

ADMISSION MEDIA  
RIDES AND ATTRACTIONS REPORT  
1970

*Joni Haught*

DISNEYLAND  
A DIVISION OF WALT DISNEY PRODUCTIONS

ADMISSION MEDIA  
RIDES AND ATTRACTIONS REPORT  
1970

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Disneyland Research Department  
May 1971

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I. RIDES AND ATTRACTIONS OPERATING RESULTS--1970

Comments on Operations

Disneyland's 1970 record attendance of 10,272,233 represented an increase of 10.4% over the prior year:

	<u>1970</u>	<u>1969</u>	<u>% Increase</u>
Winter	4,840,576	3,988,132	21.4
Summer	<u>5,431,657</u>	<u>5,313,888</u>	2.2
Total	<u>10,272,233</u>	<u>9,302,020</u>	<u>10.4</u>

It should be noted that while 1970 was a 53-week year (35-week winter versus 1969's normal 34-week winter), this accounts for only 132,457 of the attendance increase. The number of rides taken has continued to increase at a greater rate than the attendance:

	<u>1970</u>	<u>1969</u>	<u>% Increase</u>
Winter	41,976,500	33,719,790	24.5
Summer	<u>53,359,771</u>	<u>49,586,609</u>	7.6
Total	<u>95,336,271</u>	<u>83,306,399</u>	<u>14.4</u>

With a theoretical hourly capacity of 59,882 (which was reached at the close of 1969) available throughout 1970, the ride per capita rose from 9.0 to 9.3 for the year, while summer's per capita increased to 9.8 from the previous 9.3:

	<u>1970</u>		<u>1969</u>	
	<u>Attendance</u>	<u>Ride Per Capita</u>	<u>Attendance</u>	<u>Ride Per Capita</u>
Winter	4,840,576	8.7	3,988,132	8.5
Summer	<u>5,431,657</u>	9.8	<u>5,313,888</u>	9.3
Total	<u>10,272,233</u>	<u>9.3</u>	<u>9,302,020</u>	<u>9.0</u>

The Disneyland-operated New Tomorrowland free attractions carried an additional 9,913,894 guests, while A. T. & T.'s "America the Beautiful" was seen by an estimated 5,455,000 guests (for an over-all ride per capita of 10.8 compared with 1969's 10.5):

	<u>Guests Carried</u>		<u>Per Cent Change</u>	<u>*Ranking Compared With 43 Paid Rides</u>	<u>Util. Rate</u>
	<u>1970</u>	<u>1969</u>			
America the Beautiful	5,455,000	4,744,000	15	4	N.A.
Adv. thru Inner Space	5,232,040	4,822,309	8	5	56.0
Carousel of Progress	4,681,854	4,726,157	(1)	7	33.7

\*See page 7

### Arcade Operations

(In Thousands except Income Per Capita)

	<u>1970</u>	<u>1969</u>	<u>1968</u>	<u>1967</u>	<u>1966</u>
<u>Penny Arcade</u>					
Income	\$ 406	\$ 361	\$ 349	\$ 278	\$ 257
Operating Expense	11	10	17	11	11
Maintenance Expense	<u>67</u>	<u>55</u>	<u>59</u>	<u>29</u>	<u>45</u>
Profit	<u>\$ 328</u>	<u>\$ 296</u>	<u>\$ 273</u>	<u>\$ 238</u>	<u>\$ 201</u>
Gross Profit Percentage	81	82	78	86	78
*Income Per Capita	\$.040	\$.039	\$.037	\$.035	\$.038
Capital Investment	\$ 33	\$ 35	\$ 35	\$ 35	\$ 34
Profit Per Cent of Investment	994	846	780	680	591
<u>Bear Guns</u>					
Income	\$ 51	\$ 44	\$ 40	\$ 35	\$ 31
Operating Expense	--	--	--	--	--
Maintenance Expense	<u>4</u>	<u>4</u>	<u>--</u>	<u>--</u>	<u>5</u>
Profit	<u>\$ 47</u>	<u>\$ 40</u>	<u>\$ 40</u>	<u>\$ 35</u>	<u>\$ 26</u>
Gross Profit Percentage	92	91	100	100	84
*Income Per Capita	\$.005	\$.004	\$.004	\$.004	\$.005
Capital Investment	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2
Profit Per Cent of Investment	2350	2000	2000	1750	1300
<u>Rogues Gallery</u>					
Income	\$ 68	\$ 68	\$ 65	\$ 44	
Operating Expense	--	--	--	--	
Maintenance Expense	<u>12</u>	<u>9</u>	<u>6</u>	<u>7</u>	
Profit	<u>\$ 56</u>	<u>\$ 59</u>	<u>\$ 59</u>	<u>\$ 37</u>	
Gross Profit Percentage	82	87	91	84	
*Income Per Capita	\$.007	\$.007	\$.007	\$.006	
Capital Investment	\$ 204	\$ 204	\$ 201	\$ 143	
Profit Per Cent of Investment	27	29	29	26	

\*Based on turnstile attendance

Summary of Rides and Attractions  
Fiscal Year 1970

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 1970

Totals

Turnstile	10,272	+ 10.4%
Rides	95,336	+ 14.4%
Per Capita	9.3	+ .3
Capacity Per Hour	59,882*	--

\*Excludes Columbia Museum

"A" Coupon 10¢			"B" Coupon 25¢			"C" Coupon 40¢			"D" Coupon 70¢			"E" Coupon 85¢/75¢		
<b>FIRE ENGINE</b>			<b>ALICE IN WONDERLAND</b>			<b>AUTOPIAS</b>			<b>COLUMBIA SAILING SHIP</b>			<b>ENCHANTED TIKI ROOM</b>		
Cap	206	Att 233	Cap	950	Att 1849	Cap	3200	Att 4639	Cap	1128	Att 435	Cap	735	Att 2047
Income	14	% Cap 34/40	Income	276	% Cap 45/60	Income	906	% Cap 38/49	Income	154	% Cap 39/42	Income	819	% Cap 64/71
Opr Exp	12	% Att 2/3	Opr Exp	36	% Att 18/20	Opr Exp	252	% Att 47/49	Opr Exp	15	% Att 7/8	Opr Exp	57	% Att 21/19
Mnt Exp	--	% Cash 18/20	Mnt Exp	75	% Cash 4/3	Mnt Exp	75	% Cash 4/3	Mnt Exp	42	% Cash 2/2	Mnt Exp	60	% Cash 86
Profit	2	% Inc 11	Profit	165	% Inc 60	Profit	370	% Inc 41	Profit	97	% Inc 63	Profit	702	% Inc 86
<b>HORSELESS CARRIAGE</b>			<b>CASEY JR. CIRCUS TRAIN</b>			<b>BIG GAME SAFARI</b>			<b>FLIGHT TO THE MOON</b>			<b>HAUNTED MANSION</b>		
Cap	182	Att 40/61	Cap	720	Att 995	Cap	640	Att 989	Cap	1620	Att 2586	Cap	2600	Att 6940
Income	17	% Cap 40/61	Income	128	% Cap 30/39	Income	210	% Cap 49/68	Income	860	% Cap 34/45	Income	2756	% Cap 57/72
Opr Exp	16	% Att 2/4	Opr Exp	48	% Att 10/10	Opr Exp	106	% Att 10/12	Opr Exp	52	% Att 25/26	Opr Exp	208	% Att 68/67
Mnt Exp	5	% Cash 19/22	Mnt Exp	51	% Cash 3/3	Mnt Exp	4	% Cash 5/33	Mnt Exp	42	% Cash 1/2	Mnt Exp	218	% Cash 2/3
Profit	(4)	% Inc (23)	Profit	29	% Inc 23	Profit	104	% Inc 48	Profit	712	% Inc 83	Profit	2330	% Inc 85
<b>KING ARTHUR CARROUSEL</b>			<b>COLUMBIA MUSEUM</b>			<b>DUMBO FLYING ELEPHANT</b>			<b>INDIAN WAR CANOES</b>			<b>IT'S A SMALL WORLD</b>		
Cap	785	Att 1765	Cap	450	Att 118	Cap	121	Att 886	Cap	570	Att 603	Cap	4500	Att 5906
Income	96	% Cap 50/63	Income	15	% Cap 29/24	Income	177	% Cap 49/67	Income	203	% Cap 51/68	Income	2361	% Cap 31/38
Opr Exp	45	% Att 18/17	Opr Exp	4	% Att 4/4	Opr Exp	24	% Att 8/9	Income	87	% Att 6/8	Opr Exp	208	% Cash 2/4
Mnt Exp	26	% Cash 11/9	Mnt Exp	--	% Cash 1/1	Mnt Exp	22	% Cash 8/4	Mnt Exp	11	% Cash 1/1	Mnt Exp	1940	% Inc 82
Profit	26	% Inc 27	Profit	11	% Inc 75	Profit	131	% Inc 74	Profit	105	% Inc 52	Profit	1940	% Inc 82
<b>OMNIBUS</b>			<b>MAIN STREET CINEMA</b>			<b>FANTASYLAND THEATRE</b>			<b>MARK TWAIN</b>			<b>JUNGLE CRUISE</b>		
Cap	721	Att 900	Cap	528	Att 648	Cap	900	Att 457	Cap	1443	Att 2329	Cap	2267	Att 4158
Income	52	% Cap 22/43	Income	88	% Cap 25/45	Income	94	% Cap 22/35	Income	843	% Cap 34/51	Income	1671	% Cap 39/53
Opr Exp	23	% Att 7/11	Opr Exp	14	% Att 5/7	Opr Exp	7	% Att 4/7	Opr Exp	77	% Att 22/25	Opr Exp	268	% Att 40/42
Mnt Exp	6	% Cash 16/16	Mnt Exp	6	% Cash 8/9	Mnt Exp	13	% Cash 3/5	Mnt Exp	65	% Cash 2/2	Mnt Exp	200	% Cash 2/3
Profit	23	% Inc 45	Profit	64	% Inc 72	Profit	74	% Inc 79	Profit	701	% Inc 83	Profit	1203	% Inc 72
<b>SLEEPING BEAUTY'S CASTLE</b>			<b>MOTOR BOAT CRUISE</b>			<b>FRONTIERLAND SHOOTING GALLERY</b>			<b>PEOPLE MOVER</b>			<b>MATTERHORN BOBSLEDS</b>		
Cap	1200	Att 783	Cap	1126	Att 1853	Cap	720	Att 1518	Cap	4880	Att 3897	Cap	1600	Att 4056
Income	48	% Cap 26/52	Income	237	% Cap 47/62	Income	327	% Cap 47/64	Income	1296	% Cap 19/26	Income	1641	% Cap 68/79
Opr Exp	6	% Att 5/13	Opr Exp	56	% Att 19/22	Opr Exp	153	% Att 4/15	Opr Exp	82	% Att 39/42	Opr Exp	191	% Att 46/45
Mnt Exp	4	% Cash 3/3	Mnt Exp	81	% Cash 27/2	Mnt Exp	58	% Cash 52/32	Mnt Exp	172	% Cash 1/1	Mnt Exp	670	% Cash 3/4
Profit	38	% Inc 80	Profit	100	% Inc 42	Profit	116	% Inc 35	Profit	1042	% Inc 80	Profit	779	% Inc 48
<b>STREET CAR</b>			<b>SWISS FAMILY TREEHOUSE</b>			<b>GREAT MOMENTS WITH MR. LINCOLN</b>			<b>ROCKET JETS</b>			<b>HINE TRAIN</b>		
Cap	1372	Att 1241	Cap	1200	Att 1816	Cap	2500	Att 3233	Cap	576	Att 1615	Cap	1665	Att 1493
Income	75	% Cap 14/37	Income	232	% Cap 35/49	Income	439	% Cap 24/40	Income	531	% Cap 62/78	Income	539	% Cap 24/24
Opr Exp	60	% Att 9/16	Opr Exp	22	% Att 19/20	Opr Exp	63	% Att 28/35	Opr Exp	59	% Att 16/16	Opr Exp	61	% Att 18/13
Mnt Exp	5	% Cash 22/21	Mnt Exp	114	% Cash 3/2	Mnt Exp	46	% Cash 6/3	Mnt Exp	16	% Cash 1/2	Mnt Exp	175	% Cash 1/3
Profit	10	% Inc 13	Profit	96	% Inc 41	Profit	330	% Inc 75	Profit	456	% Inc 86	Profit	303	% Inc 56
<b>MAD TEA PARTY</b>			<b>MIKE FINK KEEL BOATS</b>			<b>MAD TEA PARTY</b>			<b>S. F. &amp; D. TRAINS</b>			<b>HONORAIL</b>		
Cap	1360	Att 2300	Cap	360	Att 423	Cap	1360	Att 2300	Cap	2799	Att 5093	Cap	2100	Att 3456
Income	444	% Cap 36/47	Income	82	% Cap 38/54	Income	444	% Cap 36/47	Income	2486	% Cap 37/50	Income	2060	% Cap 37/44
Opr Exp	48	% Att 22/23	Opr Exp	33	% Att 4/5	Opr Exp	48	% Att 22/23	Opr Exp	1025	% Att 49/50	Opr Exp	682	% Att 35/33
Mnt Exp	18	% Cash 5/3	Mnt Exp	3	% Cash 1/1	Mnt Exp	18	% Cash 5/3	Mnt Exp	128	% Cash 2/2	Mnt Exp	199	% Cash 3/5
Profit	378	% Inc 85	Profit	46	% Inc 56	Profit	378	% Inc 85	Profit	1333	% Inc 54	Profit	1179	% Inc 57
<b>HR. TOAD'S WILD RIDE</b>			<b>PETER PAN'S FLIGHT</b>			<b>HR. TOAD'S WILD RIDE</b>			<b>SKYWAYS</b>			<b>PIRATES OF THE CARIBBEAN</b>		
Cap	654	Att 1762	Cap	900	Att 1977	Cap	654	Att 1762	Cap	2400	Att 3835	Cap	3200	Att 7240
Income	340	% Cap 52/80	Income	382	% Cap 50/62	Income	340	% Cap 52/80	Income	1278	% Cap 40/51	Income	2853	% Cap 51/62
Opr Exp	26	% Att 18/17	Opr Exp	41	% Att 21/20	Opr Exp	26	% Att 18/17	Opr Exp	129	% Att 39/41	Opr Exp	175	% Att 73/70
Mnt Exp	97	% Cash 4/3	Mnt Exp	58	% Cash 4/2	Mnt Exp	97	% Cash 4/3	Mnt Exp	131	% Cash 1/2	Mnt Exp	204	% Cash 2/2
Profit	217	% Inc 64	Profit	283	% Inc 74	Profit	217	% Inc 64	Profit	1018	% Inc 80	Profit	2474	% Inc 87
<b>SNOW WHITE'S ADVENTURES</b>			<b>TOM SAWYER ISLAND RAFTS</b>			<b>SNOW WHITE'S ADVENTURES</b>			<b>TOM SAWYER ISLAND RAFTS</b>			<b>SUBMARINE VOYAGE</b>		
Cap	626	Att 1996	Cap	1050	Att 1296	Cap	626	Att 1996	Cap	1555	Att 1296	Cap	1410	Att 3451
Income	388	% Cap 69/94	Income	435	% Cap 39/47	Income	388	% Cap 69/94	Income	51	% Att 15/16	Income	1387	% Cap 54/65
Opr Exp	26	% Att 20/21	Opr Exp	41	% Att 4/2	Opr Exp	26	% Att 20/21	Mnt Exp	24	% Cash 1/2	Opr Exp	237	% Att 35/33
Mnt Exp	71	% Cash 4/2	Mnt Exp	71	% Cash 4/2	Mnt Exp	71	% Cash 4/2	Profit	360	% Inc 83	Mnt Exp	317	% Cash 3/4
Profit	291	% Inc 75	Profit	283	% Inc 74	Profit	291	% Inc 75	Profit	360	% Inc 83	Profit	833	% Inc 60
<b>Total "A"</b>			<b>Total "B"</b>			<b>Total "C"</b>			<b>Total "D"</b>			<b>Total "E"</b>		
Capacity	4,466		Capacity	4,984		Capacity	20,180		Capacity	18,031		Capacity	20,567	
% Total Capacity	7		% Total Capacity	8		% Total Capacity	21		% Total Capacity	30		% Total Capacity	34	
Rides (Thousands)	5,197		Rides (Thousands)	7,279		Rides (Thousands)	21		Rides (Thousands)	23,493		Rides (Thousands)	39,187	
% Total Rides	5		% Total Rides	8		% Total Rides	8		% Total Rides	25		% Total Rides	41	
Average Cash	13		Average Cash	3		Average Cash	40		Average Cash	2		Average Cash	3	
% Total Cash	17		% Total Cash	3		% Total Cash	40		% Total Cash	9		% Total Cash	28	

