2	905,611	10.0	(84,003)	(.9)	9,069,923	100.0
15	1,071,644	12.0	6,727,144	75.1	169,865	1.9	1,122,214	12.5	(138,918)	(1.5)	8,951,949	100.0

IV. HISTORICAL DATA

Supplementary Schedules

	<u>Page</u>
Paid Attendance--Winter/Summer.....	33
Total Turnstile--Winter/Summer.....	34
Peak In-Park Counts Over 42,000.....	35
Holidays--Turnstile Attendance.....	36
Rides & Attractions--Total Guests Carried.....	37
Rides & Attractions--Opening & Closing Dates.....	39

PAID ATTENDANCE--WINTER/SUMMER

As of 9-27-69

<u>Year End</u>	<u>Season</u>	<u>Excluding Special Parties</u>	<u>Special Parties</u>	<u>Seasonal Paid Attendance</u>	<u>Total Paid Attendance</u>
1955	Summer	1,170,972		1,170,972	1,170,972
1956	Winter	1,586,410		1,586,410	3,731,942
	Summer	2,145,532		2,145,532	
1957	Winter	1,643,486		1,643,486	4,200,612
	Summer	2,557,126		2,557,126	
1958	Winter	1,638,129		1,638,129	4,232,226
	Summer	2,594,097		2,594,097	
1959	Winter	1,675,744	11,302	1,687,046	4,887,707
	Summer	3,200,661		3,200,661	
1960	Winter	1,947,823	19,097	1,966,920	4,796,593
	Summer	2,820,518	9,155	2,829,673	
1961	Winter	1,670,624	28,959	1,699,583	4,581,596
	Summer	2,859,799	22,214	2,882,013	
1962	Winter	1,664,004	54,132	1,718,136	4,949,032
	Summer	3,150,369	80,527	3,230,896	
1963	Winter	1,853,385	98,451	1,951,836	5,499,505
	Summer	3,441,335	106,334	3,547,669	
1964	Winter	2,080,522	163,846	2,244,368	5,783,036
	Summer	3,438,657	100,011	3,538,668	
1965	Winter	2,030,932	211,787	2,242,719	6,140,288
	Summer	3,789,321	108,248	3,897,569	
1966	Winter	2,163,626	268,810	2,432,436	6,439,166
	Summer	3,878,090	128,640	4,006,730	
1967	Winter	2,527,511	390,071	2,917,582	7,632,255
	Summer	4,550,711	163,962	4,714,673	
1968	Winter	3,230,120	743,698	3,973,818	9,069,923
	Summer	4,934,192	161,913	5,096,105	
1969	Winter	2,914,553	923,171	3,837,724	<u>8,951,949</u>
	Summer	4,915,182	199,043	5,114,225	
Total	Winter	28,626,869	2,913,324	31,540,193	<u><u>82,066,802</u></u>
	Summer	49,446,562	1,080,047	50,526,609	
	Total	<u>78,073,431</u>	<u>3,993,371</u>	<u>82,066,802</u>	

TOTAL TURNSTILE--WINTER/SUMMER

As of 9-27-69

<u>Year End</u>	<u>Season</u>	<u>Excluding Special Parties</u>	<u>Special Parties</u>	<u>Seasonal Attendance</u>	<u>Total Attendance</u>
1955	Summer	1,220,175		1,220,175	1,220,175
1956	Winter	1,623,481		1,623,481	3,799,804
	Summer	2,176,323		2,176,323	
1957	Winter	1,700,450		1,700,450	4,306,196
	Summer	2,605,746		2,605,746	
1958	Winter	1,697,826		1,697,826	4,353,667
	Summer	2,655,841		2,655,841	
1959	Winter	1,739,854	11,407	1,751,261	5,020,104
	Summer	3,268,843		3,268,843	
1960	Winter	2,009,824	19,175	2,028,999	4,914,167
	Summer	2,875,872	9,296	2,885,168	
1961	Winter	1,730,485	29,102	1,759,587	4,702,397
	Summer	2,920,028	22,782	2,942,810	
1962	Winter	1,723,537	54,221	1,777,758	5,076,987
	Summer	3,216,735	82,494	3,299,229	
1963	Winter	1,909,911	98,731	2,008,642	5,643,398
	Summer	3,517,089	117,667	3,634,756	
1964	Winter	2,149,424	164,268	2,313,692	5,933,847
	Summer	3,516,341	103,814	3,620,155	
1965	Winter	2,116,960	212,187	2,329,147	6,356,238
	Summer	3,915,402	111,689	4,027,091	
1966	Winter	2,275,380	269,620	2,545,000	6,704,495
	Summer	4,027,070	132,425	4,159,495	
1967	Winter	2,659,522	391,470	3,050,992	7,937,743
	Summer	4,718,093	168,658	4,886,751	
1968	Winter	3,395,184	745,535	4,140,719	9,428,718
	Summer	5,121,035	166,964	5,287,999	
1969	Winter	3,062,314	925,818	3,988,132	<u>9,302,020</u>
	Summer	5,109,003	204,885	5,313,888	
Total	Winter	29,794,152	2,921,534	32,715,686	<u>84,699,956</u>
	Summer	<u>50,863,596</u>	<u>1,120,674</u>	<u>51,984,270</u>	
		<u>80,657,748</u>	<u>4,042,208</u>	<u>84,699,956</u>	

