

The original documents are located in Box 72, folder “Visitor Statistics” of the John Marsh Files at the Gerald R. Ford Presidential Library.

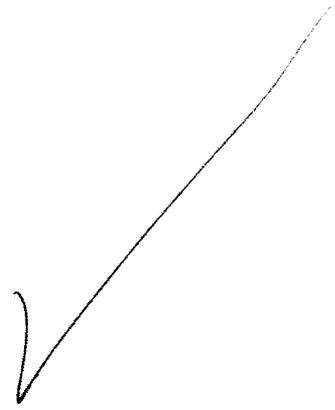
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THE WHITE HOUSE

WASHINGTON

July 23, 1975



MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *R*

After considerable effort, I find that I can make neither heads nor tails out of the attached charts.

I have asked Milt Milter to review them and provide us with a reasonable explanation of same.

JUL 9 1975

THE WHITE HOUSE
WASHINGTON

June 27, 1975

MEMORANDUM FOR: JACK MARSH
FROM: TED MARRS *JM*

Attached are copies of the charts which Manus Fish showed at the last meeting of the Task Force Subcommittee which you requested.

JUN 26 1975



United States Department of the Interior

NATIONAL PARK SERVICE
NATIONAL CAPITAL PARKS
1100 OHIO DRIVE SW.
WASHINGTON, D.C. 20242

A8215-NCP(DBI)
IN REPLY REFER TO:

JUN 23 1975

Memorandum

To: Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Attention: Mr. Milton Mitler

Through: Deputy Assistant Secretary-Management

Through: Director, National Park Service

From: Director, National Capital Parks

Subject: Visitation Statistics - Bicentennial

I am pleased to transmit herewith, as requested at the June 18 meeting of the Task Force Subcommittee, D.C. Bicentennial Coordination, the Bicentennial visitor statistics which were presented.

(Sgd) Marcus J. Fish, Jr.

Enclosure

cc: Dr. Theodore C. Marrs ✓ w/c enc.
Special Assistant to the President
The White House

*Back to
Mills
immediately*



COG REPORT

Visitors	1976	Adjusted
Overnight		
Commercial	13,184,000	4,900,000
Private	9,500,000	7,300,000
Camping, etc.	<u>2,300,000</u>	<u>1,300,000</u>
<u>Subtotal</u>	25,000,000	13,500,000
Day Visitor	<u>10,000,000</u>	<u>5,300,000</u>
<u>Total</u>	35,000,000	18,800,000

	Rooms	Occupancy	Party	Days
Commercial	38,750 (32,000)	69 & 79% (66.5%)	2.2 (1.5)	2.2 (2.5)
Private	1,083,400 (1,000,000)	0.0732	-	3.7 (3.4)

Camping - 10% of other overnights

Day Visits - 15% of total overnights

Note: The figures in parentheses are factors used in the adjusted computations.

LAR/sc
6/18/75

GLADSTONE REPORT

Visitors	1974	1976 Adjusted
Overnight		
Commercial	4,200,000	6,100,000
Private	2,400,000	3,600,000
Camping, etc.	<u>900,000</u>	<u>1,300,000</u>
<u>Subtotal</u>	7,500,000	11,000,000
Day Visitor	<u>3,000,000</u>	<u>3,000,000</u>
<u>Total</u>	10,500,000	14,000,000

	Rooms	Occupancy	Party	Days
Commercial	28,380 (32,000)	66.5%	1.5 (1.9)	2.5

Private - 80% of person-nights in commercial

Camping - 18% of person-nights in commercial

Note: The figures in parentheses are factors used in the adjusted computations.

LAR/sc
6/18/75

1976 HOUSING CAPACITIES

<u>Accommodations</u>	<u>Report</u>	<u>Adjusted</u>
Commercial	6,200,000	8,000,000
Campsites	1,200,000	2,200,000
Dormitories	200,000	300,000
Private Homes	2,500,000	-- (3,600,000 (7,400,000)
<u>Total</u>	10,100,000	-- (14,100,000 (17,900,000)

	<u>Capacity</u>	<u>Occupancy</u>	<u>Party</u>	<u>Days</u>
Commercial	30,000 (32,000)	90%	1.9	3 (2.5)
Campsites	8,000	80%	4.0	3 (2.1)
Dormitories	6,000	80%	2.0	3 (2.1)

Note: The figures in parentheses are factors used in the adjusted computations.