Guests Carried--Fiscal Year

	1970*				1969 Total	Change	
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent
1. Pirates of the Caribbean	132,802	6,924,071	183,171	7,240,044	6,528,869	711,175	11 %
2. Haunted Mansion	197,271	6,552,957	189,952	6,940,180	1,215,749	5,724,431	471 (a)
3. It's a Small World	175,020	5,599,261	131,354	5,905,635	5,536,524	369,111	7
4. S. F. & D. Trains	95,688	4,930,995	66,535	5,093,218	4,653,037	440,181	9
5. Autopias	168,620	4,387,973	82,794	4,639,387	3,885,954	753,433	19
6. Jungle Cruise	121,818	3,955,383	80,596	4,157,797	3,969,087	188,710	5
7. Matterhorn Bobsleds	152,862	3,788,449	115,059	4,056,370	4,581,385	(525,015)	(11) (b)
8. PeopleMover	48,319	3,779,803	68,780	3,896,902	3,784,268	112,634	3
9. Skyways	54,363	3,726,913	53,519	3,834,795	3,785,417	49,378	1
10. Monorail	152,774	3,242,459	60,781	3,456,014	2,770,088	685,926	25 (c)
11. Submarine Voyage	113,769	3,273,948	63,365	3,451,082	2,869,338	581,744	20 (d)
12. Great Moments with Mr. Lincoln	133,157	2,031,292	1,068,495	3,232,944	2,993,380	239,564	8
13. Flight to the Moon	37,531	2,515,816	32,422	2,585,769	2,567,472	18,297	1
14. Mark Twain	41,461	2,248,779	39,122	2,329,362	1,977,072	352,290	18
15. Mad Tea Party	83,123	2,161,910	54,665	2,299,698	1,838,603	461,095	25 (e)
16. Enchanted Tiki Room	72,783	1,926,948	47,262	2,046,993	2,039,143	7,850	--
17. Snow White's Adventures	59,428	1,905,100	31,853	1,996,381	1,829,670	166,711	9
18. Peter Pan's Flight	55,358	1,886,221	34,852	1,976,431	1,905,833	70,598	4
19. Motor Boat Cruise	41,958	1,784,494	26,557	1,853,009	1,570,716	282,293	18
20. Alice in Wonderland	58,281	1,762,192	28,298	1,848,771	1,633,619	215,152	13
21. Swiss Family Treehouse	48,822	1,733,733	33,318	1,815,873	1,891,063	(75,190)	(4)
22. Storybook Land Canal Boats	22,129	1,757,559	24,192	1,803,880	1,482,255	321,625	22
23. King Arthur Carrousel	167,169	1,562,038	35,568	1,764,775	1,765,981	(1,206)	--
24. Mr. Toad's Wild Ride	57,081	1,669,214	35,502	1,761,797	1,657,434	104,363	6
25. Rocket Jets	21,519	1,558,609	35,027	1,615,155	1,430,591	184,564	13
26. Frontierland Shooting Gallery	623,676	885,149	8,794	1,517,619	1,446,106	71,513	5
27. Mine Train thru Nature's Wonderland	29,246	1,435,742	27,963	1,492,951	1,849,341	(356,390)	(19) (f)
28. Tom Sawyer Island Rafts	19,826	1,253,404	23,237	1,296,467	1,367,036	(70,569)	(5)
29. Street Car	264,070	963,357	13,959	1,241,386	1,280,388	(39,002)	(3)
30. Casey Jr. Circus Train	30,392	947,849	17,245	995,486	982,928	12,558	1
31. Big Game Safari	397,632	585,110	6,338	989,080	845,049	144,031	17
32. Omnibus	142,196	745,240	12,667	900,103	875,908	24,195	3
33. Dumbo Flying Elephant	52,409	818,862	14,760	886,031	772,806	113,225	15
34. Sleeping Beauty's Castle	25,257	746,434	10,721	782,412	517,368	265,044	51
35. Main Street Cinema	55,700	584,576	7,865	648,141	592,795	55,346	9
36. Indian War Canoes	5,447	588,617	8,484	602,548	466,237	136,311	29
37. Fantasyland Theatre	25,000	427,407	4,932	457,339	350,709	106,630	30
38. Pack Mules thru Nature's Wonderland	17,729	412,991	9,197	439,917	434,038	5,879	1
39. Columbia Sailing Ship	7,039	417,200	10,756	434,995	505,947	(70,952)	(14) (g)
40. Mike Fink Keel Boats	4,889	414,239	4,142	423,270	316,875	106,395	34 (h)
41. Horseless Carriage	57,530	213,663	3,914	275,107	268,820	6,287	2
42. Fire Engine	44,833	184,257	3,766	232,856	216,643	16,213	7
43. Columbia Museum	1,322	115,617	1,362	118,301	54,857	63,444	116 (i)
<b>Total</b>	<b>4,117,299</b>	<b>88,405,831</b>	<b>2,813,141</b>	<b>95,336,271</b>	<b>83,306,399</b>	<b>12,029,872</b>	<b>14%</b>
<b>Total 1969</b>	<b>3,812,306</b>	<b>77,027,592</b>	<b>2,466,501</b>	<b>83,306,399</b>			