Peak In-Park Counts Over 42,000

As of 9-27-69

<u>Day</u>	<u>Date</u>	<u>Total Turnstile</u>	<u>Peak In-Park Count</u>	<u>Time</u>
1. Wednesday	12-27-67	61,088	48,640	3 p.m.
2. Thursday	12-28-67	57,916	45,825	3 "
3. Saturday	12-30-67	57,907	42,361	3 "
4. Thursday	7-04-68	66,744	46,104	9 "
5. Tuesday	8-13-68	64,337	44,508	4 "
6. Wednesday	8-14-68	62,145	42,036	4 "
7. Saturday	8-17-68	72,072	44,013	5 "
8. Monday	8-19-68	60,016	44,330	3 "
9. Tuesday	8-20-68	63,194	44,952	4 "
10. Wednesday	8-21-68	62,385	42,591	3 "
11. Friday	12-27-68	56,645	45,979	3 "
12. Saturday	12-28-68	57,161	44,827	3 "
13. Monday	12-30-68	54,911	44,191	3 "
14. Friday	7-04-69	73,423	48,210	9 "
15. Saturday	8-09-69	68,923	42,355	9 "
16. Saturday	8-16-69	82,516	48,072	9 "
17. Monday	8-18-69	64,482	45,396	5 "
18. Tuesday	8-19-69	69,133	46,641	3 "
19. Wednesday	8-20-69	66,939	43,189	3 "
20. Saturday	8-23-69	76,906	47,669	9 "
21. Sunday	8-31-69	65,555	45,127	5 "

HOLIDAYS--TURNSTILE ATTENDANCE

Year	New Year's Day	Lincoln's Birthday	Washington's Birthday	Easter Sunday	Memorial Day	Ind. Day	Labor Day	Veterans' Day	Thanks-giving Day	Christmas Day
1955							11,232	16,643	10,404	5,021
1956	22,122	15,739	18,863	11,911	16,789	14,733	17,320	15,733	10,265	7,857
1957	6,952	11,985	21,319	16,579	16,343	22,944	20,284	11,719	9,466	10,257
1958	9,627	9,469	13,367	4,072*	28,983	45,557	25,609	7,443	11,223	11,337
1959	11,085	8,329	24,120	19,389	22,992	59,845	23,381	18,587	14,036	10,684
1960	14,651	11,528	16,565	21,140	15,369	29,075	17,757	13,326	8,835	11,350
1961	26,915	15,884	20,743	19,958	17,890	34,492	22,920	12,304	9,866	13,179
1962	8,926	5,883*	18,007	21,333	18,719	38,964	18,569	16,269	9,522	13,255
1963	8,138	12,529	24,641	8,889*	21,881	44,778	23,397	9,710	10,420	16,267
1964	12,641	14,468	22,073	24,990	32,006	60,917	23,773	11,507	8,510	15,752
1965	16,267	14,339	13,482	29,651	33,174	60,525	16,695*	13,785	6,653*	17,678
1966	21,325	24,840	15,114	26,702	19,795	40,923	26,095	16,577	11,953	22,357
1967	32,189	19,565	22,230	30,022	21,259	54,674	32,073	24,765	19,081	25,739
1968	13,864	11,670	31,155	41,041	32,074	66,744	29,714	12,435	20,920	7,330*
1969	18,282	11,567	23,731	41,820	51,144	73,423	32,872	15,403	24,033	30,968

