

ANDREWS & CLARK
CONSULTING ENGINEERS

ATTENDANCE AT THE FAIR

VISITORS
TO THE
FAIR

Total Attendance

Official estimated attendance for 2 years is 70,000,000. We believe 25,515,000 individual adults and children will make an average of 3.1 visits to the Fair for a total paid attendance of 87,000,000. Nonetheless, it is recommended that the officially published estimate remain at 70,000,000 total admissions.

Peak Weeks Each Season

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LIKELY VISITING ITINERARIES..... Page 13

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However, weekends will produce the heaviest unit of attendance. In proportion to the average weekly attendance, weekends will not be as heavy during these months as at other periods.

On the basis of comparison with the 1939-1940 New York World's Fair Sunday will be higher than Saturday and Wednesday the highest work day.

Peak Hours Each Day

Peak Entrance

Peak on S

Peak Exit

Prepared by
COMPTROLLER
and

OPERATIONS DEPARTMENT

New York World's Fair 1964-1965 Corporation
with the cooperation of ANDREWS & CLARK

Sundays

2 - 4 PM

PM

10 - 11 PM

8 - 10 PM

ATTENDANCE AT THE FAIR

Total Attendance

Official estimated attendance for 2 years is 70,000,000. We believe 25,518,000 individual adults and children will make an average of 3.1 visits to the Fair for a total paid attendance of 82,000,000. Nonetheless, it is recommended that the officially published estimate remain at 70,000,000 total admissions.

Peak Weeks Each Season

The average peak weekly attendance will occur from late June to early September and the last two weeks of each Fair season.

Peak Days Each Week

During July and August average week day attendance will be higher, however, weekends will produce the heaviest unit of attendance. In proportion to the average weekly attendance, weekends will not be as heavy during these months as at other periods.

On the basis of comparison with the 1939-1940 New York World's Fair Sunday will be higher than Saturday and Wednesday the highest week day.

Peak Hours Each Day

	Week Days	Sundays
Peak Entrance	11 AM - 12 Noon	2 - 4 PM
Peak on Site	4 PM	5 PM
Peak Exit	10 - 11 PM	9 - 10 PM

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How Visitors Will Come to the Fair From the Metropolitan Area:

Mode of Transportation	Estimated %
IRT - BMT Subway	31
Buses - Taxis	18
Long Island Rail Road	20
Automobiles	30
Boats	1

Place of Residence - Number of Visits Per Visitor

Evidence at Seattle and other expositions shows that the percentage of local residents visiting the Fair rises steadily week by week, and this pattern can be anticipated at the New York Fair as word-of-mouth publicity circulates through the metropolitan area.

This table and the accompanying charts show expected place of residence of Fair visitors, correlated with the number of repeated visits we can anticipate from each group.

How Visitors Will Come to the Fair From the Metropolitan Area:

Mode of Transportation	People Visiting	No. of Visits	Total Admissions
IRT - BMT Subway	8,818,000	5.11	24,800,000
Buses - Taxis	5,187,000	3.95	20,500,000
Long Island Rail Road	1,415,000	2.4	4,200,000
Automobiles	8,310,000	2.34	14,700,000
Boats	7,857,000	2.16	5,740,000