\*53-Week Year  
Footnotes--see pages 22 & 23

Guests Carried--Winter

	1970*				1969 Total	Change		
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent	
1. Pirates of the Caribbean	52,422	3,287,441	103,705	3,443,568	2,832,372	611,196	22 %	(a)
2. Haunted Mansion	75,749	3,115,021	116,130	3,306,900	--	3,306,900	--	(j)
3. It's a Small World	60,535	2,660,506	73,862	2,794,903	2,349,543	445,360	19	(k)
4. S. F. & D. Trains	39,678	2,284,550	33,478	2,357,706	1,885,684	472,022	25	
5. Autopias	85,934	1,880,424	39,995	2,006,353	1,740,461	265,892	15	
6. Jungle Cruise	45,278	1,783,551	43,270	1,872,099	1,683,623	188,476	11	(c)
7. Monorail	55,529	1,604,001	27,488	1,687,018	1,080,042	606,976	56	(d)
8. Submarine Voyage	43,356	1,589,870	39,629	1,672,855	1,013,010	659,845	65	
9. Skyways	19,149	1,597,205	29,377	1,645,731	1,638,616	7,115	--	
10. Matterhorn Bobsleds	45,343	1,506,276	62,141	1,613,760	2,152,066	(538,306)	(25)	(b)
11. PeopleMover	15,782	1,544,369	36,516	1,596,667	1,360,559	236,108	17	
12. Great Moments with Mr. Lincoln	75,430	886,477	394,025	1,355,932	1,225,384	130,548	11	
13. Flight to the Moon	15,551	1,134,501	17,744	1,167,796	1,108,149	59,647	5	
14. Mad Tea Party	49,103	993,931	27,125	1,070,159	683,343	386,816	57	(e)
15. Enchanted Tiki Room	27,497	983,318	25,497	1,036,312	996,400	39,912	4	
16. Mark Twain	19,587	962,764	16,374	998,725	866,027	132,698	15	
17. Peter Pan's Flight	33,236	848,510	23,771	905,517	856,981	48,536	6	
18. Snow White's Adventures	32,651	822,918	20,892	876,461	849,743	26,718	3	
19. Mr. Toad's Wild Ride	32,945	768,547	24,178	825,670	758,941	66,729	9	
20. King Arthur Carrousel	86,423	711,385	20,894	818,702	751,837	66,865	9	(l)
21. Storybook Land Canal Boats	8,757	764,120	14,739	787,616	603,146	184,470	31	(f)
22. Mine Train thru Nature's Wonderland	8,203	750,291	13,392	771,886	796,293	(24,407)	(3)	
23. Rocket Jets	7,728	728,452	18,384	754,564	642,546	112,018	17	
24. Alice in Wonderland	28,577	702,837	17,085	748,499	664,108	84,391	13	
25. Swiss Family Treehouse	24,565	703,438	18,076	746,079	747,774	(1,695)	--	
26. Motor Boat Cruise	14,317	686,914	13,763	714,994	536,248	178,746	33	(m)
27. Frontierland Shooting Gallery	358,530	330,699	5,175	694,404	576,716	117,688	20	
28. Tom Sawyer Island Rafts	6,677	447,252	12,390	466,319	492,588	(26,269)	(5)	
29. Casey Jr. Circus Train	13,390	428,467	9,846	451,703	392,105	59,598	15	
30. Street Car	84,661	299,776	6,217	390,654	376,274	14,380	4	
31. Dumbo Flying Elephant	29,893	343,457	9,109	382,459	315,776	66,683	21	
32. Big Game Safari	195,575	174,072	3,317	372,964	330,635	42,329	13	
33. Omnibus	52,349	265,781	7,022	325,152	274,659	50,493	18	
34. Main Street Cinema	20,552	234,010	4,179	258,741	236,473	22,268	9	
35. Indian War Canoes	1,792	193,441	4,107	199,340	139,706	59,634	43	(n)
36. Mike Fink Keel Boats	1,796	141,819	1,386	145,001	67,695	77,306	114	(h)
37. Pack Mules thru Nature's Wonderland	4,819	135,033	3,003	142,855	139,559	3,296	2	
38. Fantasyland Theatre	8,374	106,008	1,889	116,271	96,218	20,053	21	
39. Sleeping Beauty's Castle	2,912	91,423	1,950	96,285	52,167	44,118	85	(o)
40. Horseless Carriage	17,515	74,566	1,734	93,815	95,688	(1,873)	(2)	
41. Columbia Museum	1,031	91,426	732	93,189	37,616	55,573	148	(i)
42. Fire Engine	16,278	73,641	1,622	91,541	69,254	22,287	32	
43. Columbia Sailing Ship	1,296	76,784	1,255	79,335	203,765	(124,430)	(61)	(g)
Total	<u>1,820,765</u>	<u>38,809,272</u>	<u>1,346,463</u>	<u>41,976,500</u>	<u>33,719,790</u>	<u>8,256,710</u>	<u>24%</u>	
Total 1969	<u>1,547,427</u>	<u>31,081,730</u>	<u>1,090,633</u>	<u>33,719,790</u>				

\*35-Week Winter  
Footnotes--see pages 22 & 23

Guests Carried--Summer

	1970				1969 Total	Change		
	Cash & Central Booth	Coupon	Courtesy	Total		Total	Per Cent	
1. Pirates of the Caribbean	80,380	3,636,630	79,466	3,796,476	3,696,497	99,979	3	(a)
2. Haunted Mansion	121,522	3,437,936	73,822	3,633,280	1,215,749	2,417,531	199	
3. It's a Small World	114,485	2,938,755	57,492	3,110,732	3,186,981	(76,249)	(2)	
4. S. F. & D. Trains	56,010	2,646,445	33,057	2,735,512	2,767,353	(31,841)	(1)	(p)
5. Autopias	82,686	2,507,549	42,799	2,633,034	2,145,493	487,541	23	
6. Matterhorn Bobsleds	107,519	2,282,173	52,918	2,442,610	2,429,319	13,291	1	
7. PeopleMover	32,537	2,235,434	32,264	2,300,235	2,423,709	(123,474)	(5)	
8. Jungle Cruise	76,540	2,171,832	37,326	2,285,698	2,285,464	234	--	
9. Skyways	35,214	2,129,708	24,142	2,189,064	2,146,801	42,263	2	
10. Great Moments with Mr. Lincoln	57,727	1,144,815	674,470	1,877,012	1,767,996	109,016	6	
11. Submarine Voyage	70,413	1,684,078	23,736	1,778,227	1,856,328	(78,101)	(4)	
12. Monorail	97,245	1,638,458	33,293	1,768,996	1,690,046	78,950	5	
13. Flight to the Moon	21,980	1,381,315	14,678	1,417,973	1,459,323	(41,350)	(3)	
14. Mark Twain	21,874	1,286,015	22,748	1,330,637	1,111,045	219,592	20	(q)
15. Mad Tea Party	34,020	1,167,979	27,540	1,229,539	1,155,260	74,279	6	
16. Motor Boat Cruise	27,641	1,097,580	12,794	1,138,015	1,034,468	103,547	10	
17. Snow White's Adventures	26,777	1,082,182	10,961	1,119,920	979,927	139,993	14	
18. Alice in Wonderland	29,704	1,059,355	11,213	1,100,272	969,511	130,761	13	
19. Peter Pan's Flight	22,122	1,037,711	11,081	1,070,914	1,048,852	22,062	2	
20. Swiss Family Treehouse	24,257	1,030,295	15,242	1,069,794	1,143,289	(73,495)	(6)	
21. Storybook Land Canal Boats	13,372	993,439	9,453	1,016,264	879,109	137,155	16	(1)
22. Enchanted Tiki Room	45,286	943,630	21,765	1,010,681	1,042,743	(32,062)	(3)	
23. King Arthur Carrousel	80,746	850,653	14,674	946,073	1,014,144	(68,071)	(7)	
24. Mr. Toad's Wild Ride	24,136	900,667	11,324	936,127	898,493	37,634	4	
25. Rocket Jets	13,791	830,157	16,643	860,591	788,045	72,546	9	
26. Street Car	179,409	663,581	7,742	850,732	904,114	(53,382)	(6)	
27. Tom Sawyer Island Rafts	13,149	806,152	10,847	830,148	874,448	(44,300)	(5)	
28. Frontierland Shooting Gallery	265,146	554,450	3,619	823,215	869,390	(46,175)	(5)	
29. Mine Train thru Nature's Wonderland	21,043	685,451	14,571	721,065	1,053,048	(331,983)	(32)	(f)
30. Sleeping Beauty's Castle	22,345	655,011	8,771	686,127	465,201	220,926	47	(o)
31. Big Game Safari	202,057	411,038	3,021	616,116	514,414	101,702	20	
32. Omnibus	89,847	479,459	5,645	574,951	601,249	(26,298)	(4)	
33. Casey Jr. Circus Train	17,002	519,382	7,399	543,783	590,823	(47,040)	(8)	
34. Dumbo Flying Elephant	22,516	475,405	5,651	503,572	457,030	46,542	10	
35. Indian War Canoes	3,655	395,176	4,377	403,208	326,531	76,677	23	(n)
36. Main Street Cinema	35,148	350,566	3,686	389,400	356,322	33,078	9	
37. Columbia Sailing Ship	5,743	340,416	9,501	355,660	302,182	53,478	18	
38. Fantasyland Theatre	16,626	321,399	3,043	341,068	254,491	86,577	34	(r)
39. Pack Mules thru Nature's Wonderland	12,910	277,958	6,194	297,062	294,479	2,583	1	
40. Mike Fink Keel Boats	3,093	272,420	2,756	278,269	249,180	29,089	12	
41. Horseless Carriage	40,015	139,097	2,180	181,292	173,132	8,160	5	
42. Fire Engine	28,555	110,616	2,144	141,315	147,389	(6,074)	(4)	
43. Columbia Museum	291	24,191	630	25,112	17,241	7,871	46	(i)
<b>Total</b>	<u>2,296,534</u>	<u>49,596,559</u>	<u>1,466,678</u>	<u>53,359,771</u>	<u>49,586,609</u>	<u>3,773,162</u>	<u>8%</u>	
<b>Total 1969</b>	<u>2,264,879</u>	<u>45,945,862</u>	<u>1,375,868</u>	<u>49,586,609</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>1970</u>	<u>1969</u>	<u>1970</u>	<u>1969</u>	<u>1970</u>	<u>1969</u>
1. Snow White's Adventures	68.8%	65.4%	94.4%	85.4%	81.1%	74.8%
2. Matterhorn Bobsleds	68.0	65.7	79.1	84.5	74.3	74.5
3. Rocket Jets	61.7	57.0	77.5	76.1	69.2	66.1
4. Enchanted Tiki Room	63.6	65.1	71.2	77.3	67.1	70.8
5. Mr. Toad's Wild Ride	59.3	58.7	74.4	74.6	66.4	66.4
6. Haunted Mansion	57.4	--	72.3	74.7	64.4	74.7
7. Indian War Canoes	50.9	38.0	67.8	58.1	61.1	50.2
8. Pack Mules thru Nature's Wonderland	56.4	56.3	63.4	65.0	61.0	62.0
9. Big Game Safari	49.2	42.8	67.9	60.8	59.4	52.2
10. Submarine Voyage	54.0	51.6	65.3	71.4	59.3	62.9
11. Dumbo Flying Elephant	49.2	44.3	62.5	59.3	57.9	52.1
12. King Arthur Carrousel	50.2	45.2	66.9	60.8	56.1	56.8
13. Pirates of the Caribbean	50.6	45.6	61.5	64.4	55.8	54.6
14. Peter Pan's Flight	49.7	47.1	61.6	63.2	55.4	54.8
15. Frontierland Shooting Gallery	47.1	42.6	64.3	70.5	55.1	55.9
16. Motor Boat Cruise	47.2	38.8	61.6	60.7	55.1	50.9
17. Alice in Wonderland	44.6	43.1	60.2	59.1	52.8	51.4
18. Horseless Carriage	39.7	44.3	61.4	60.4	51.8	53.5
19. Mike Fink Keel Boats	38.4	25.5	54.4	57.7	47.7	45.4
20. Sleeping Beauty's Castle	25.6	23.5	51.7	52.1	45.9	46.4
21. Jungle Cruise	39.1	39.3	53.1	56.5	45.7	47.7
22. Skyways	40.2	35.9	50.7	52.4	45.6	43.7
23. Autopias	38.4	34.8	48.9	43.9	43.7	39.3
24. Storybook Land Canal Boats	36.0	31.0	52.3	47.7	43.7	39.1
25. Tom Sawyer Island Rafts	39.0	30.8	46.8	46.7	43.7	39.4
26. S. F. & D. Trains	37.0	34.0	49.7	53.3	42.9	43.3
27. Mark Twain	34.2	35.0	50.8	45.0	42.1	40.0
28. Swiss Family Treehouse	34.8	33.7	49.4	53.3	42.1	43.3
29. Columbia Sailing Ship	39.2	41.6	42.1	33.9	41.5	36.6
30. Mad Tea Party	36.3	31.5	47.0	50.0	41.3	41.1
31. Monorail	36.5	34.3	43.7	43.6	39.9	39.5
32. Flight to the Moon	33.8	32.8	45.3	50.8	39.3	41.1
33. Fire Engine	33.7	33.2	40.3	43.0	37.4	39.3
34. Casey Jr. Circus Train	29.9	31.1	39.3	46.7	34.4	38.9
35. Main Street Cinema	25.2	24.2	45.1	42.9	34.4	32.8
36. It's a Small World	31.1	28.9	37.6	40.2	34.3	34.5
37. Omnibus	21.6	18.9	43.0	45.8	34.2	34.5
38. Great Moments with Mr. Lincoln	23.8	23.2	40.4	39.7	31.6	31.7
39. Fantasyland Theatre	21.5	20.3	35.3	35.3	31.2	30.7
40. Columbia Museum	29.1	19.7	24.1	30.2	30.4	29.3
41. Street Car	14.4	14.4	36.8	37.8	27.9	22.1
42. Mine Train thru Nature's Wonderland	24.4	24.3	24.3	37.2	24.8	25.5
43. PeopleMover	19.1	21.9	25.9	29.5	24.4	30.3
					22.6	26.2

