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Notes on Economic Effect of  
SEATTLE WORLD'S FAIR (Century 21)  
April - October 1962

Comparisons are with 1961 data. Full information  
for 1963 comparison was not available as of Oct. 1963

General

"The Fair affected many segments of the Seattle area economy: bank debits, deposits and loans; department store sales; transit system revenues; postal receipts; state ferry receipts; liquor receipts; employment; the hotel and restaurant business." Seattle Times. January 1, 1963.

"Out-of-town visitors, averaging 3.4 persons per party, are spending an average of about \$14 - \$17 a night for lodging, and an average of over \$8.00 a day per person for food, including a daily average of \$1.10 per person on the fairgrounds. Occupancy rates have risen 20 per cent. For Seattle's largest hotel, the month of May (1962) was the biggest financially in history. Restaurants have increased their staffs roughly 20 to 30 per cent, hotels about the same. Hospitality. August 1962. p.102-109.

"Business activity in the Seattle area has reached record levels due to World's Fair activity and increased aircraft manufacturing employment. Retail sales, bank loans, deposits, employment, are all up over 1961." Real estate tax collections are also above that of last year. New housing units during the year 1962 in the Seattle area was 43% greater than for 1961, with multi-family units leading the way. Real Estate Research Report for City of Seattle and Metropolitan Area. Fall 1962, v.13 no.2; Spring 1963, v.14 no.1. Seattle Real Estate Research Comm., University of Washington and Federal Housing Administration.

"... the Fair... leaves the state better off than it would have been without it. The state of Washington in 1962 attracted 7 million out-of-state visitors, who left with us an estimated \$320 million for goods and services. The comparable figure for the more normal year of 1961 was \$248 million, for food, transportation, lodging, general retail goods and entertainment." Seattle First National Bank. Quarterly Review. January 1963.

"Store Sales, Hotels, Restaurants, Liquor sales: "The World's Fair gave Seattle department stores a strong shot in the arm - a shot that boosted sales 12 per cent for the year (over those of 1961) as of December 15, 1962." Seattle Times. January 1, 1963.

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Seattle World's Fair.

General (continued)

"Seattle and Tacoma hotels report increase in weekend business of 25 to 29 per cent; motel, up 8 per cent; Seattle restaurants, up 40 per cent in evening patrons; industrial plant tours, up 300 per cent at some plants." "One of the heaviest increases was noted in liquor sales." Post-Intelligencer. June 14, 1962.

"The Liquor Control Board reported a jump in gross liquor sales of 12.7 per cent as compared to the same month (May) last year." Seattle Times. June 14, 1962.

Banking

"Seattle commercial banks had a big year in 1962. Spurred by World's Fair activity and continuing Pacific Northwest growth, bank clearings soared to an all-time high." Seattle Times. January 1, 1963.

"The savings-and-loan industry reported record gains for 1962. Banks also had a big year. Personal income in Seattle and the state was greater than ever, topping \$7 billion." Seattle Times. Jan.1, 1963.

"Bank debits were up nearly 14 per cent from November 1961." Seattle Times. January 1, 1963.

"In 1962 Seattle clearing house totals were 9.1% greater than the 1961 clearings." Seattle Daily Journal of Commerce. Feb.28, 1963.

Construction

"Single-family dwelling permits were up more than 25 per cent; non-residential private construction down 20 per cent." "The greatest construction jump, 200 per cent, was in apartment-house and other multi-unit dwellings - a result attributed in considerable measure to the World's Fair." Seattle Times. January 1, 1963.

Costs

Comptroller C.G.Erlandson asks City Council for an emergency-fund appropriation of \$25,000 for personnel costs in coping with licensing and admission-tax problems in World's Fair area. Seattle P.I. and Times. March 20, 1962.

35 new police patrolmen are attending an intensive police academy course this week and next to prepare them for duty during the World's Fair. Seattle Times. April 3, 1962.

About 175 Seattle policemen and Fair-security officers will patrol the grounds. Seattle Times. April 12, 1962.

The World's Fair year saw a large increase in major crime in the city compared with 4 other large West Coast cities. The increases were in crimes which flourished because of the influx of visitors during the Fair, police said. For the first time in many years, drunkenness did not equal 2/3 of the total arrests. Seattle Times. March 4, 1963.

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Employment

"At the peak about mid-August, the Fair added 10,000 jobs directly traceable to Fair activity, plus some 4000 to 8000 jobs that were created indirectly by the Fair, according to the Washington State Employment Security Department." Seattle Business. January 8, 1963.