*Rain

Rides & Attractions--Total Guests Carried

As of 9-27-69

A

Rides & Attractions

Guests
Carried

1. Jungle Cruise	46,911,083
2. Autopias	38,749,266
3. Skyways	38,264,503
4. S. F. & D. Trains	37,588,768
5. Matterhorn Bobsleds	34,707,957
6. Monorail	31,994,572
7. Submarine Voyage	28,571,903
8. Mark Twain	25,370,724
9. Mad Tea Party	21,270,286
10. Mine Train thru Nature's Wonderland	19,949,482
11. It's a Small World	19,810,318
12. Flight to the Moon	19,762,886
13. Snow White's Adventures	19,337,054
14. Peter Pan's Flight	17,938,143
15. King Arthur Carrousel	17,715,673
16. Mr. Toad's Wild Ride	17,450,269
17. Pirates of the Caribbean	16,376,319
18. Alice in Wonderland	15,819,599
19. Storybook Land Canal Boats	15,518,470
20. Tom Sawyer Island Rafts	14,470,695
21. Street Car	13,370,710
22. Frontierland Shooting Gallery	12,918,972
23. Motor Boat Cruise	12,826,472
24. Great Moments with Mr. Lincoln	12,265,098
25. 20,000 Leagues (discontinued)	11,718,004
26. Rocket Jets	11,219,000
27. Swiss Family Treehouse	11,175,267
28. Enchanted Tiki Room	10,504,241
29. Casey Jr. Circus Train	10,364,846
30. Dumbo Flying Elephant	9,985,438
31. Omnibus	9,064,517
32. Sleeping Beauty's Castle	8,775,604
33. PeopleMover	7,648,664
34. Columbia Sailing Ship	6,681,071
35. Main Street Cinema	6,390,443
36. Big Game Safari	5,738,363
37. Flying Saucers (discontinued)	5,313,882
38. Pack Mules thru Nature's Wonderland	5,119,923
39. Art of Animation (discontinued)	4,638,321

Rides & Attractions

Guests
Carried

40.	Indian War Canoes	
41.	Fantasyland Theatre	4,420,576
42.	Satellite View of America (discontinued)	4,137,550
43.	Horseless Carriage	3,866,337
44.	Surrey (discontinued)	3,468,400
45.	Mike Fink Keel Boats	3,298,954
46.	Midget Autopia (discontinued)	3,205,458
47.	Fire Engine	2,461,589
48.	Main Street Shooting Gallery (discontinued)	2,359,250
49.	Viewliners (discontinued)	1,480,003
50.	Stagecoaches (discontinued)	1,452,870
51.	Haunted Mansion	1,350,589
52.	Conestoga Wagons (discontinued)	1,215,749
53.	Circarama (discontinued)	560,646
54.	Babes in Toyland (discontinued)	553,294
55.	Fire Wagon Horse Drawn (discontinued)	436,070
56.	Columbia Museum	379,969
57.	Keller's Jungle Killers (discontinued)	242,740
58.	Mobile Magic Carpet Ride (discontinued)	171,051
		<u>74,212</u>

Total

708,432,113

Rides & Attractions

	<u>Opened</u>	<u>Closed</u>
37. Midget Autopia		
38. Sleeping Beauty's Castle	4-13-57	
39. Viewliners	4-13-57	4-03-66
40. Frontierland Shooting Gallery	6-26-57	9-15-58
41. Alice in Wonderland	7-12-57	
42. Columbia Sailing Ship	6-14-58	
43. Fire Engine	6-14-58	
44. Fantasyland Autopia	8-27-58	
45. Submarine Voyage	6-06-59	
46. Circarama	6-06-59	
47. Matterhorn Bobsleds	6-14-59	3-14-60
48. Monorail	6-14-59	
49. Mobile Magic Carpet	6-14-59	
50. Art of Animation	4-11-60	1-27-62
51. Flying Saucers	5-28-60	9-05-66
52. Babes in Toyland	8-06-61	9-05-66
53. Big Game Safari	12-17-61	9-30-63
54. Swiss Family Treehouse	6-15-62	
55. Enchanted Tiki Room	11-21-62	
56. Columbia Museum	6-15-63	
57. Great Moments with Mr. Lincoln	2-15-64	
58. It's a Small World	7-16-65	
59. Pirates of the Caribbean	5-28-66	
60. PeopleMover	3-18-67	
61. Haunted Mansion	7-12-67	
	8-09-69	

Arcades

1. Penny Arcade (Main Street)	7-18-55
2. Bear Guns (Frontierland)	6-16-56
3. Rogues Gallery Arcade (New Orleans)	12-25-66