(a)

Footnotes--see page 22

Attendance Percentages

Total Guests Carried  
Total Main Gate Exposed Attendance

	<u>Winter</u>		<u>Summer</u>		<u>Total</u>	
	<u>1970</u>	<u>1969</u>	<u>1970</u>	<u>1969</u>	<u>1970</u>	<u>1969</u>
1. Pirates of the Caribbean	72.7%	73.1%	69.9%	78.9%	71.2%	76.3%
2. Haunted Mansion	68.3	--	66.9	86.3	67.6	86.3 (a)
3. It's a Small World	60.9	65.0	57.3	68.0	59.0	66.7
4. S. F. & D. Trains	48.7	50.9	50.4	59.5	49.6	55.7
5. Autopias	47.3	48.5	49.3	47.4	48.5	47.8
6. Matterhorn Bobsleds	46.3	55.3	45.0	58.2	45.4	56.8 (b)
7. Jungle Cruise	40.4	46.2	42.1	49.1	41.3	47.8
8. PeopleMover	39.4	43.0	42.3	52.4	41.1	48.6
9. Skyways	39.3	42.9	40.9	51.4	40.2	47.3
10. Monorail	34.9	35.7	32.6	36.3	33.6	36.1
11. Submarine Voyage	34.7	36.2	32.7	39.9	33.6	38.5
12. Great Moments with Mr. Lincoln	28.0	31.1	34.6	38.0	31.4	34.8
13. Flight to the Moon	24.9	27.8	26.1	31.4	25.6	29.7
14. Mark Twain	21.6	26.8	24.6	24.2	23.2	25.3
15. Mad Tea Party	22.2	22.0	22.6	26.5	22.4	24.6
16. Motor Boat Cruise	19.0	17.0	21.6	23.2	20.5	20.6
17. Snow White's Adventures	19.9	21.5	20.6	21.1	20.3	21.3
18. Peter Pan's Flight	20.8	22.3	19.7	22.5	20.2	22.4
19. Enchanted Tiki Room	21.4	25.2	18.6	22.4	19.9	23.7
20. Swiss Family Treehouse	19.2	21.0	20.4	24.6	19.9	23.0
21. Alice in Wonderland	17.5	18.4	20.4	21.1	19.1	19.9
22. Storybook Land Canal Boats	16.8	16.1	18.7	18.9	17.8	17.6
23. King Arthur Carrousel	17.8	18.9	17.4	21.8	17.6	20.4
24. Mr. Toad's Wild Ride	17.8	20.1	17.2	19.4	17.5	19.7
25. Rocket Jets	15.9	16.8	15.8	17.0	15.9	16.9
26. Tom Sawyer Island Rafts	15.2	16.8	16.0	20.3	15.7	18.9
27. Mine Train thru Nature's Wonderland	17.9	20.3	13.3	22.7	15.3	21.6
28. Frontierland Shooting Gallery	14.4	15.5	15.2	18.7	14.8	17.3
29. Street Car	8.5	9.6	16.1	19.8	12.6	15.1
30. Sleeping Beauty's Castle	5.0	4.7	13.4	12.3	11.1	10.6
31. Big Game Safari	9.7	10.2	12.1	11.6	11.0	11.0
32. Casey Jr. Circus Train	9.7	10.8	10.0	12.7	9.9	11.9
33. Dumbo Flying Elephant	8.4	8.7	9.3	9.8	8.9	9.3
34. Omnibus	6.9	6.9	10.6	12.9	8.9	10.2
35. Columbia Sailing Ship	7.3	14.7	7.8	8.5	7.7	10.2
36. Indian War Canoes	6.4	5.6	7.8	7.7	7.3	6.9
37. Main Street Cinema	5.4	5.9	7.2	7.7	6.3	6.9
38. Fantasyland Theatre	4.1	3.7	6.8	6.3	5.9	5.3
39. Pack Mules thru Nature's Wonderland	5.1	6.3	5.7	6.9	5.5	6.7
40. Mike Fink Keel Boats	4.1	2.6	5.2	5.7	4.8	4.5
41. Columbia Museum	4.2	2.9	4.0	4.4	4.1	3.3
42. Horseless Carriage	2.4	3.0	3.5	3.9	3.0	3.5
43. Fire Engine	2.3	2.6	2.7	3.3	2.5	3.0

Footnotes--see page 22

Hours Operated

	<u>Winter</u>		<u>Summer</u>		<u>Total</u>	
	<u>1970*</u>	<u>1969</u>	<u>1970</u>	<u>1969</u>	<u>1970*</u>	<u>1969</u>
	Total Park Hours Operated	2198	2100	1927	1846	4125
1. S. F. & D. Trains	2275	1983	1966	1857	4241	3840
2. Enchanted Tiki Room	2217	2084	1933	1836	4150	3920
3. Haunted Mansion	2214	--	1932	626	4146	626
4. Great Moments with Mr. Lincoln	2282	2116	1857	1782	4139	3898
5. Submarine Voyage	2197	1391	1931	1843	4128	3234
6. Monorail	2198	1497	1930	1846	4128	3343
7. Mad Tea Party	2166	1593	1925	1700	4091	3293
8. Flight to the Moon	2134	2084	1932	1773	4066	3857
9. Pirates of the Caribbean	2125	1942	1928	1794	4053	3736
10. Mr. Toad's Wild Ride	2128	1976	1924	1841	4052	3817
11. Rocket Jets	2123	1957	1927	1799	4050	3756
12. Casey Jr. Circus Train	2099	1751	1921	1758	4020	3509
13. Jungle Cruise	2113	1888	1899	1785	4012	3673
14. King Arthur Carrousel	2078	2117	1928	1843	4006	3960
15. Peter Pan's Flight	2025	2020	1932	1844	3957	3864
16. Omnibus	2091	2011	1856	1822	3947	3833
17. Storybook Land Canal Boats	2085	1853	1850	1756	3935	3609
18. Snow White's Adventures	2035	2074	1896	1834	3931	3908
19. It's a Small World	1996	1807	1841	1762	3837	3569
20. Mark Twain	2022	1713	1815	1712	3837	3425
21. Frontierland Shooting Gallery	2049	1880	1779	1713	3828	3593
22. Mine Train thru Nature's Wonderland	1897	1970	1785	1700	3682	3670
23. Street Car	1971	1909	1683	1745	3654	3654
24. Alice in Wonderland	1748	1604	1903	1708	3651	3312
25. Dumbo Flying Elephant	1834	1681	1775	1819	3609	3500
26. Swiss Family Treehouse	1789	1847	1802	1789	3591	3636
27. Main Street Cinema	1943	1852	1635	1573	3578	3425
28. PeopleMover	1712	1272	1818	1684	3530	2956
29. Skyways	1704	1900	1800	1706	3504	3606
30. Matterhorn Bobsleds	1483	2046	1930	1796	3413	3842
31. Autopias	1635	1564	1682	1527	3317	3091
32. Fire Engine	1319	1013	1702	1663	3021	2676
33. Motor Boat Cruise	1346	1229	1642	1514	2988	2743
34. Horseless Carriage	1297	1186	1621	1575	2918	2761
35. Big Game Safari	1186	1208	1417	1323	2603	2531
36. Mike Fink Keel Boats	1047	738	1419	1201	2466	1939
37. Tom Sawyer Island Rafts	764	1021	1133	1198	1897	2219
38. Indian War Canoes	687	645	1043	986	1730	1631
39. Fantasyland Theatre	601	526	1073	802	1674	1328
40. Pack Mules thru Nature's Wonderland	517	506	956	924	1473	1430
41. Sleeping Beauty's Castle	313	185	1107	744	1420	929
42. Columbia Museum	712	424	232	127	944	551
43. Columbia Sailing Ship	180	434	749	791	929	1225

(a)

(b)

\*35-Week Winter/53-Week Year  
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

	1970*	1969	
1. Autopias	73,337	67,227	
2. Jungle Cruise	67,152	62,112	
3. Submarine Voyage	61,112	50,022	(d)
4. Haunted Mansion	52,760	10,642	(a)
5. Matterhorn Bobsleds	48,526	49,438	(b)
6. Pirates of the Caribbean	43,225	39,585	
7. Storybook Land Canal Boats	39,425	33,650	
8. S. F. & D. Trains	37,743	35,805	
9. Monorail	37,383	31,194	(c)
10. Skyways	33,400	33,437	
11. It's a Small World	32,335	30,979	
12. Pack Mules thru Nature's Wonderland	29,084	27,716	
13. Indian War Canoes	21,832	18,263	
14. PeopleMover	20,633	18,942	
15. Mark Twain	16,822	15,375	
16. Mine Train thru Nature's Wonderland	15,509	15,787	
17. Frontierland Shooting Gallery	15,371	14,977	
18. Great Moments with Mr. Lincoln	14,653	15,217	
19. Enchanted Tiki Room	14,573	13,808	
20. Motor Boat Cruise	14,089	12,392	
21. Rocket Jets	14,079	12,993	
22. Street Car	13,587	13,673	
23. Flight to the Moon	13,473	12,899	
24. Tom Sawyer Island Rafts	12,904	13,606	
25. Mad Tea Party	12,411	10,685	
26. Casey Jr. Circus Train	11,686	10,728	
27. Big Game Safari	11,557	10,308	
28. King Arthur Carrousel	11,551	11,617	
29. Peter Pan's Flight	10,615	11,083	
30. Alice in Wonderland	9,413	8,910	
31. Mike Fink Keel Boats	8,233	5,792	
32. Mr. Toad's Wild Ride	6,767	6,513	
33. Snow White's Adventures	6,596	6,347	
34. Dumbo Flying Elephant	6,156	5,673	
35. Omnibus	5,875	6,146	
36. Swiss Family Treehouse	5,374	5,043	
37. Horseless Carriage	4,051	4,243	
38. Columbia Sailing Ship	3,753	5,279	
39. Main Street Cinema	3,679	3,572	
40. Fire Engine	3,128	2,911	
41. Fantasyland Theatre	1,834	1,436	
42. Sleeping Beauty's Castle	1,419	974	
43. Columbia Museum	985	565	