"The Seattle area and the state as a whole are retaining a substantial share of the job gains scored in 1962 and attributed mainly to the World's Fair. The Seattle area shows substantial evidence that population and labor force have both increased since the pre-Fair period. Seattle Times. January 1, 1963.

"Nonmanufacturing employment levels during the first three quarters of 1962 were well above those of the comparable period last year. Many of these additional jobs were... related to tourism and the Seattle World's Fair. University of Washington. Business Review. December 1962.

"In terms of employment, the Seattle area (King and Snohomish Counties) registered an 8.3 per cent advance... in 1962. Bank debits were up 13 per cent for Seattle and Everett." Seattle First National Bank Quarterly Review. January 1963.

Revenues

"The State Tax Commission said (April 13) that a sampling of April Business-tax collections indicates revenue for that month (1962) may be 10 per cent more than in 1961." Seattle Times. June 14, 1962.

"With 9,696,936 in attendance at the Fair, the exposition closed its gates \$1,000,000 in the black. The profit figure is contested, but most sources agree there was a profit. The visitors spent about \$64,000,000 at the Fair." Seattle Times. January 1, 1963.

"Fair lifts parking meter revenue: A substantial increase in Seattle's parking meter "take", an important source of municipal revenue, was reported by City Treasurer, G. H. Culver." Post-Intelligencer. Aug. 3, 1962.

"Sales tax shows gain over 1961: Collections for the state of Washington, July, August and September were 8.3% greater, 1962 over 1961." Post Intelligencer. May 14, 1963. Note: Seattle does not have a city sales tax, and does not receive refunds from the state for sales taxes collected in the City.

City business taxes, admission taxes, parking meter revenues, liquor and gasoline taxes increased considerably in 1962. The most marked increase was that of the admissions tax, which jumped from \$262,313 in 1961 to \$1,282,250 in 1962. Annual reports of the Seattle City Comptroller, 1961 and 1962, page 5 in each case. Note: The City of Seattle receives a share of state-collected liquor sales and excise revenue, and of state-collected gasoline taxes.

"Washington State made a net gain of \$5.8 million in tax revenue in 1962 as a result of the Seattle World's Fair, the Chairman of the State Tax Commission reported today. He said \$1,300,000 of the gain was in gasoline and other highway-user taxes for the motor vehicle fund." Seattle Times. Feb. 20, 1963.

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Transportation

"The Air Transport Association said that 11 per cent of the visitors to the Seattle World's Fair traveled by plane, 6 per cent by rail and 5 per cent by bus. The majority traveled by car." Seattle Post-Intelligencer. March 14, 1963.

"The state ferries carried 100,000 more passengers last month (May) than a year ago. The sightseeing tour business was said to be up 200 per cent. Visitors to state and national parks numbered 20 per cent more than for the same period in 1961." Post-Intelligencer. June 14, 1962.

"Over two million passengers flew via Seattle-Tacoma International Airport in 1962, establishing a record nearly 25 per cent above 1961. Other airport increases were 7 per cent in air express and 40 per cent in first-class mail. Northwest Airlines had a record year in 1962, with an increase of 35% over 1961 operating revenues. United Airlines Seattle business boomed in 1962. Revenue passenger traffic was greatly stimulated by World's Fair visitors. Pan American gains in Passengers and cargo. Some part of the increasing passenger volume was due to Seattle World's Fair. Seattle Daily Journal of Commerce. February 28, 1963.

"The Seattle World's Fair had a startling effect on transit patronage. A total of 43,615,000 passengers rode the bus in 1962, an increase of 10.86 per cent over the previous year. Revenue increased 16.79 per cent over 1961. The World's Fair was responsible, in large measure, for forward planning. Major plans inaugurated in 1962 will have a lasting and beneficial effect on mass transportation in the city. Annual report of Seattle Transit System. 1962. Note: The Monorail was independently operated, carrying 7,374,000 passengers during the Fair. Seattle Times. Oct. 23, 1962.

Utilities

"Seattle City Light (municipally owned) power sales reached a record high with an increase of 8.0% over 1961. Dollar sales of electric energy showed an increase of 7.4% over the previous year. A major factor in the record revenues and net income was the World's Fair." Seattle Daily Journal of Commerce. February 28, 1963.

"The Seattle World's Fair and its millions of out-of-town visitors had a stimulating effect on the consumption of electricity in 1962. Commercial accounts showed the greatest increase - a rise of 13.1 per cent." Annual report of the Lighting Department. 1962.