LAR/sc
6/18/75

Bucent

February 10, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: JACK MARSH

Touch base with Dick Hite and find out if we are getting any increase in tourist visitation for '76 over and above '75.

JOM/dl



Bucent

February 23, 1976

MEMORANDUM FOR: TED MARRS
FROM: JACK MARSH

Are there any indicators of an increased visitation for the Bicentennial Year in Washington showing up so far?

How does visitation for January and February 1976 compare with visitation this time in preceding years? Are there other indications such as advanced reservations that indicate any increase in tourism for the Capitol City?

Many thanks.

JOM/dl



THE WHITE HOUSE
WASHINGTON
March 24, 1976

Breen.

28 March -
RAR advised
Milt re weekly
requirements

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

Jack, you are correct. The total anticipated visitor count is approximately 17.5 million. This represents an increase from last year's 12 - 13 million visitor count (Milt Mitler double checked these figures for me).



R -
Each, Fri or
Mon. - we
must a weekly
tab on visitors

R

I thought total
17 m was correct.
not the sum wrong
If I am total 0.7
MAR 19 1976

THE WHITE HOUSE
WASHINGTON

March 17, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

TED MARSH *ted*

Jack, in response to your memorandum concerning the trend of visitors to Washington, D.C. thus far this year, I have secured the following information:

Hotel/Motel occupancy: January 1976 - down 9%. There are no figures available at this time for February. Part of this decrease has been attributed to the late opening of the Congress following their recess.

Tourmobile: January and February: Up 53% over 1975.

White House Tours: Up 11%.

Washington Monument: No change.

Jefferson Memorial: Slight increase.

Dick Hite still believes he can live with an increase in visitors of 17-18 million this year. More definitive figures should result from experiences in March and April.

*Will keep you informed
- Ted*



THE WHITE HOUSE

WASHINGTON

February 23, 1976

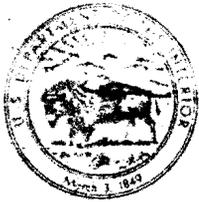
MEMORANDUM FOR: TED MARRS

FROM: JACK MARSH 

Are there any indicators of an increased visitation for the Bicentennial Year in Washington showing up so far?

How does visitation for January and February 1976 compare with visitation this time in preceding years? Are there other indications such as advanced reservations that indicate any increase in tourism for the Capitol City?

Many thanks.



United States Department of the Interior

OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20240

March 17, 1976

Memorandum

To: Milt Mitler
From: Dick Hite
Subject: Basis for Memorandum to Jack Marsh

In response to Mr. Marsh's memorandum of February 23, I submit the following visitation information:

1. Hotel/motel occupancy for January 1976 was down nine percent from January 1975. We have no figures for February as yet. Please understand that extracting figures from the Hotel/Motel Association is somewhat akin to breaking the Iron Curtain.
2. Tourmobile patronage for January and February are up 53 percent from a similar period in 1975.
3. With respect to the major monuments under the cognizance of the Park Service for the period January-February 1976 as opposed to January-February 1975, I submit the following:
 - a. White House up 11 percent, Lincoln Memorial up 27 percent, Washington Monument approximately even, Jefferson Memorial a slight decrease.

The decrease in hotel/motel occupancy can best be explained by the fact that Congress convened rather late in January, as most visitations at this time of the year are business oriented. The increased Tourmobile patronage and the increased visitations to monuments, I feel, are caused by greatly increased local and suburban sightseers, attributable to the fact that February 1976 set an all-time record for warm temperatures.



On balance, I see no reason at this time to deviate from the previous estimate of a 23-25 percent increase in visitations for the Calendar Year 1976, or, in approximate figures, an influx of 17-18 million people.

THE WHITE HOUSE

WASHINGTON

February 23, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

Jack, Dick Hite advises me that, rather surprisingly, a report from the hotel-motel industry in Washington indicates that occupancy was actually down 9 percent during the month of January. This figure represents approximately 75 percent of visitor activity in Washington. Dick will report back to us with a comparable figure from the Park Service, et al, which will give us some indication of one-day visits to the nation's capital.

Dick also noted that convention bookings were about on the same level as last year.

FYI, I have asked Dick to provide us with a month-by-month analysis of tourist visitation to Washington. He agreed to do so.