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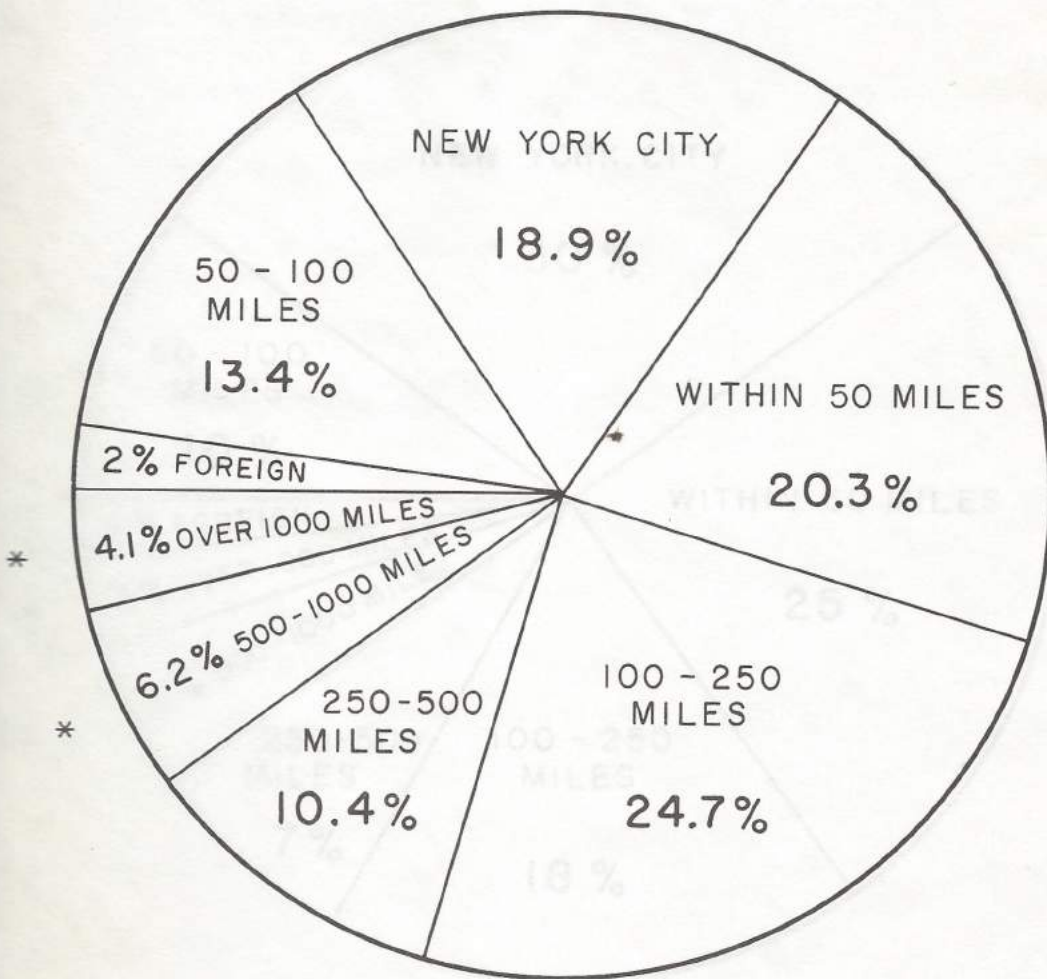
1964-1965 ESTIMATED ATTENDANCE

	<u>Total People Visiting</u>	<u>Average No. of Visits</u>	<u>Total Admissions</u>
New York City	4,818,000	5.11	24,600,000
Within 60 miles (excluding New York City)	5,187,000	3.95	20,500,000
Between 50 miles and 100 miles	3,415,000	2.4	8,200,000
Between 100 miles and 250 miles	6,310,000	2.34	14,760,000
250 to 500 miles	2,657,000	2.16	5,740,000
*500 to 1000 miles	1,577,000	2.6	4,100,000
*Over 1000 miles	1,042,000	2.36	2,460,000
Foreign	<u>512,000</u>	3.2	<u>1,640,000</u>
GRAND TOTAL	25,518,000		82,000,000

*Includes Eastern Canada.

