

**Citation:** Economic Research Associates preliminary findings on 1962 World's Fair attendance and capacity, April 12, 1962. Folder 11, Box 196, Wesley C. Uhlman Subject Files, 5287-02. Seattle Municipal Archives

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<b>TO:</b>	Joseph Gandy		
<b>COPIES TO:</b>	Ewen Dingwall	Al Rochester	<b>FILE NO.</b>
	Harry Henke	Jay Rockey	
	Art Cooperstein	Fred Schumacher	<b>Date:</b> April 12, 1962
	Don Foster	Harold Shaw	
		Clay Young	
<b>FROM:</b>	George K. Whitney		
<b>Subject:</b>	ERA ATTENDANCE RECAP		

A second study on attendance at the Seattle World's Fair has just been made by Economics Research Associates. Following is a summary of their findings as dictated by Harrison Price via telephone, April 9.

1. The Seattle World's Fair attendance potential, when ignoring physical limitations, is 10 - 12 million.
2. The in-park capacity (number of persons in the park at the same time) 46,000 persons for each of 27 summer weekend days. This capacity supports our daily attendance of 84,000 persons.
3. The maximum in-park capacity on a few single days is believed to be 55,000 persons which supports daily attendance of 100,000 persons. In the opinion of the ERA staff, this 55,000 persons in the park at any one time is an absolute maximum and preferably should occur on as few days as possible.
4. Total attendance attainment in the range of 12.5 million to 15 million is unrealistic. It would require daily summer-time weekend crowds of 118,000 to 142,000 respectively. Both of these figures exceed the maximum number which the park can handle. Moreover, this range would require 37,500 and 45,000 housing units for tourists both of which exceed the 28,000 units reported to be available.
5. A total attainment of 10 million attendance is also, but to a lesser extent, unrealistic. It would require a daily attendance on 27 summer weekend days of 94,000 which results in an average in-park attendance of 52,000. This in-park factor is too high for such a large number of days. Moreover, an attendance of 10 million requires an average of 30,000 commercial housing units for visitors which exceeds the 28,000 units when peaking in August is considered.
6. The ERA staff estimates the attainable attendance at the Seattle World's Fair is 9.25 million. At this point in-park attendance level remains within available limits on most days of the Fair and reported available housing facilities are probably adequate.
7. The limiting of attendance to approximately 9.25 million will be largely automatic as any tendency to exceed it will be met by crowded

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conditions both on and off the site which, in turn, will reduce subsequent local and tourist patronage.

4. Despite the 23% increase in projected attendance from 7.5 million to 9.25, the Fair will experience many low days from 10,000 to 20,000 both in the spring and fall.

GKW/mg

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