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Interim Memorandum on Attendance Planning and Site Requirements

Harrison Price Company



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INTERIM MEMORANDUM
ON ATTENDANCE PLANNING AND
SITE REQUIREMENTS

Prepared for:

Louisiana World Exposition, Inc.

October 23, 1980

Prepared by:

Harrison Price Company
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HARRISON PRICE COMPANY

October 23, 1980

Mr. Petr L. Spurney
Executive Vice President
and General Manager
Louisiana World Exposition, Inc.
Suite 339
International Trade Mart
New Orleans, LA 90130

Dear Pete:

At the request of Winston Lill, I am herewith forwarding the attendance tables and space requirements derived during our recent visit. These will be incorporated in our writeup on attendance and planning now in preparation.

I am also forwarding a copy of the Los Angeles Expo report for your files as it has a lot of good data in it. We had quite a bit of budget on that one and an attempt was made to consolidate a lot of prior data from Seattle, New York, Montreal, San Antonio and Spokane.

The first three tables develop an 11.0 million attendance goal for Louisiana Expo. In Table 1 we estimate local area attendance penetration in three bands; 0-50, 50-100 and 100-150 miles. The three penetrations chosen--250 percent, 100 percent and 75 percent are compared to experience at five fairs and are close to median values. These penetration values applied to 1984 population give a local attendance in New Orleans of 6.86 million from within the 150 mile band.

In Table 2, non-resident attendance is compared to resident attendance (as a percentage) for five fairs. In New Orleans we have taken a close to median value of 60.3 percent which yields 4.14 million non-resident attendance and a total of 11.0 million. Non U.S. attendance is estimated at 7.8 percent of total attendance --high value that takes into account our expectations for a surging foreign visitation in New Orleans.

In Table 3, New Orleans 1984 attendance models are computed using the penetration experience of five other fairs and applying it in each case to 1984 New Orleans population. This interesting comparison shows that New Orleans attendance would be 34.4 million with Montreal penetration; 17.0 million with the Spokane model; 10.4 million with the Seattle model. Our selected model of 11 million is in our opinion right where it belongs--close to the Seattle experience. Montreal with

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a billion dollar Class I program and Spokane with a unique local impact on a small base are unrealistically high targets. San Antonio and New York City are both low in relative achievement. Seattle (a 10.4 million model) was a sold-out success in the Class II category. And its level of attendance represents a significant challenge as a goal for New Orleans.

Table 4 derives site requirements for 11 million attendance at 71.4 acres; for 12 million at 77.9 acres--or a rounded 80 acres allowing for a margin of contingency.

I look forward to seeing you soon with the finished draft.

Very best regards,



Harrison A. Price
President

HAP/cm

Table 1

MARKET PENETRATION ANALYSIS
1984 LOUISIANA EXPOSITION

Area	Resident Attendance As A Percentage of Population						
	Seattle 1962	New York City 1964	Montreal 1967	San Antonio 1968	Spokane 1974	Five-City Average	New Orleans 1984 (HPC)
Local Area	276%	82%	618%	193%	564%	347%	250%
100 Miles	103	28	82	60	141	83	100
100 - 150 2)	77	21	62	41	106	61	75
100 - 200	51	14	42	22	--	32 1)	--
0 - 150	116	61 3)	--	--	--	--	137
0 - 200	--	--	210	--	--	--	--
0 - 400	--	41 4)	55	34	--	--	--

1) Excludes Spokane.

2) Extrapolated 100 miles and 100-200 average.

3) New York and New Jersey.

4) New York, New Jersey, Pennsylvania and New England.

Source: Stanford Research Institute, Economics Research Associates and Harrison Price Company

Table 2

RESIDENT AND NON-RESIDENT VISITATION
TO VARIOUS WORLDS FAIRS
(millions)

	<u>Seattle 1962</u>	<u>N.Y.C.¹ 1964</u>	<u>Montreal 1967</u>	<u>San Antonio² 1968</u>	<u>Spokane 1974</u>	<u>New Orleans 1984 (HPC)</u>
Resident Attendance	6.8	15.1	17.6	3.8	4.361	6.86
Non-Resident Attendance	<u>2.8</u>	<u>12.0</u>	<u>32.7</u>	<u>2.5</u>	<u>1.348</u>	<u>4.14</u>
Total Paid Attendance	9.6	27.1	50.3	6.3	5.706	11.00
<u>Non-Resident Attendance</u> (%)	41.2%	79.5%	185.8%	65.8%	30.9%	60.3%
<u>Resident Attendance</u>						
<u>Non-Canada and U.S. Attendance</u> (%)	--	--	4.0%	--	0.3%	6.0%
<u>Total Attendance</u>						
<u>Non-U.S. Attendance</u> (%)	--	4.1%	--	4.1%	8.6%	7.8%
<u>Total Attendance</u>						

1 Metropolitan NYC includes parts of New Jersey.

2 Resident attendance taken as Texas.

Source: Harrison Price Company

Table 3

PROJECT ATTENDANCE
LOUISIANA EXPOSITION IN 1984

	1984 Resident Population	Projected Resident Attendance (millions)					
		Seattle Model	N.Y.C. Model	Montreal Model	San Antonio Model	Spokane Model	HPC Model
0-50	1.547	4.27	1.27	9.56	2.99	8.73	3.87
50-100	1.604	1.65	0.45	1.32	0.96	2.26	1.60
100-150	<u>1.859</u>	<u>1.43</u>	<u>0.39</u>	<u>1.15</u>	<u>0.76</u>	<u>1.97</u>	<u>1.39</u>
	5.010	7.35	2.11	12.03	4.71	12.96	6.86
Non-Resident U.S. Attendance		--	1.23	--	2.65	--	3.28
Foreign Tourism		--	<u>0.45</u>	--	<u>0.45</u>	--	<u>0.86</u>
Total Non-Resident Attendance		3.03	1.68	22.35	3.10	4.00	4.14
Total Attendance		10.38	3.79	34.38	7.81	16.96	11.00

Source: Harrison Price Company

Table 4

SPACE REQUIREMENTS

Total Attendance	11,000,000
August Attendance (23%)	2,530,000
August Week (\div 4.43)	571,000
Design Day (\div 7)	81,600
Peak On Site (70%)	57,100
Crowd Factor (800/acre) ¹	71.4 acres

For safety factor use 12,000,000 attendance and site requirement is 71.4 x 12/11 or 77.9 acres or a rounded 80 acres.

1 World's Fair Planning Factor of 800 people per acre over-all.

Source: Harrison Price Company