1964 - 1965 ESTIMATED ATTENDANCE

INDIVIDUAL VISITORS - PERCENT BY REGIONS



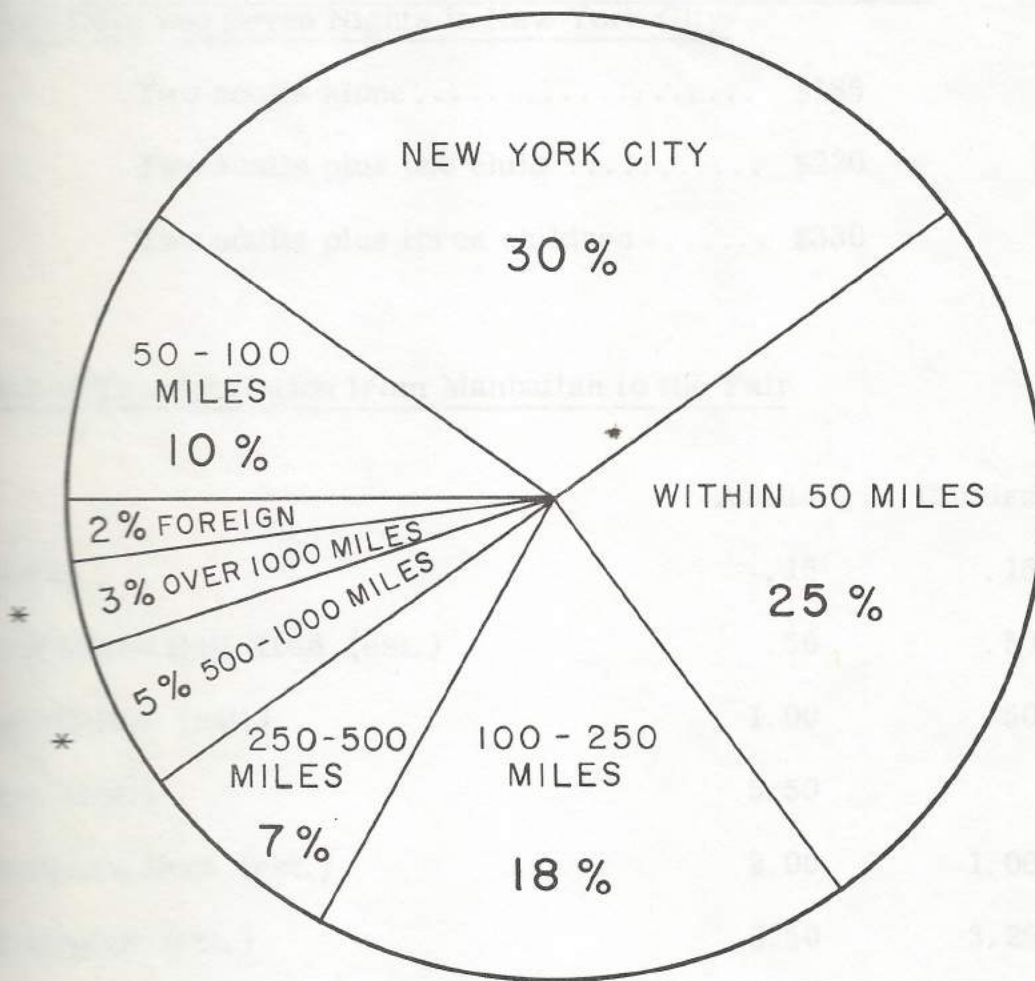
* INCLUDES EASTERN CANADA

25,518,000 TOTAL VISITORS

1964 - 1965 ESTIMATED ATTENDANCE

COST FOR VISITORS

TOTAL ADMISSIONS PERCENT BY REGIONS



* INCLUDES EASTERN CANADA

82,000,000 TOTAL ADMISSIONS

COST FOR VISITORS

Cost of Travel for Fair Visitors from Cities Across the Country

(see chart)

Estimated Cost of Medium Range Lodging, Food, etc.; for Seven Days and Seven Nights in New York City

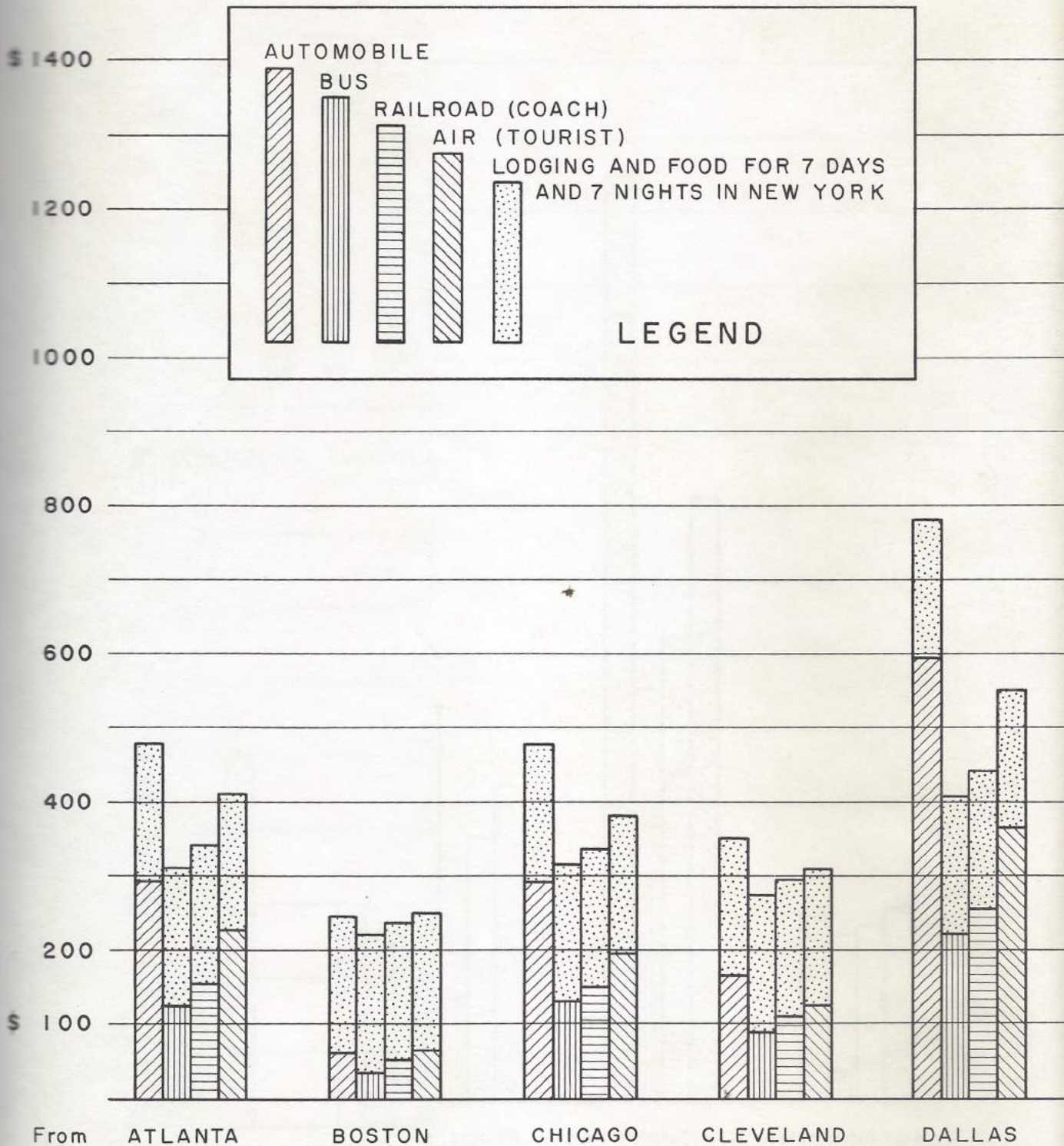
Two adults alone	\$185
Two adults plus one child	\$220
Two adults plus three children	\$330