THE WHITE HOUSE

WASHINGTON

February 10, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM:

JACK MARSH

Touch base with Dick Hite and find out if we are getting any increase in tourist visitation for '76 over and above '75.

Bicent.

THE WHITE HOUSE
WASHINGTON

March 26, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

Jack, per your request, Milt has prepared a recap sheet outlining tourist visitation in D. C. You will note that this is only until March 25.

R -

I think we should watch closely, and get reports on a weekly basis if possible.

Milt 3/29/76

M

THE WHITE HOUSE

WASHINGTON

March 26, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: MILT MITLER *Milt*

Russ, attached is a breakout of visitation information for March that you requested. I don't believe any trend has been set yet. However, for what it's worth, according to Bill Rafsky, Philadelphia is experiencing a 60% increase overall so far with a 300% increase at their visitors' center.

Enclosure

VISITATIONS - 1976

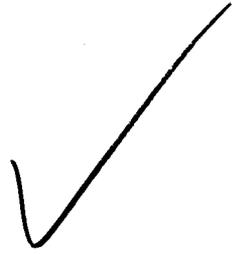
<u>WHITE HOUSE</u>	<u>1976</u>	<u>1975</u>	<u>+ / -</u>
Mar a/o 25th	80,680	--	+10,000
Jan/Feb/Mar 25th	198,029	171,499	+26,530

(NOTE: Easter fell in March last year and so there is no clean comparison. Through February 1976, there has been about a 20% increase over 1975.)

MARCH 1976

Jefferson Memorial	-	Up 52%
Lincoln Memorial	-	Down 6%
Washington Memorial	-	No change
Tour Mobile	-	Up 23%
Mt. Vernon	-	Up 37%

THE WHITE HOUSE
WASHINGTON
March 31, 1976



MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

A handwritten signature in cursive script, appearing to read "Russ Rourke", is written over the printed name "RUSS ROURKE".

Jack, FYI, attached is a statistical sheet prepared by Milt which compares the January through March D. C. visitor flow this year against last year.

MAR 31 1976

THE WHITE HOUSE

WASHINGTON

March 29, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: MILT MITLER *Milt*

Russ, here is some additional information concerning visitor flow in DC. Some of the percentages mystify me, but they are based on attendance counts.

Attachment (Visitation statistics chart)

VISITATION STATISTICS

	Jeff. Memorial	Lincoln Memorial	White House	Arl. House	Smith. Inst. (Castle)	Museum of Nat. History	Museum of Hist. & Tech.	Tourmobile	Mt. Vernon	Bicentennial Info. Center	Average Daily Telephone Inquiries - NVC
1975 Jan.	44,324	65,819	43,036	13,409	38,207	148,960	259,152	14,010	17,795		
1976 Jan.	13,328	89,244	48,138	14,116	47,177	176,223	249,943	17,648	23,120		
	-70%	+35%	+12%	+5%	+23%	+18%	-3%	+26%	+30%		
1975 Feb.	43,500	117,357	53,245	13,219	44,650	197,192	319,187	23,139	32,929		
1976 Feb.	34,253	204,190	69,219	24,791	39,596	209,627	277,540	39,251	52,248		
	-21%	+74%	+33%	+85%	-9%	+6%	-13%	+70%	+59%		
1975 Mar. 25	77,700	233,000						40,360	42,669		
1976 Mar. "	118,109	220,692		Unavailable	Unavailable	Unavailable	Unavailable	49,661	58,429	6,538 *	73 **
	+52%	-6%						+23%	+37%		

N.B. Washington Area Convention and Visitors Bureau reports 269,231 out-of-town visitors per week during 1975, with an increase to 326,923 per week during 1976, an increase of 20%.

* - Since opening March 15, 1976.

** - Since opening February 23, 1976.

3/26/76

VISITATION STATISTICS

Arlington House

Jefferson Mem.

Lincoln Mem.

Washington Mon.