\*53-Week Year

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>1970*</u>	<u>1969</u>	
1. Pirates of the Caribbean	\$2,853	\$2,488	
2. Haunted Mansion	2,756	472	(a)
3. S. F. & D. Trains	2,486	2,088	
4. It's a Small World	2,361	2,131	
5. Monorail	2,060	1,541	(c)
6. Jungle Cruise	1,671	1,537	
7. Matterhorn Bobsleds	1,640	1,776	(b)
8. Submarine Voyage	1,387	1,116	
9. PeopleMover	1,296	1,189	
10. Skyways	1,278	1,198	
11. Autopias	906	731	
12. Flight to the Moon	860	814	
13. Mark Twain	843	763	
14. Enchanted Tiki Room	819	790	
15. Storybook Land Canal Boats	600	469	
16. Mine Train thru Nature's Wonderland	539	584	
17. Rocket Jets	531	447	
18. Mad Tea Party	444	345	
19. Great Moments with Mr. Lincoln	439	390	
20. Tom Sawyer Island Rafts	435	432	
21. Snow White's Adventures	388	343	
22. Peter Pan's Flight	382	356	
23. Mr. Toad's Wild Ride	340	310	
24. Frontierland Shooting Gallery	327	305	
25. Alice in Wonderland	276	306	(s)
26. Motor Boat Cruise	237	208	
27. Swiss Family Treehouse	232	251	
28. Big Game Safari	214	179	
29. Indian War Canoes	203	147	
30. Pack Mules thru Nature's Wonderland	181	169	
31. Dumbo Flying Elephant	177	149	
32. Columbia Sailing Ship	154	196	
33. Casey Jr. Circus Train	128	131	
34. King Arthur Carrousel	96	98	
35. Fantasyland Theatre	94	68	
36. Main Street Cinema	88	83	
37. Mike Fink Keel Boats	82	59	
38. Street Car	75	78	
39. Omnibus	52	50	
40. Sleeping Beauty's Castle	48	69	
41. Horseless Carriage	17	16	
42. Columbia Museum	15	7	(i)
43. Fire Engine	14	13	

\*53-Week Year

Footnotes--see pages 22 & 23

Operating Expenses

(In Thousands)

	<u>1970*</u>	<u>1969</u>	
1. S. F. & D. Trains			
2. Monorail	\$1025	\$848	(k)
3. Autopias	682	442	(c)
4. Jungle Cruise	284	249	
5. Submarine Voyage	268	229	
6. Haunted Mansion	237	180	(d)
7. Matterhorn Bobsleds	208	37	(a)
8. Pirates of the Caribbean	191	178	
9. Storybook Land Canal Boats	175	142	
10. Frontierland Shooting Gallery	162	120	
11. It's a Small World	153	156	
12. Skyways	138	111	
13. Pack Mules thru Nature's Wonderland	129	120	
14. Big Game Safari	127	104	
15. Indian War Canoes	106	73	(t)
16. PeopleMover	87	65	
17. Mark Twain	82	68	
18. Great Moments with Mr. Lincoln	77	63	
19. Mine Train thru Nature's Wonderland	63	55	
20. Street Car	61	57	
21. Rocket Jets	60	52	
22. Enchanted Tiki Room	59	46	
23. Motor Boat Cruise	57	50	
24. Flight to the Moon	56	46	
25. Tom Sawyer Island Rafts	52	47	
26. Casey Jr. Circus Train	51	49	
27. Mad Tea Party	48	39	
28. King Arthur Carrousel	48	38	
29. Peter Pan's Flight	44	42	
30. Alice in Wonderland	41	40	
31. Mike Fink Keel Boats	36	32	
32. Mr. Toad's Wild Ride	33	21	(h)
33. Snow White's Adventures	26	23	
34. Dumbo Flying Elephant	26	23	
35. Omnibus	24	21	
36. Swiss Family Treehouse	23	22	
37. Horseless Carriage	22	18	
38. Columbia Sailing Ship	16	15	
39. Main Street Cinema	15	20	
40. Fire Engine	14	13	
41. Fantasyland Theatre	14	10	
42. Sleeping Beauty's Castle	7	5	
43. Columbia Museum	6	3	
	4	2	

\*53-Week Year

Footnotes--see pages 22 & 23

## Maintenance & Refurbishing Expenses

(In Thousands)

	<u>1970*</u>	<u>1969</u>	
1. Matterhorn Bobsleds			
2. Submarine Voyage	\$670	\$198	(b)
3. It's a Small World	317	632	(d)
4. Autopias	283	219	(j)
5. Haunted Mansion	252	186	(p)
6. Pirates of the Caribbean	218	69	(a)
7. Jungle Cruise	204	224	
8. Monorail	200	199	
9. Mine Train thru Nature's Wonderland	199	153	
10. PeopleMover	175	110	(f)
11. Skyways	172	91	
12. S. F. & D. Trains	131	88	(u)
13. Swiss Family Treehouse	128	134	
14. Mr. Toad's Wild Ride	114	29	(v)
15. Flight to the Moon	97	85	
16. Motor Boat Cruise	96	117	
17. Alice in Wonderland	81	63	
18. Snow White's Adventures	75	46	(s)
19. Storybook Land Canal Boats	71	52	(w)
20. Mark Twain	67	74	
21. Enchanted Tiki Room	65	51	
22. Frontierland Shooting Gallery	60	63	
23. Peter Pan's Flight	58	52	
24. Casey Jr. Circus Train	58	42	
25. Great Moments with Mr. Lincoln	51	49	
26. Columbia Sailing Ship	46	48	
27. King Arthur Carrousel	42	41	
28. Tom Sawyer Island Rafts	26	19	
29. Dumbo Flying Elephant	24	80	(x)
30. Mad Tea Party	22	45	(y)
31. Rocket Jets	18	144	(e)
32. Fantasyland Theatre	16	27	
33. Indian War Canoes	13	11	
34. Pack Mules thru Nature's Wonderland	11	7	
35. Main Street Cinema	11	18	
36. Omnibus	10	9	
37. Horseless Carriage	6	3	
38. Street Car	5	4	
39. Big Game Safari	5	14	
40. Sleeping Beauty's Castle	4	9	
41. Mike Fink Keel Boats	4	16	
42. Columbia Museum	3	1	
43. Fire Engine	--	--	
	--	4	

\*53-Week Year

Footnotes--see pages 22 & 23

Gross Profit

(Excluding Overhead, Depreciation, Taxes, etc.)

(In Thousands)

	<u>1970*</u>	<u>1969</u>	
1. Pirates of the Caribbean	\$2,474	\$2,122	
2. Haunted Mansion	2,330	366	(a)
3. It's a Small World	1,940	1,801	
4. S. F. & D. Trains	1,333	1,106	
5. Jungle Cruise	1,203	1,109	
6. Monorail	1,179	946	
7. PeopleMover	1,042	1,030	
8. Skyways	1,018	990	
9. Submarine Voyage	833	304	(d)
10. Matterhorn Bobsleds	779	1,400	(b)
11. Flight to the Moon	712	650	
12. Enchanted Tiki Room	702	677	
13. Mark Twain	701	649	
14. Rocket Jets	456	374	
15. Mad Tea Party	378	163	(e)
16. Storybook Land Canal Boats	371	275	
17. Autopias	370	296	
18. Tom Sawyer Island Rafts	360	303	
19. Great Moments with Mr. Lincoln	330	287	
20. Mine Train thru Nature's Wonderland	303	417	(f)
21. Snow White's Adventures	291	268	
22. Peter Pan's Flight	283	274	
23. Mr. Toad's Wild Ride	217	202	
24. Alice in Wonderland	165	228	
25. Dumbo Flying Elephant	131	83	(y)
26. Frontierland Shooting Gallery	116	97	
27. Indian War Canoes	105	75	
28. Big Game Safari	104	97	
29. Motor Boat Cruise	100	99	
30. Columbia Sailing Ship	97	135	(g)
31. Swiss Family Treehouse	96	204	(v)
32. Fantasyland Theatre	74	52	
33. Main Street Cinema	64	61	
34. Mike Fink Keel Boats	46	37	
35. Pack Mules thru Nature's Wonderland	43	47	
36. Sleeping Beauty's Castle	38	50	
37. Casey Jr. Circus Train	29	43	
38. King Arthur Carrousel	26	37	
39. Omnibus	23	25	
40. Columbia Museum	11	5	
41. Street Car	10	12	
42. Fire Engine	2	(1)	
43. Horseless Carriage	(4)	(3)	

\*53-Week Year

Footnotes--see pages 22 & 23

Profit Percentages

Gross Ride Profit  
Gross Allocated Income

	<u>1970</u>	<u>1969</u>
1. Pirates of the Caribbean		
2. Enchanted Tiki Room	87%	85%
3. Rocket Jets	86	86
4. Haunted Mansion	86	84
5. Mad Tea Party	85	78
6. Flight to the Moon	85	47 (e)
7. Mark Twain	83	80
8. Tom Sawyer Island Rafts	83	85
9. It's a Small World	83	70 (x)
10. PeopleMover	82	84
11. Skyways	80	87
12. Sleeping Beauty's Castle	80	83
13. Fantasyland Theatre	80	73
14. Columbia Museum	79	77
15. Great Moments with Mr. Lincoln	75	71
16. Snow White's Adventures	75	74
17. Dumbo Flying Elephant	75	78
18. Peter Pan's Flight	74	56 (y)
19. Jungle Cruise	74	77
20. Main Street Cinema	72	72
21. Mr. Toad's Wild Ride	72	73
22. Columbia Sailing Ship	64	65
23. Storybook Land Canal Boats	63	69
24. Alice in Wonderland	62	59
25. Submarine Voyage	60	74 (s)
26. Monorail	60	27 (d)
27. Mike Fink Keel Boats	57	61
28. Mine Train thru Nature's Wonderland	56	63
29. S. F. & D. Trains	56	71
30. Indian War Canoes	54	53
31. Big Game Safari	52	51
32. Matterhorn Bobsleds	48	54
33. Omnibus	48	79 (b)
34. Motor Boat Cruise	45	49
35. Autopias	42	48
36. Swiss Family Treehouse	41	40
37. Frontierland Shooting Gallery	41	81 (v)
38. King Arthur Carrousel	35	32
39. Pack Mules thru Nature's Wonderland	27	37 (z)
40. Casey Jr. Circus Train	24	28
41. Street Car	23	33
42. Fire Engine	13	15
43. Horseless Carriage	11	(10)
	(23)	(18)

Footnotes--see pages 22 & 23

## Capital Investment

(In Thousands)

Capitalized costs (less abandonments) at October 3, 1970, excluding refurbishing expenses.