Cost of Transportation from Manhattan to the Fair

	Adults	Children
Subway	. 15	. 15
Long Island Rail Road (est.)	. 50	. 50
Special Bus (est.)	1. 00	. 50
Taxi (est.)	5. 50	
Excursion Boat (est.)	2. 00	1. 00
Helicopter (est.)	6. 50	3. 25
Automobile (Bridge toll . 25; parking fee, Fairgrounds 1. 50)	1. 75	

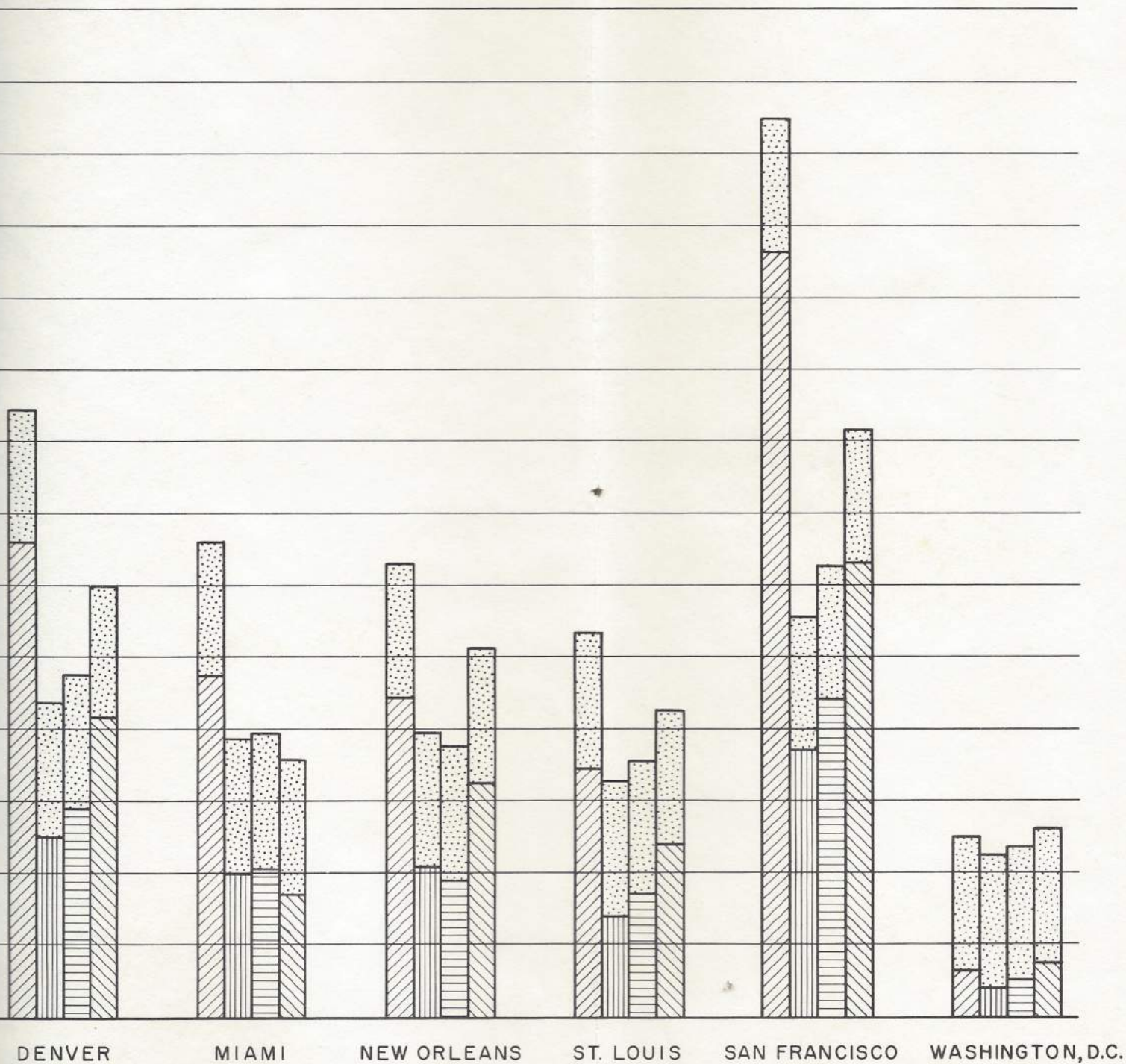
ATLANTA BOSTON CHICAGO SAN FRANCISCO WASHINGTON, D.C.