	Arlington House		Jefferson Mem.		Lincoln Mem.		Washington Mon.
Jan.							
1974	12,158		27,754		65,614		51,552
1975	13,409 + 10%		44,324 + 60%		65,819 + 0%		14,162 **
1976	14,116 + 5%		13,328 - 70%		89,244 + 35%		67,138
Feb.							
1974	12,122		25,862		85,601		42,385
1975	13,219 + 9%		43,500 + 69%		117,357 + 36%		closed **
1976	24,791 + 85%		34,253 - 21%		204,190 + 74%		59,676
Mar.							
1974	22,251		75,657		177,032		85,131
1975	48,236 +117%		96,404 + 27%		289,455 + 64%		9,572 **
1976	36,036 - 25%		161,452 + 67%		283,742 - 2%		99,396
April (first wk.)							
1974	8,651		34,550		48,150		20,711
1975	8,455 - 2%		21,200 - 39%		50,085 + 4%		11,898 - 43%
1976	7,485 - 12%		42,521 +100%		72,440 + 45%		19,951 + 68%

Tourmobile

White House

Kennedy Center

	Tourmobile		White House		Kennedy Center
Jan.					
1974	12,131		28,785		260,000
1975	18,713 + 55%		43,036 + 50%		303,000 + 17%
1976	17,648 - 6%		48,138 + 12%		304,353 + 0%
Feb.					
1974	16,151		34,848		300,000
1975	23,139 + 44%		53,245 + 53%		292,000 - 3%
1976	39,251 + 70%		69,219 + 30%		296,297 + 1%
Mar.					
1974	32,798		82,370		291,300
1975	60,981 + 90%		100,907 + 23%		304,000 + 4%
1976	73,482 + 20%		-		391,959 + 29%
April (first wk.)					
* 1974	13,908				41,700
* 1975	16,920 + 23%				42,400 + 2%
1976	14,928 - 12%				47,604 + 12%

* - Pro rated.

** - Closed Jan. 6 through Mar. 29, 1975.

BIC - 12,320 visitors since opening March-15.

NVC - 72 average daily telephone inquiries since opening Feb. 23, 1976.

LAR/sc
4/5/76

VISITATION STATISTICS

	Mt. Vernon	Smith. Inst. (Castle)	Mus. of Natural Hist.	Mus. of Hist. & Tech
Jan.				
1974	13,253	33,589	126,316	247,259
1975	17,795 + 34%	38,207 + 14%	148,960 + 18%	259,152 + 5%
1976	23,120 + 30%	47,177 + 23%	176,223 + 18%	249,943 - 4%
Feb.				
1974	21,666	27,897	119,506	247,931
1975	32,929 + 52%	44,650 + 60%	197,192 + 65%	319,187 + 29%
1976	52,248 + 59%	39,596 - 11%	209,627 + 6%	277,540 - 13%
Mar.				
1974	50,616	44,786	212,199	438,027
1975	78,714 + 56%	90,624 +102%	361,595 + 74%	645,173 + 47%
1976	90,498 + 28%	-	-	-
April (first wk.)				
1974	18,740	10,627	47,579	91,817
1975	19,570 + 4%	16,610 + 56%	74,575 + 57%	128,440 + 40%
1976	20,785 + 6%	-	-	-

	National Art Gal.	Hirshhorn	National Zoo
Jan.			
1974	60,213	-	-
1975	182,943 +204%	-	-
1976	82,871 - 55%	-	-
Feb.			
1974	60,843	-	-
1975	186,477 +206%	-	-
1976	92,957 - 50%	-	-
Mar.			
1974	90,421	-	-
1975	323,252 +257%	-	-
1976	106,406 - 67%	-	-
April (first wk.)			
1974	17,984	-	-
1975	17,035 - 5%	-	-
1976	17,983 + 5%	-	-

* Pro rated.

Bucen

APR 7 1976

THE WHITE HOUSE

WASHINGTON

April 7, 1976

MEMORANDUM FOR: RUSS ROURKE

FROM: MILT MITLER *mitler*

Russ, attached is the first of our weekly reports on visitors to Washington's various tourist attractions. I'll be receiving these every Tuesday.

Copies of this report will be available for pass-out at today's Federal Agency Bicentennial Task Force Meeting.