1. Haunted Mansion	
2. It's a Small World	\$6,797
3. PeopleMover	5,090
4. Pirates of the Caribbean	5,084
5. Submarine Voyage	4,632
6. Flight to the Moon	2,927
7. Matterhorn Bobsleds	2,437
(Including Mountain--\$1,636)	
8. Mine Train	2,413
9. Jungle Cruise	1,938
10. Great Moments with Mr. Lincoln	1,268
11. S. F. & D. Trains (Primeval Diorama only)	1,232
12. Autopias	884
13. Mark Twain	757
14. Skyways	713
15. Enchanted Tiki Room	649
16. Tom Sawyer Island Rafts	616
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)	
22. Motor Boat Cruise	402
23. Sleeping Beauty's Castle	322
24. Peter Pan's Flight	300
25. Mr. Toad's Wild Ride	204
26. Casey Jr. Circus Train	197
27. Snow White's Adventures	184
28. Mad Tea Party	156
29. King Arthur Carrousel	124
30. Dumbo Flying Elephant	118
31. Big Game Safari	90
32. Mike Fink Keel Boats	84
33. Frontierland Shooting Gallery	58
34. Omnibus	57
35. Street Car	49
36. Pack Mules	44
37. Horseless Carriage	22
38. Fire Engine	18
39. Indian War Canoes	12
	10

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) Haunted Mansion--Opened 8-9-69. Operated 3529 hours more in 1970 than in 1969.
- (b) Matterhorn Bobsleds--Operated 429 hours less in 1970 than in 1969 (down 13 weeks for rehab). Man hours worked down 912. Labor up \$9,000. 1970 maintenance expense includes \$564,000 rehab vs. \$50,000 in 1969.
- (c) Monorail--Operated 785 hours more in 1970 than in 1969.
- (d) Submarine Voyage--Operated 894 hours more in 1970 than in 1969. 1970 maintenance expense includes \$132,000 rehab vs. \$511,000 in 1969.
- (e) Mad Tea Party--Operated 798 hours more in 1970 than in 1969. 1970 maintenance expense includes \$2,000 rehab vs. \$124,000 in 1969.
- (f) Mine Train thru Nature's Wonderland--"D" coupon till 6-1-70. 1970 maintenance expense includes \$107,000 rehab vs. \$70,000 in 1969.
- (g) Columbia Sailing Ship--Operated 296 hours less in 1970 than in 1969. "E" coupon till 6-1-70.
- (h) Mike Fink Keel Boats--Operated 527 hours more in 1970 than in 1969.
- (i) Columbia Museum--Operated 393 hours more in 1970 than in 1969.
- (j) It's a Small World--Operated 268 hours more in 1970 than in 1969. 1970 maintenance expense includes \$117,000 rehab vs. \$58,000 in 1969.
- (k) S. F. & D. Trains--Operated 401 hours more in 1970 than in 1969.
- (l) Storybook Land Canal Boats--Operated 326 hours more in 1970 than in 1969.
- (m) Motor Boat Cruise--Operated 117 hours more in Winter 1970 than in Winter 1969.
- (n) Indian War Canoes--Operated 99 hours more in 1970 than in 1969.
- (o) Sleeping Beauty's Castle--"B" coupon till 6-1-70. 1969 maintenance expense includes \$14,000 rehab.

- (p) Autopias--Operated 226 hours more in 1970 than in 1969. 1970 maintenance expense includes \$53,000 rehab & \$24,000 non-scheduled vs. \$23,000 & \$4,000 in 1969.
- (q) Mark Twain--Operated 412 hours more in 1970 than in 1969. "E" coupon till 6-1-70.
- (r) Fantasyland Theatre--Operated 346 hours more in 1970 than in 1969.
- (s) Alice in Wonderland--"C" coupon till 6-1-70. 1970 maintenance expense includes \$28,000 rehab vs. \$6,000 in 1969.
- (t) Big Game Safari--Lead shot up \$24,000 in 1970.
- (u) Skyways--1970 maintenance expense includes \$64,000 rehab & \$16,000 non-scheduled vs. \$29,000 rehab in 1969.
- (v) Swiss Family Treehouse--1970 maintenance expense includes \$104,000 rehab vs. \$20,000 in 1969.
- (w) Snow White's Adventures--1970 maintenance expense includes \$13,000 rehab vs. \$5,000 in 1969.
- (x) Tom Sawyer Island Rafts--1969 maintenance expense includes \$24,000 rehab.
- (y) Dumbo Flying Elephant--1970 maintenance expense includes \$21,000 rehab vs. \$40,000 in 1969.
- (z) King Arthur Carrousel--1970 maintenance expense includes \$10,000 rehab vs. \$5,000 in 1969.

11. ADMISSION MEDIA RESULTS--1970\*

Summary of Main Gate Paid Admissions  
(Rounded to Thousands)

--1969

	<u>Number</u>	<u>Per Cent</u>
Adult	6,551	66
Junior	1,499	15
Child	<u>1,837</u>	<u>19</u>
	<u>9,887</u>	<u>100</u>

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

	<u>Adult</u>		<u>Junior</u>		<u>Child</u>	
	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>
General Admission	529	8	181	12	382	21
All Ticket Books	4,786	73	1,318	88	1,438	78
Guided Tours	155	2	--	--	17	1
Special Parties	1,222	19	--	--	--	--
Presales & No Shows	<u>(141)</u>	<u>(2)</u>	<u>--</u>	<u>--</u>	<u>--</u>	<u>--</u>
	<u>6,551</u>	<u>100</u>	<u>1,499</u>	<u>100</u>	<u>1,837</u>	<u>100</u>

	<u>Adult</u>		<u>Junior</u>		<u>Child</u>	
	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>
	515	9	187	14	370	22
	4,259	72	1,193	86	1,275	77
	153	3	--	--	17	1
	1,122	19	--	--	--	--
	<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>

	<u>Total</u>	
	<u>Number</u>	<u>Per Cent</u>
General Admission	1,092	11
All Ticket Books	7,542	76
Guided Tours	172	2
Special Parties	1,222	12
Presales & No Shows	<u>(141)</u>	<u>(1)</u>
	<u>9,887</u>	<u>100</u>

	<u>Total</u>	
	<u>Number</u>	<u>Per Cent</u>
	1,072	12
	6,727	75
	170	2
	1,122	13
	<u>(139)</u>	<u>(2)</u>
	<u>8,952</u>	<u>100</u>