ESTIMATED COST FOR FOOD, LODGING AND FOR TWO ADULTS ---- NOT INCLU

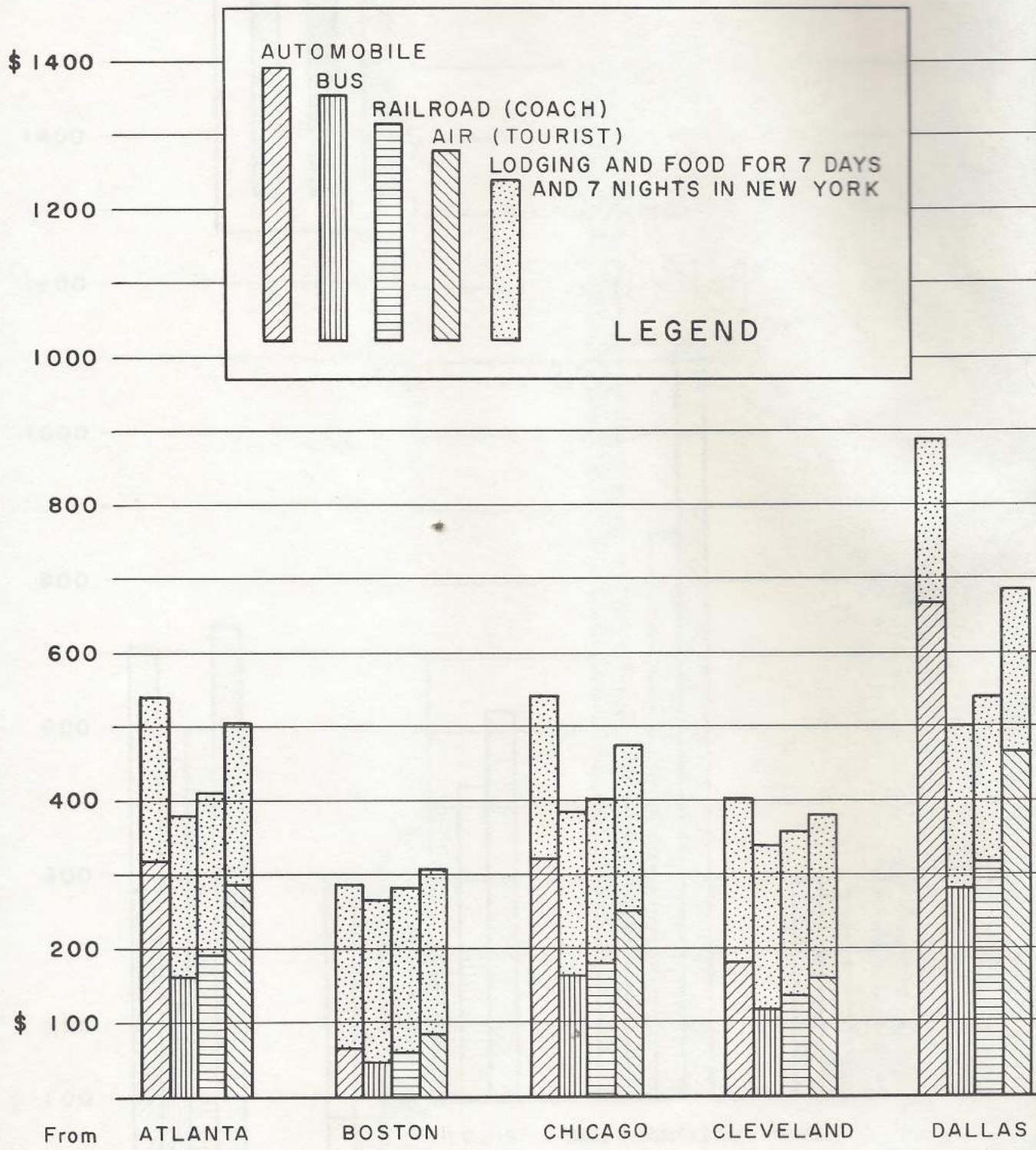


ROUND TRIP TRANSPORTATION TO NEW YORK

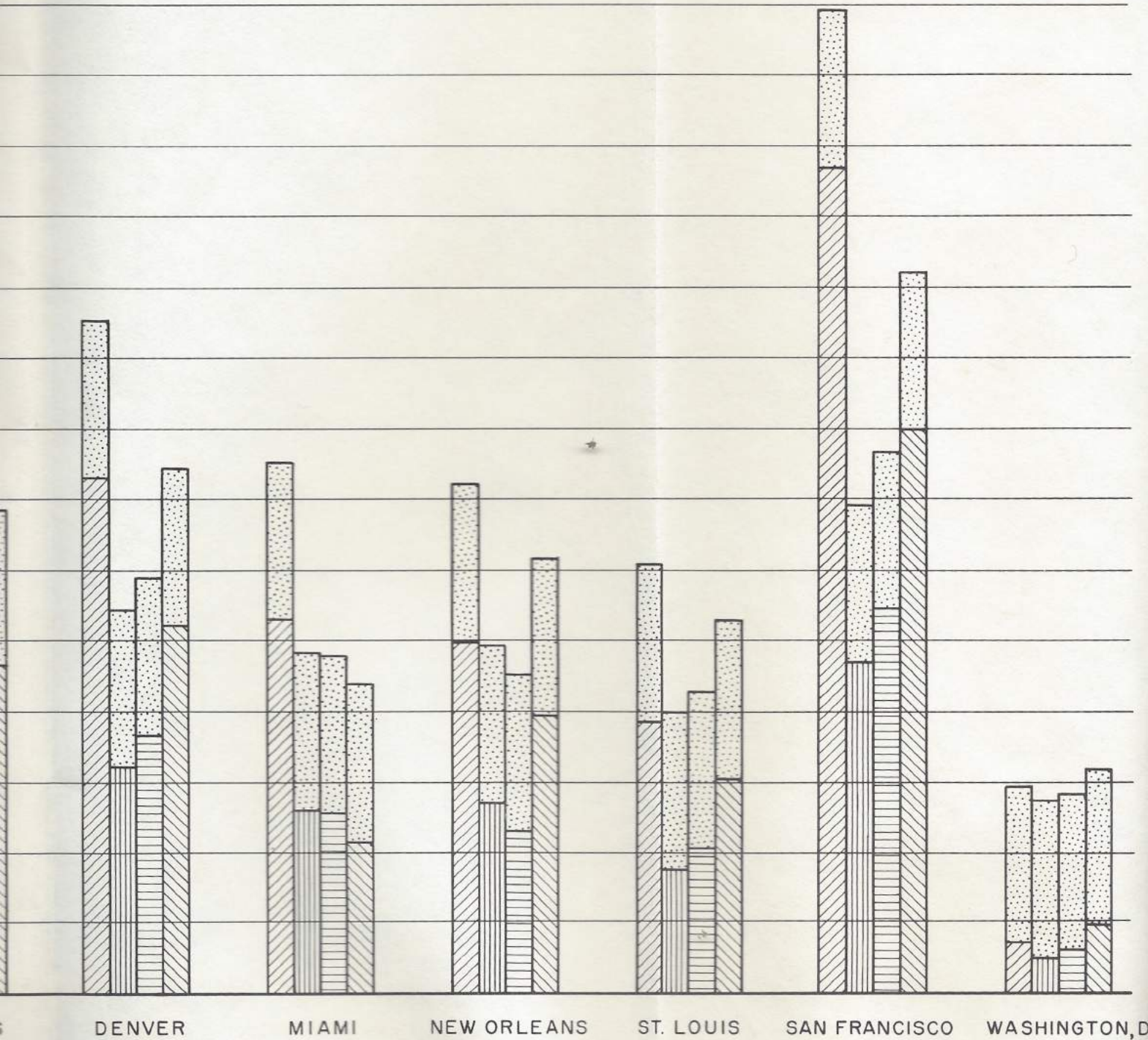
DINING EXPENSES AT THE FAIR ITSELF



ESTIMATED COST FOR FOOD, LODGING AND FOR TWO ADULTS AND ONE CHILD ----

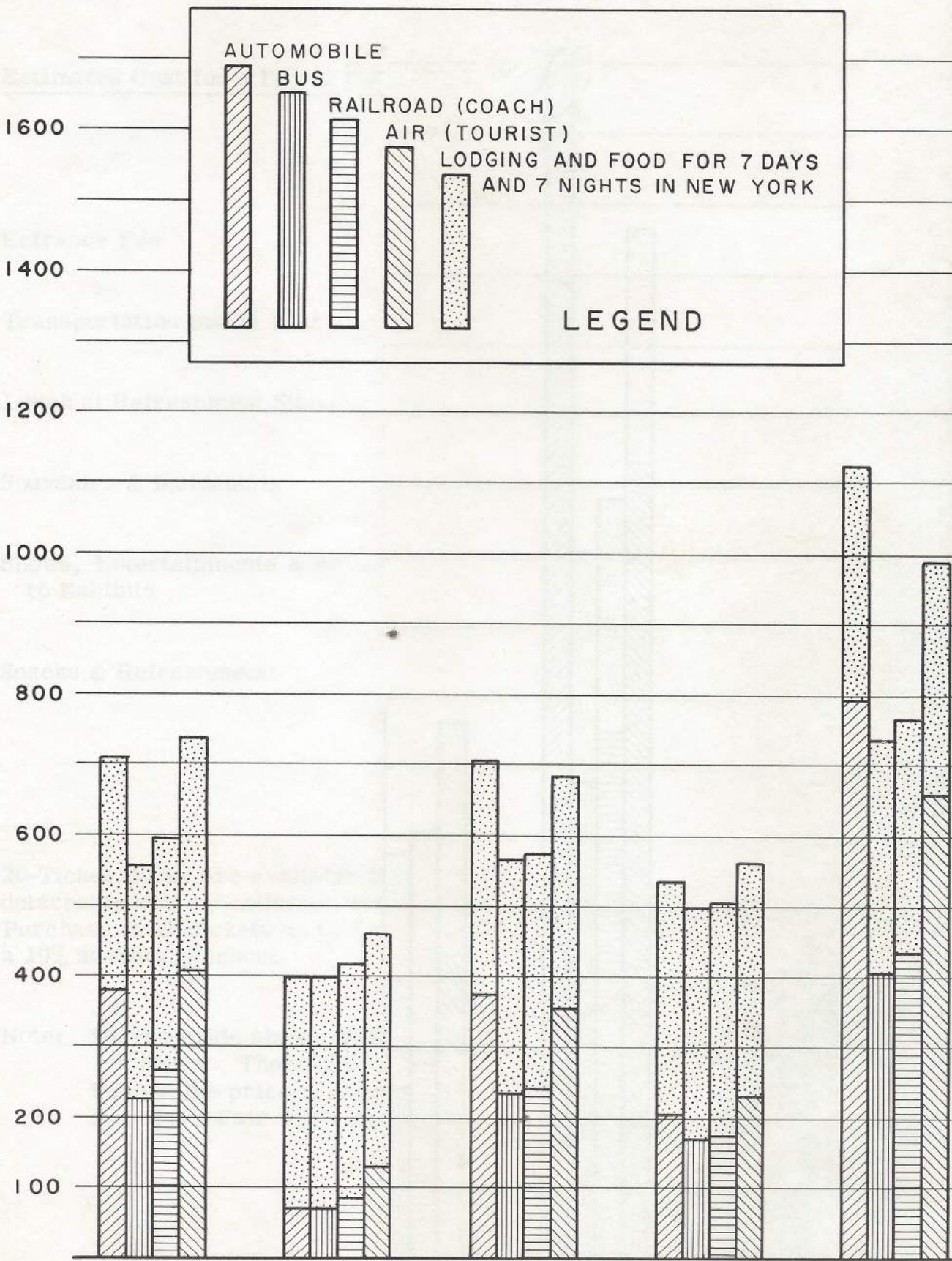


ROUND TRIP TRANSPORTATION TO NEW YORK NOT INCLUDING EXPENSES AT THE FAIR ITSELF



ESTIMATED COST FOR FOOD, LODGING AND FOR TWO ADULTS AND THREE CHILDREN ---- NOT

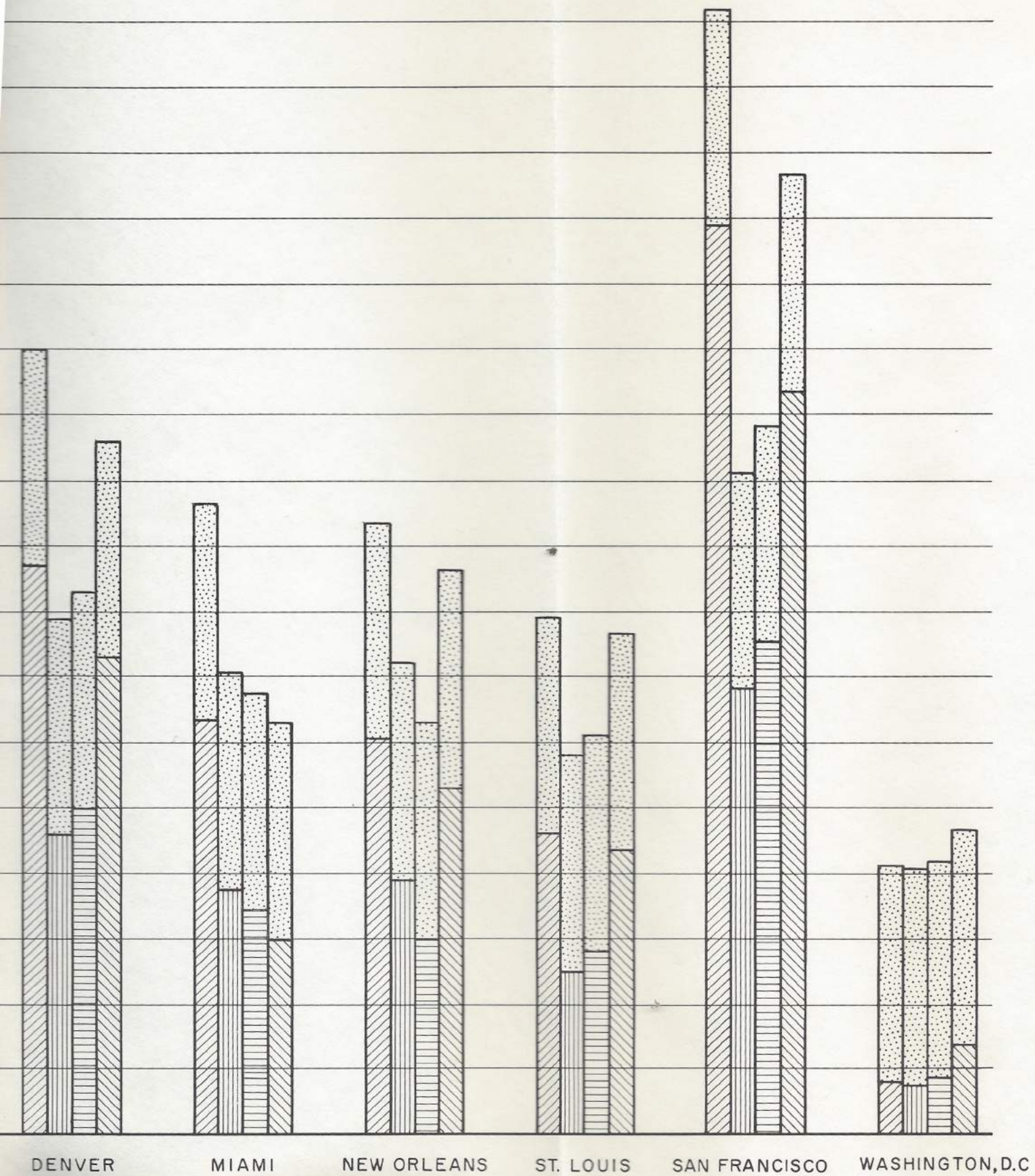
\$ 1800



\$ 100

From ATLANTA BOSTON CHICAGO CLEVELAND DALLAS

ROUND TRIP TRANSPORTATION TO NEW YORK INCLUDING EXPENSES AT THE FAIR ITSELF



ESTIMATED COST FOR A DAY AT THE FAIR

Estimated Cost for a Day at the Fair

SNACKS AND REFRESHMENTS	Adults	Children
* Entrance Fee	\$ 2.00	1.00
