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Survey of Time Required to See Disneyland Attractions

Van Arsdale France

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DATE January 9, 1958TO ALL CONCERNEDFROM JACK SAYERSSUBJECT SURVEY OF TIME REQUIRED TO SEE DISNEYLAND ATTRACTIONS

Park Planning

As part of a preliminary periphery property study, we asked one of our opinion survey interviewers to go through the Park as a guest, and keep a record of the time required to see all attractions.

Bearing in mind that this was conducted on an informal basis and could be subject to different interpretations, I thought you might be interested in the recapitulation of her trip.

In summary, she found it would take approximately 19 hours and 11 minutes to see all of our attractions, eat, go to the restroom, and shop.

Jack Sayers

cc: Walt Disney
Card Walker
Donn Tatum
Bill Cottrell
Ed Ettinger
Doc Lemmon

Prepared by:
Van France

DISNEY-DNA

JANUARY 9, 1958

SPECIAL STUDY
TIME REQUIRED TO SEE
DISNEYLAND ATTRACTIONS OF 1957

PURPOSE:

This special survey was conducted to determine the approximate time which would be required for the average Disneyland guest to see and enjoy all existing Disneyland attractions. We were considering varied possibilities for periphery property development, and felt we should first consider the existing attractions within the Disneyland berm.

METHOD:

To carry out the survey we asked Evelyn Heupel to attempt to go through the Park as a guest. She was provided with sufficient 15 ride books to make a complete tour. At the end of her tour she had used three ticket books.

The survey was conducted during the week of December 9, 1957. The attendance in the Park during the period of the survey was:

December 9	-	1,382
December 10	-	1,921
December 11	-	2,050

In some instances, it was necessary to simulate the experience of a guest. The time was checked by a standard watch, and in no way attempting to achieve the accuracy of a time study.

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<u>ATTRACTION OR ACTIVITY</u>	<u>WAITING TIME</u>	<u>TRIP TIME</u>	<u>REMARKS</u>
<u>MAIN GATE</u>			
Buying tickets and books		10 minutes	Time estimated by attendants Estimated time and actual experience in locating proper gate Actual time.
Through gate		5 minutes	
Through tunnel to train		<u>2 minutes</u> 17 minutes	
<u>MAIN STREET</u>			
Train ride (Includes reading signs, and exchanging tickets)	8 minutes	12 minutes	
<u>EXHIBITS ON SQUARE</u>			
Bank of America		5 minutes	
Bekins		5 minutes	
City Hall		5 minutes	
Castle Service		5 minutes	
Show Business		5 minutes	
Souvenir Stand		5 minutes	
<u>MAIN STREET RIDES</u>			
Horseless Carriage		5 minutes	Round trip
Omnibus		3 minutes	One Way
Horse Cars		5 minutes	One Way
Surrey		4 minutes	One Way
Fire Wagon		4 minutes	One Way
<u>MAIN STREET EXHIBITS</u>			
Wurlitzer		3 minutes	
Magic Shop		5 minutes	
Yale and Towne Lock Shop		7 minutes	Listened to descriptive spiel

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ATTRACTION OR ACTIVITY	WAITING TIME	TRIP TIME	REMARKS
Swift's Market		10 minutes	Listened to phone
Pen Shop, Music Shop, & Card Shop		3 minutes	
Eastman Kodak		3 minutes	
Silhouette Shop		2 minutes	
Carefree Corner		5 minutes	
Pablum Baby Station		1 minute	
Liberty Square Display		5 minutes	
Penny Arcade		20 minutes	
Upjohn		15 minutes	
Glass Blower		5 minutes	
Candle Shop		5 minutes	
TRAVEL TIME ON MAIN STREET		30 minutes	
TOTAL TIME FROM MAIN GATE THROUGH MAIN STREET		3 hours, 30 minutes	

TOMORROWLANDRIDES

Autopia		4 minutes
Moon Ride	8 minutes	12 minutes
Astro-Jet		3 minutes
Satelite		3 minutes
20,000 Leagues		4 minutes

EXHIBITS

Art Corner		1 minute
Crane Exhibit		5 minutes
Dairy Bar		1 minute
Richfield	10 minutes	19 minutes
WenMac Flight Circle		20 minutes
Circarama		20 minutes
National Lead		10 minutes
Monsanto Chemical		5 minutes
Kaiser Aluminum		10 minutes
Monsanto House		8 minutes

TRAVEL TIME IN TOMORROWLAND	30 minutes
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TOTAL TIME IN TOMORROWLAND	2 hours, 46 minutes
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ATTRACTION OR ACTIVITY	WAITING TIME	TRIP TIME	REMARKS
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FANTASYLANDRIDES

Viewliner	2 minutes	4 minutes	
Motor Cruise-boats		4 minutes	
Midget Autopia		4 minutes	
Jr. Autopia		4 minutes	
Storybook Land	4 minutes	6 minutes	
Mickey Mouse Theatre		35 minutes	
Cups and Saucers		3 minutes	
Snow White		3 minutes	
Carousel	1 minute	4 minutes	
Peter Pan		2 minutes	
Mr. Toad		2 minutes	
Castle		5 minutes	
Dumbo		4 minutes	
Casey, Jr.		7 minutes	
Skyway		5 minutes	

EXHIBITS AND SHOPS

Magic Shop		10 minutes	
Pirate Ship		7 minutes	
Toy Shop (Puppet Shop)		20 minutes	

TRAVEL TIME IN FANTASYLAND

30 minutes

TOTAL TIME IN FANTASYLAND

2 hours, 46 minutes

ADVENTURELANDRIDES

Jungle Boats		7 minutes	
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EXHIBITS AND SHOPS

Bazaar		15 minutes	
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TRAVEL TIME IN ADVENTURELAND

8 minutes

TOTAL TIME IN ADVENTURELAND

30 minutes

ATTRACTION OR ACTIVITY	WAITING TIME	TRIP TIME	REMARKS
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FRONTIERLANDRIDES

Mark Twain		12 minutes	
Rainbow Mine Ride	4 minutes	8 minutes	
Shooting Gallery		4 minutes	
Mule Pack	3 minutes	10 minutes	
Conestoga Wagons		4 minutes	
Stage Coach		6 minutes	
Tom Sawyer Island		60 minutes	
Keel Boats	3 minutes	8 minutes	
Indian Canoes		10 minutes	

EXHIBITS AND SHOPS

Davey Crockett's Museum		10 minutes	
Strawhatters		15 minutes	
Black Light Exhibit		6 minutes	
Indian Village (War Dance)		30 minutes	
Pendleton		4 minutes	
Golden Horseshoe	20 minutes	45 minutes	
El Zocalo		5 minutes	
Gun Shop		5 minutes	
Trading Post		5 minutes	

TRAVEL TIME IN FRONTIERLAND	45 minutes
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TOTAL TIME IN FRONTIERLAND	5 hours, 22 minutes
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<u>TOTAL TIME FOR ALL RIDES AND ATTRACTIONS</u>	14 hours, 16 minutes
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In order to spend this much time in the Park, we would have to add:

Lunch Periods	2 hours, 30 minutes	Based on 19 hours in Park
Restrooms	45 minutes	
Information and Directions	20 minutes	Estimated figure. May be low for average guest.
Shopping	1 hour, 30 minutes	Estimated figure
Standing and looking	30 minutes	Watching band, other guests, etc.