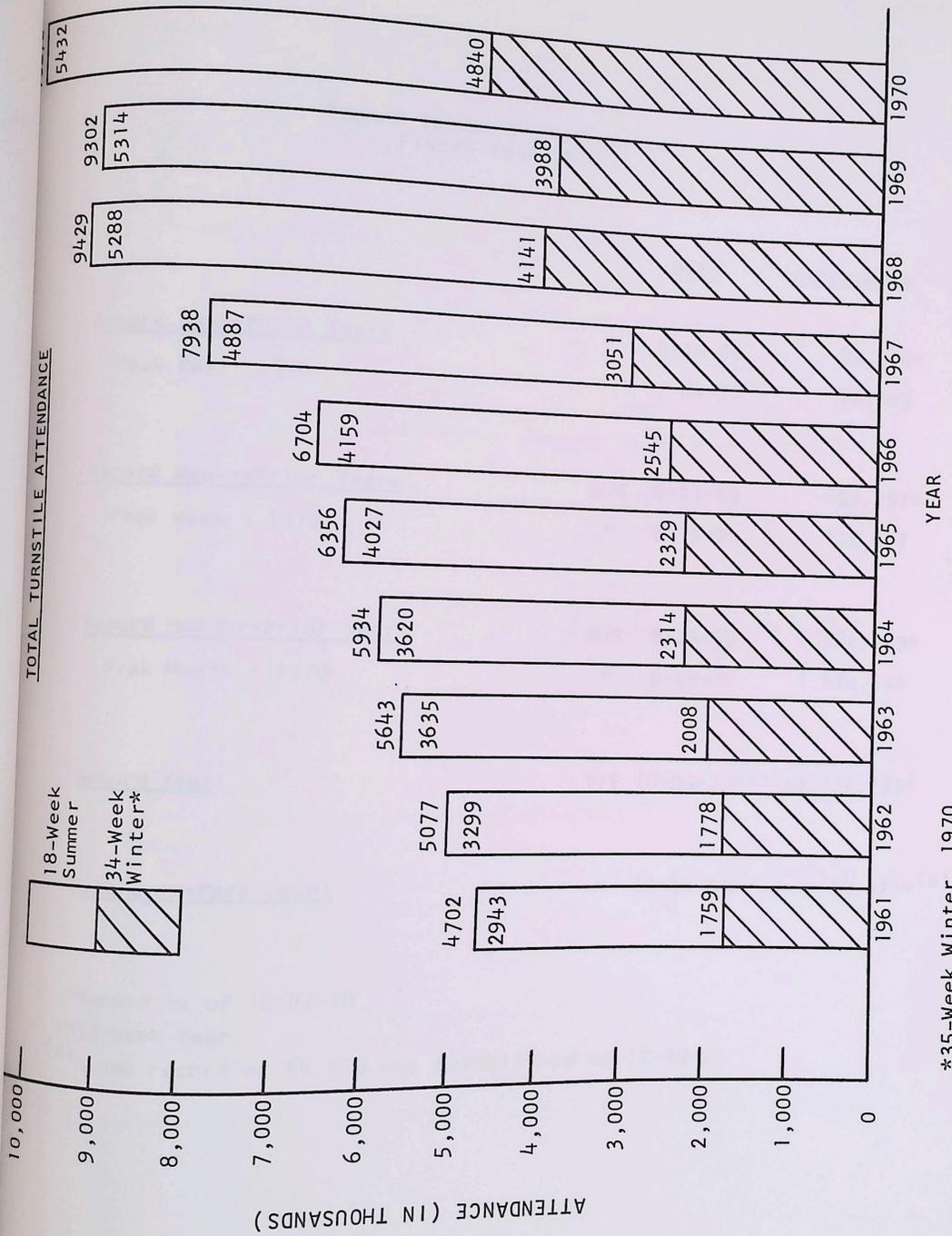
\*53-Week Year

III. ADDITIONAL DATA

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TOTAL TURNSTILE ATTENDANCE



\*35-Week Winter, 1970

Record Turnstile Attendance  
Fiscal Year 1970

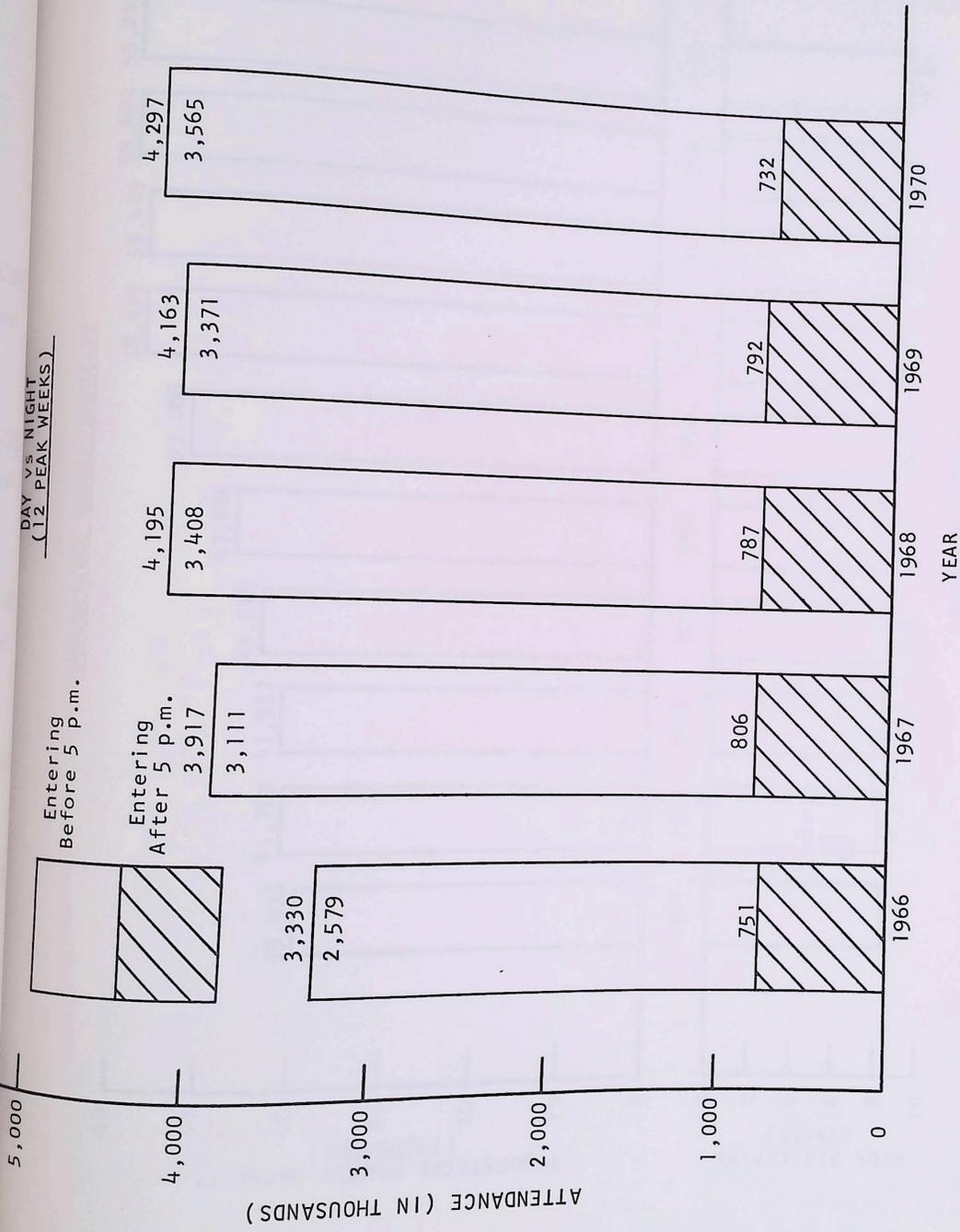
	<u>Date</u>	<u>Attendance</u>
<u>Record Day--Prior Years</u>		
Peak Day - 1970	8-16-69	82,516*
	7-04-70	76,209
<u>Record Week--Prior Years</u>		
Peak Week - 1970	W/E 8-23-69	455,757*
	" 8-15-70	416,377
<u>Record Month--Prior Years</u>		
Peak Month - 1970	M/E 8-23-69	1,582,199*
	" 8-29-70	1,570,545
<u>Record Year</u>	Y/E 10-03-70**	10,272,233*
<u>Record In-Park Count</u>	12-26-69	53,921*(a)

\*Record as of 10-03-70

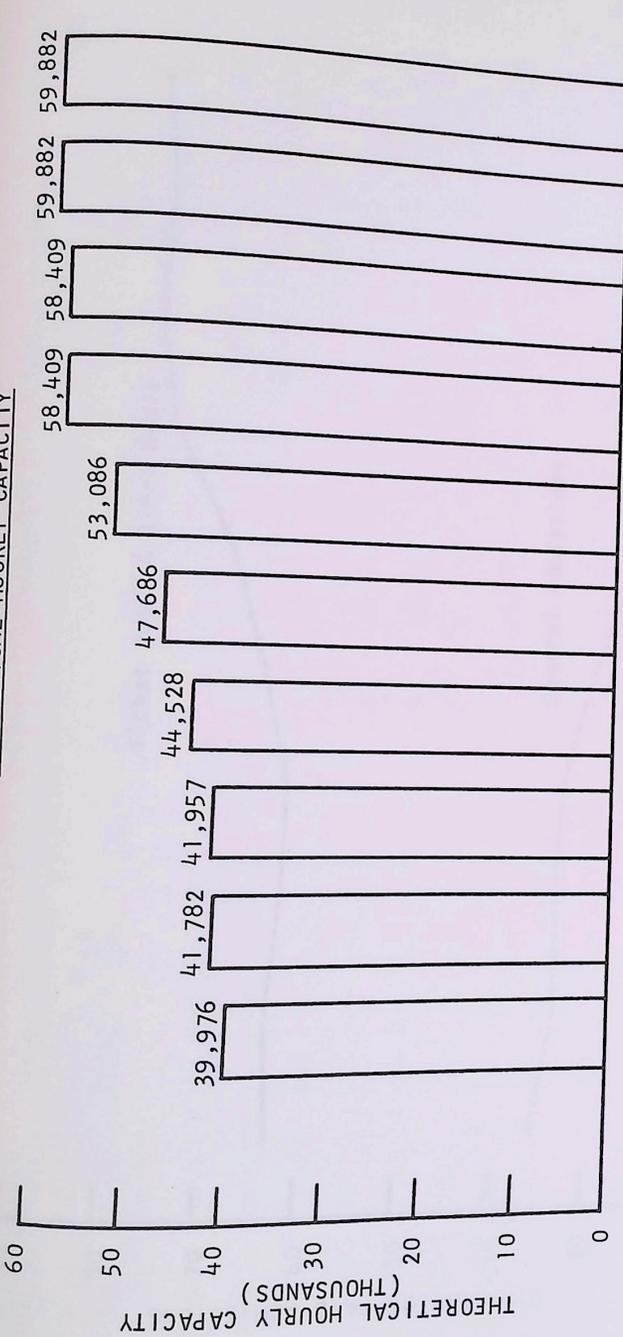
\*\*53-Week Year

(a) A new record of 54,579 was established on 12-30-70

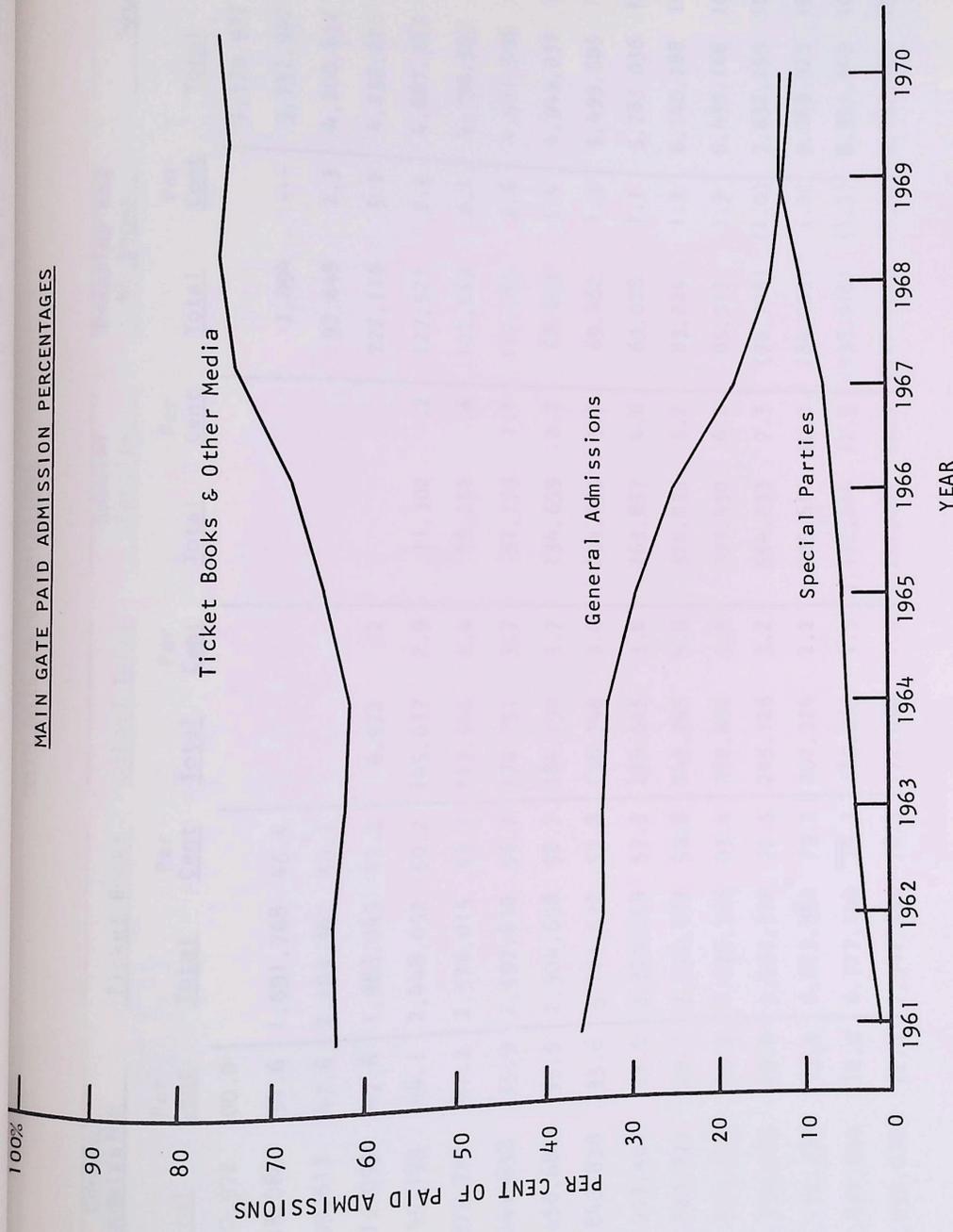
DAY VS NIGHT  
(12 PEAK WEEKS)



THEORETICAL HOURLY CAPACITY



MAIN GATE PAID ADMISSION PERCENTAGES



MAIN GATE PAID ADMISSIONS

Year	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
1955	1,170,972	100.0									1,170,972	100.0
1956	2,038,080	54.6	1,691,768	45.4					2,094	---	3,731,942	100.0
1957	1,999,617	47.6	2,103,347	50.1					97,648	2.3	4,200,612	100.0
1958	2,015,093	47.6	1,988,045	47.0	6,972	.2			222,116	5.2	4,232,226	100.0
1959	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
1960	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
1961	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
1962	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
1963	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
1964	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
1965	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
1966	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
1967	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
1968	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
1969	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
1970	1,092,070	11.0	7,542,655	76.3	172,098	1.7	1,222,081	12.4	(141,420)	(1.4)	9,887,484	100.0

#### IV. HISTORICAL DATA

#### Supplementary Schedules

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PAID ATTENDANCE--WINTER/SUMMER

