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FOR IMMEDIATE RELEASE

NEWS RELEASE



EXPO '74.

August will be the most popular month at Spokane's Expo '74, according to a recently revised economic survey of the World's Fair market area.

The survey, prepared for Expo '74 by Economic Research Associates, a Los Angeles consulting firm, shows an estimated 1,329,000 visitors passing through the gates during that month, out of a total estimated 4.8 million visitors over the entire six months of the Fair.

When they enter the 100-acre riverfront Fairgrounds, they will be able to tour exhibits and pavilions sponsored by the major nations of the world, leading corporations and environmentally concerned groups, all related to the theme of the 1974 World's Fair: "Celebrating Tomorrow's Fresh, New Environment."

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Persons living within a 200-mile radius of the Fair, however, will favor June, according to the survey. During that month, 240,000 persons from the surrounding area will have passed through the gates. That compares to 217,000 during each of the months of July and August, and the number per month goes down more for September and again for October, for a total of 139,000 for the last month. Closing day, however, is expected to be one of the busiest of the Fair.

The Fair is being designed to accommodate 40,000 persons per day, though attendance could exceed that number on a few days during the six-month period. However, with an operating day of 12 hours and the average length of stay estimated to be 7 hours, only 30,000 persons are expected to be on the grounds at one time on "design day." A design day is defined as being a day in which attendance reaches the 40,000-person mark for which the site is being designed.

The study further breaks down how a visitor is likely to spend his time: During the average 7-hour stay on the Fairgrounds, 30 minutes will be spent eating, 30 minutes shopping, one hour and 30 minutes spent on amusements, 45 minutes walking and resting and three to four hours viewing the exhibits.

During that seven hours, the average adult will have spent \$7.14, including parking, food and beverage, merchandise, entertainment and amusements.

The average tourist visiting Spokane while on vacation is expected to spend one or two days of his vacation touring the Fair, then he will travel on to any of the many state and national parks or other recreation facilities in the Pacific Northwest.

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About 90 per cent of the total visitors from outside the area are expected to arrive in Spokane by automobile, and many of those are expected to be recreational vehicles of some kind.

Persons living closer to Spokane will make more return trips to the Fair. Residents of the area within 50 miles of Spokane are expected to visit the Fair 5.5 times. Out of the total population of the local area, 145,000 individuals will provide 800,000 gate admissions during the six months of the Fair.