Transportation Inside Fair	.50	.50
Lunch at Refreshment Stand	1.00	1.00
Souvenirs & Incidentals	1.00	1.00
Shows, Entertainments & Admission to Exhibits	2.00	1.25
Snacks & Refreshments	<u>.70</u>	<u>.70</u>
	\$ 7.20	\$ 5.45

* 20-Ticket Books are available at a 25% reduction. Tickets are detachable only by collector when books are presented at gates. Purchase of all tickets up to February 29, 1964 are available at a 10% advance discount.

Note: Survey made shows visits to the Seattle Fair averaged 7.8 hours. Therefore, these estimated costs do not include the price of dinner. Price of a full meal at the New York Fair will range from \$1.75 and up.

LIKELY VISITING ITINERARIES

Itineraries for Individual Visitors Will Include:

Their own pavillion -- the company they work for or the State they come from.

Their government's pavillion -- our own or foreign.

Religious pavillions.

A high point, to view the Fair panorama.

One or more "blockbuster" industrial attractions -- the roster of hits will be decided after the Fair opens, by word-of-mouth.

The Pool of Industry fountain show.

At least one paid entertainment show or exotic restaurant.

Organized Groups Will Plan:

Arrival about 10:00 A.M. (with or without a brief on-site meeting). A stroll through grounds, visit exhibits and luncheon.

An afternoon's sightseeing and entertainment including:

Guided tour, visiting exhibits, attend a show or other entertainment feature.

(Greyhound will offer a general tour, utilizing 40 buses on a 8.2 mile circuit of the grounds, requiring 1.5 hours and costing \$2.50 per person. Tractor trains will also provide three different, shorter tours of sections of the Fair, at proportionately lower cost. Will also provide guides for walking and Lounge Chair Tours at reasonable rates).

Remainder of afternoon free for visiting exhibits, and entertainment feature.

Dinner, and the fountain show.

Night time entertainment.

THE NATURE OF THE FAIRGOER

Visitors to the New York World's Fair can be expected to mirror the national averages:

- Per capita income approximately four times greater than in 1940, with a great deal more being spent on recreation and travel.
- Twice as much leisure time as in 1939-1940, with longer vacations and generally two days off per week.
- Willingness to travel much further today for recreational purposes than in 1939 and 1940, because of faster plane and train service, better roads, better automobiles and better and faster bus service