As of 10-3-70

<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			
1956	Winter	1,586,410		1,170,972	1,170,972
	Summer	2,145,532		1,586,410	
1957	Winter	1,643,486		2,145,532	3,731,942
	Summer	2,557,126		1,643,486	
1958	Winter	1,638,129		2,557,126	4,200,612
	Summer	2,594,097		1,638,129	
1959	Winter	1,675,744		2,594,097	4,232,226
	Summer	3,200,661	11,302	1,687,046	
1960	Winter	1,947,823		3,200,661	4,887,707
	Summer	2,820,518	19,097	1,966,920	
1961	Winter	1,670,624		9,155	4,796,593
	Summer	2,859,799	28,959	2,829,673	
1962	Winter	1,664,004		22,214	4,581,596
	Summer	3,150,369	54,132	1,718,136	
1963	Winter	1,853,385		80,527	4,949,032
	Summer	3,441,335	98,451	3,230,896	
1964	Winter	2,080,522		106,334	5,499,505
	Summer	3,438,657	163,846	3,547,669	
1965	Winter	2,030,932		100,011	5,783,036
	Summer	3,789,321	211,787	3,538,668	
1966	Winter	2,163,626		108,248	6,140,288
	Summer	3,878,090	268,810	3,897,569	
1967	Winter	2,527,511		128,640	6,439,166
	Summer	4,550,711	390,071	4,006,730	
1968	Winter	3,230,120		163,962	7,632,255
	Summer	4,934,192	743,698	4,714,673	
1969	Winter	2,914,553		161,913	9,069,923
	Summer	4,915,182	923,171	5,096,105	
1970	Winter	3,650,143		199,043	8,951,949
	Summer	5,015,258	1,009,655	3,837,724	
Total	Winter	32,277,012		4,659,798	<u>9,887,484</u>
	Summer	<u>54,461,820</u>	1,009,655	5,227,686	
			<u>1,292,475</u>	<u>36,199,991</u>	<u>91,954,286</u>
		<u>86,738,832</u>	<u>5,215,454</u>	<u>91,954,286</u>	

TOTAL TURNSTILE--WINTER/SUMMER

As of 10-3-70

<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			
1956	Winter	1,623,481		1,220,175	1,220,175
	Summer	2,176,323		1,623,481	
1957	Winter	1,700,450		2,176,323	3,799,804
	Summer	2,605,746		1,700,450	
1958	Winter	1,697,826		2,605,746	4,306,196
	Summer	2,655,841		1,697,826	
1959	Winter	1,739,854		2,655,841	4,353,667
	Summer	3,268,843	11,407	1,751,261	
1960	Winter	2,009,824		3,268,843	5,020,104
	Summer	2,875,872	19,175	2,028,999	
			9,296	2,885,168	4,914,167
1961	Winter	1,730,485		29,102	1,759,587
	Summer	2,920,028	22,782	2,942,810	4,702,397
1962	Winter	1,723,537		54,221	1,777,758
	Summer	3,216,735	82,494	3,299,229	5,076,987
1963	Winter	1,909,911		98,731	2,008,642
	Summer	3,517,089	117,667	3,634,756	5,643,398
1964	Winter	2,149,424		164,268	2,313,692
	Summer	3,516,341	103,814	3,620,155	5,933,847
1965	Winter	2,116,960		212,187	2,329,147
	Summer	3,915,402	111,689	4,027,091	6,356,238
1966	Winter	2,275,380		269,620	2,545,000
	Summer	4,027,070	132,425	4,159,495	6,704,495
1967	Winter	2,659,522		391,470	3,050,992
	Summer	4,718,093	168,658	4,886,751	7,937,743
1968	Winter	3,395,184		745,535	4,140,719
	Summer	5,121,035	166,964	5,287,999	9,428,718
1969	Winter	3,062,314		925,818	3,988,132
	Summer	5,109,003	204,885	5,313,888	9,302,020
1970	Winter	3,828,873		4,840,576	
	Summer	5,211,895	1,011,703	5,431,657	<u>10,272,233</u>
			219,762		
Total	Winter	33,623,025	3,933,237	37,556,262	
	Summer	<u>56,075,491</u>	<u>1,340,436</u>	<u>57,415,927</u>	<u>94,972,189</u>
		<u>89,698,516</u>	<u>5,273,673</u>	<u>94,972,189</u>	

Peak In-Park Counts Over 44,000

As of 10-3-70

<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. Thursday	7-04-68	66,744	46,104	9 "
4. Tuesday	8-13-68	64,337	44,508	4 "
5. Saturday	8-17-68	72,072	44,013	5 "
6. Monday	8-19-68	60,016	44,330	3 "
7. Tuesday	8-20-68	63,194	44,952	4 "
8. Friday	12-27-68	56,645	45,979	3 "
9. Saturday	12-28-68	57,161	44,827	3 "
10. Monday	12-30-68	54,911	44,191	3 "
11. Friday	7-04-69	73,423	48,210	9 "
12. Saturday	8-16-69	82,516	48,072	9 "
13. Monday	8-18-69	64,482	45,396	5 "
14. Tuesday	8-19-69	69,133	46,641	3 "
15. Saturday	8-23-69	76,906	47,669	9 "
16. Sunday	8-31-69	65,555	45,127	5 "
17. Friday	12-26-69	69,521	53,921	3 "
18. Saturday	12-27-69	64,364	48,389	4 "
19. Monday	12-29-69	57,220	45,549	4 "
20. Tuesday	12-30-69	65,177	51,719	3 "
21. Saturday	7-04-70	76,209	52,579	9 "
22. Tuesday	8-11-70	65,191	44,077	3 "

MULTIWAYS--TURNSTILE ATTENDANCE

<u>Year</u>	<u>New Year's Day</u>	<u>Lincoln's Birthday</u>	<u>Washington's Birthday</u>	<u>Easter Sunday</u>	<u>Memorial Day</u>	<u>Ind. Day</u>	<u>Labor Day</u>	<u>Veterans' Day</u>	<u>Thanks-giving Day</u>	<u>Christmas Day</u>
1955										
1956	22,122	15,739	18,863	11,911	16,789	14,733	11,232	16,643	10,404	5,021
1957	6,952	11,985	21,319	16,579	16,343	22,944	17,320	15,733	10,265	7,857
1958	9,627	9,469	13,367	4,072*	28,983	45,557	20,284	11,719	9,466	10,257
1959	11,085	8,329	24,120	19,389	22,992	59,845	25,609	7,443	11,223	11,337
1960	14,651	11,528	16,565	21,140	15,369	29,075	23,381	18,587	14,036	10,684
1961	26,915	15,884	20,743	19,958	17,890	34,492	17,757	13,326	8,835	11,350
1962	8,926	5,883*	18,007	21,333	18,719	38,964	22,920	12,304	9,866	13,179
1963	8,138	12,529	24,641	8,889*	21,881	44,778	18,569	16,269	9,522	13,255
1964	12,641	14,468	22,073	24,990	32,006	60,917	23,397	9,710	10,420	16,267
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
1970	26,354	15,201	37,475	42,906	57,488	76,209	27,288	19,518	16,594	27,571

\*Rain

Rides & Attractions--Total Guests Carried

As of 10-3-70

Rides & Attractions

	<u>Guests Carried</u>
1. Jungle Cruise	51,068,880
2. Autopias	43,388,653
3. S. F. & D. Trains	42,681,986
4. Skyways	42,099,298
5. Matterhorn Bobsleds	38,764,327
6. Monorail	35,450,586
7. Submarine Voyage	32,022,985
8. Mark Twain	27,700,086
9. It's a Small World	25,715,953
10. Pirates of the Caribbean	23,616,363
11. Mad Tea Party	23,569,984
12. Flight to the Moon	22,348,655
13. Mine Train thru Nature's Wonderland	21,442,433
14. Snow White's Adventures	21,333,435
15. Peter Pan's Flight	19,914,574
16. King Arthur Carrousel	19,480,448
17. Mr. Toad's Wild Ride	19,212,066
18. Alice in Wonderland	17,668,370
19. Storybook Land Canal Boats	17,322,350
20. Tom Sawyer Island Rafts	15,767,162
21. Great Moments with Mr. Lincoln	15,498,042
22. Motor Boat Cruise	14,679,481
23. Street Car	14,612,096
24. Frontierland Shooting Gallery	14,436,591
25. Swiss Family Treehouse	12,991,140
26. Rocket Jets	12,834,155
27. Enchanted Tiki Room	12,551,234
28. 20,000 Leagues (discontinued)	11,718,004
29. PeopleMover	11,545,566
30. Casey Jr. Circus Train	11,360,332
31. Dumbo Flying Elephant	10,871,469
32. Omnibus	9,964,620
33. Sleeping Beauty's Castle	9,558,016
34. Haunted Mansion	8,155,929
35. Columbia Sailing Ship	7,116,066
36. Main Street Cinema	7,038,584
37. Big Game Safari	6,727,443
38. Pack Mules thru Nature's Wonderland	5,559,840
39. Flying Saucers (discontinued)	5,313,882

Rides & Attractions

	<u>Guests Carried</u>
40. Indian War Canoes	
41. Art of Animation (discontinued)	5,023,124
42. Fantasyland Theatre	4,638,321
43. Satellite View of America (discontinued)	4,594,889
44. Horseless Carriage	3,866,337
45. Mike Fink Keel Boats	3,743,507
46. Surrey (discontinued)	3,628,728
47. Fire Engine	3,298,954
48. Midget Autopia (discontinued)	2,592,106
49. Main Street Shooting Gallery (discontinued)	2,461,589
50. Viewliners (discontinued)	1,480,003
51. Stagecoaches (discontinued)	1,452,870
52. Conestoga Wagons (discontinued)	1,350,589
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)	361,041
58. Mobile Magic Carpet Ride (discontinued)	171,051
	<hr/> 74,212
Total	<u>803,768,384</u>

Rides & Attractions--Opening & Closing Dates

As of 10-3-70

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
Puppet Show	8-12-67	
19. Main Street Shooting Gallery	7-23-55	1-01-62
20. Casey Jr. Circus Train	7-31-55	
21. 20,000 Leagues	8-05-55	8-28-66
22. Conestoga Wagons	8-16-55	6-14-59
23. Dumbo Flying Elephant	8-16-55	
24. Surrey	8-23-55	9-08-68
25. Fantasyland Theatre	8-28-55	
Puppet Show	4-06-63	9-08-63
26. Mike Fink Keel Boats	12-24-55	
27. Keller's Jungle Killers	2-18-56	9-09-56
28. Tomorrowland Jets	3-24-56	9-05-66
Reopened as Rocket Jets	6-24-67	
29. Horseless Carriage	5-12-56	
30. Tom Sawyer Island Rafts	6-16-56	
31. Fantasyland Skyway	6-23-56	
32. Tomorrowland Skyway	6-23-56	
33. Mine Train thru Nature's Wonderland	7-01-56	
34. Indian War Canoes	7-04-56	
35. Jr. Autopia	7-23-56	9-15-58
36. Omnibus	8-24-56	

## Rides & Attractions

	<u>Opened</u>	<u>Closed</u>
37. Midget Autopia		
38. Sleeping Beauty's Castle		
39. Viewliners	4-13-57	4-03-66
40. Frontierland Shooting Gallery	4-13-57	
41. Alice in Wonderland	6-26-57	9-15-58
42. Columbia Sailing Ship	7-12-57	
43. Fire Engine	6-14-58	
44. Fantasyland Autopia	6-14-58	
45. Submarine Voyage	8-27-58	
46. Circarama	6-06-59	
47. Matterhorn Bobsleds	6-06-59	
48. Monorail	6-14-59	3-14-60
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