New Tomorrowland Free Attractions

1. Carousel of Progress	6-24-67
2. America the Beautiful	6-25-67
3. Adventure thru Inner Space	8-05-67

Rides & Attractions--Opening & Closing Dates

As of 9-27-69

Rides & Attractions

	<u>Opened</u>	<u>Closed</u>
1. Fire Wagon Horse Drawn		
2. Jungle Cruise	7-18-55	
3. King Arthur Carrousel	7-18-55	9-11-60
4. Mad Tea Party	7-18-55	
5. Main Street Cinema	7-18-55	
6. Mark Twain	7-18-55	
7. Mr. Toad's Wild Ride	7-18-55	
8. Pack Mules thru Nature's Wonderland	7-18-55	
9. Peter Pan's Flight	7-18-55	
10. S. F. & D. Trains	7-18-55	
Grand Canyon Diorama	7-18-55	
Primeval World	3-31-58	
11. Satellite View of America	3-19-66	
12. Snow White's Adventures	7-18-55	2-17-60
13. Stagecoaches	7-18-55	
14. Storybook Land Canal Boats	7-18-55	2-10-60
15. Street Car	7-18-55	
16. Tomorrowland Autopia	7-18-55	
17. Motor Boat Cruise	7-18-55	
18. Rocket to the Moon	7-20-55	
Reopened as Flight to the Moon	7-22-55	9-05-66
19. Main Street Shooting Gallery	8-12-67	
20. Casey Jr. Circus Train	7-23-55	1-01-62
21. 20,000 Leagues	7-31-55	
22. Conestoga Wagons	8-05-55	8-28-66
23. Dumbo Flying Elephant	8-16-55	6-14-59
24. Surrey	8-16-55	
25. Fantasyland Theatre	8-23-55	9-08-68
Puppet Show	8-28-55	
26. Mike Fink Keel Boats	4-06-63	9-08-63
27. Keller's Jungle Killers	12-24-55	
28. Tomorrowland Jets	2-18-56	9-09-56
Reopened as Rocket Jets	3-24-56	9-05-66
29. Horseless Carriage	6-24-67	
30. Tom Sawyer Island Rafts	5-12-56	
31. Fantasyland Skyway	6-16-56	
32. Tomorrowland Skyway	6-23-56	
33. Mine Train thru Nature's Wonderland	6-23-56	
34. Indian War Canoes	7-01-56	
35. Jr. Autopia	7-04-56	
36. Omnibus	7-23-56	9-15-58
	8-24-56	

DISNEYLAND

A Division of Walt Disney Productions

INTER-OFFICE COMMUNICATION

D-101

TO THOSE CONCERNED

DATE January 18, 1970

FROM Dave Hoof

SUBJECT FOOD DIVISION RECORD SALES

<u>LOCATION</u>	<u>NET SALES</u>	<u>DATE</u>	<u>ATTENDANCE</u>	<u>PER CAPITA</u>
<u>TOMORROW/FANTASYLAND</u>				
Coke Terrace	\$ 16,844	Aug. 16, 1969	82,516	\$.204
Space Bar	2,684	Aug. 20, 1969	66,939	.040
Fantasy I	6,073	Aug. 16, 1969	82,516	.074
Fantasy II	9,058	July 4, 1969	73,423	.123
Welch's	1,590	Aug. 23, 1969	76,909	.021
Popcorn Wagons	4,519	Dec. 26, 1969	69,521	.065
Ice Cream Carts	5,219	Aug. 23, 1969	76,909	.068
Pirate Ship	1,522	Dec. 26, 1969	69,521	.022
<u>FRONTIERLAND</u>				
Oaks Tavern	\$ 5,241	Aug. 16, 1969	82,516	\$.064
Wheelhouse	2,635	Aug. 16, 1969	82,516	.032
Delta Banjo	1,230	Aug. 20, 1968	66,939	.018
Aunt Jemima's	4,307	Dec. 26, 1969	69,521	.062
Carnation Gardens	6,827	Aug. 16, 1969	82,516	.083
Casa de Fritos	5,726	Aug. 16, 1969	82,516	.069
Tom Sawyer's Island	627	Aug. 16, 1969	82,516	.008
Dugout	1,156	Aug. 16, 1969	82,516	.014
Fishing Pier Shack	156	Aug. 16, 1969	82,516	.002
El Zocalo	573	Aug. 16, 1969	82,516	.007
<u>MAIN STREET</u>				
Plaza Inn	\$ 9,801	Aug. 23, 1969	76,909	\$.127
Pavilion	8,542	Aug. 16, 1969	82,516	.104
Tahitian Terrace	6,151	Aug. 16, 1969	82,516	.075
Tiki Juice Bar	1,664	Aug. 23, 1969	76,909	.022
Hills Bros.	1,976	Aug. 19, 1969	69,123	.029
Coke Corner	3,432	Aug. 23, 1969	76,909	.045
Plaza Terrace	2,368	Aug. 16, 1969	82,516	.029
<u>NEW ORLEANS SQUARE</u>				
Blue Bayou	\$ 7,575	Aug. 16, 1969	82,516	\$.092
Creole Cafe	3,234	Aug. 16, 1969	82,516	.039
French Market	9,149	Aug. 16, 1969	82,516	.111
Royal St. Veranda	1,407	Aug. 23, 1969	76,909	.018
Mint Julep Bar	1,705	Aug. 21, 1969	61,688	.028

Note: Record sales have been taken from the Daily Admissions and Sales Summary.