Attachment

VISITATION STATISTICS

	Arlington House		Jefferson Mem.		Lincoln Mem.		Washington Mon.
Jan.							
1974	12,158		27,754		65,614		51,552
1975	13,409	+ 10%	44,324	+ 60%	65,819	+ 0%	14,162 **
1976	14,116	+ 5%	13,328	- 70%	89,244	+ 35%	67,138
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1974	12,122		25,862		85,601		42,385
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1974	22,251		75,657		177,032		85,131
1975	48,236	+117%	96,404	+ 27%	289,455	+ 64%	9,572 **
1976	36,036	- 25%	161,452	+ 67%	283,742	- 2%	99,396
April (first wk.)							
* 1974	8,651		34,550		48,150		20,711
* 1975	8,455	- 2%	21,200	- 39%	50,085	+ 4%	11,898 - 43%
1976	7,485	- 12%	42,521	+100%	72,440	+ 45%	19,951 + 68%

Tourmobile

White House

Kennedy Center

Jan.					
1974	12,131		28,785		260,000
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1976	14,928	- 12%			47,604 + 12%

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LAR/sc
4/5/76

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Mar.				
1974	50,616	44,786	212,199	438,027
1975	78,714 + 56%	90,624 +102%	361,595 + 74%	645,173 + 47%
1976	90,493 + 28%	-	-	-
April (first wk.)				
* 1974	18,740	10,627	47,579	91,817
* 1975	19,570 + 4%	16,610 + 56%	74,575 + 57%	128,440 + 40%
1976	20,785 + 6%	-	-	-

	National Art Gal.	Hirshhorn	National Zoo
Jan.			
1974	60,213	-	-
1975	182,943 +204%	-	-
1976	82,871 - 55%	-	-
Feb.			
1974	60,843	-	-
1975	186,477 +206%	-	-
1976	92,957 - 50%	-	-
Mar.			
1974	90,421	-	-
1975	323,252 +257%	-	-
1976	106,406 - 67%	-	-
April (first wk.)			
* 1974	17,984	-	-
* 1975	17,035 - 5%	-	-
1976	17,983 + 5%	-	-

* Pro rated.

April 14

THE WHITE HOUSE
WASHINGTON

Jack:

The Capitol only keeps
records of guided tours.

Jan. -- 48% ahead of last year
Feb. -- 43% ahead of last year
March -- 4% ahead of last year.

(The reason for March being
so small is Easter fell in March
last year.)

Milt



APR 19 1976

THE WHITE HOUSE
WASHINGTON

April 16, 1976



MEMORANDUM FOR: JOHN C. MARSH, JR.
JACK MARSH
FROM: TED MARRS *DM*
MILT MITLER *MM*

Jack, here is the visitation report. They are now coming in each week.

There is still no way of explaining the large fluctuation in attendance among the various attractions. However, one factor which has greatly increased the April visitations is the Easter Holiday period.

Also attached is the report from Mike Farrell on White House visitations over the years.

Attachments (Visitation reports)

Jack:
Summary:
Friends do not
show an increase
which is in ^{no} anyway
a threat to current
planning levels
Jed



THE WHITE HOUSE

WASHINGTON

April 9, 1976

MEMORANDUM FOR: JOHN O. MARSH, JR.
DR. THEODORE C. MARRS
MILTON E. MITLER

FROM: MICHAEL J. FARRELL 

SUBJECT: Office of White House Visitors
Monthly Combined Tour Report

Since you are interested in the visitation records prepared by the National Capital Park Service for the major monuments and memorials in this area, we have attached the monthly combined tour report for your information. Please advise me if you are interested in receiving this report on a regular basis.

THE WHITE HOUSE

WASHINGTON

April 9, 1976

MEMORANDUM FOR: MILTON E. MITLER

SUBJECT: OFFICE OF WHITE HOUSE VISITORS - COMBINED TOUR REPORT
March 1976.

Attendance figures for the twenty days in March on which tours were conducted in the White House and figures for the same month of previous years are as follows:

<u>MARCH</u>	<u>TOTAL</u>	<u>TOTAL FOR YEAR TO DATE</u>	<u>AVERAGE PER DAY</u>	<u>TOTAL DAYS OPEN</u>
1976	106,384	223,733	3,729	60
1975	100,907	197,188	3,286	60
1974	82,370	145,993	2,355	62
1973	91,685	171,947	2,964	58
1972	125,115	205,783	3,266	63
1971	78,565	142,523	2,335	61
1970	128,426	216,411	3,279	66
1969	76,998	145,370	2,344	62
1968	99,620	187,206	3,019	62
1967	126,275	208,254	3,204	65
1966	75,659	136,063	2,159	63

FIGURES FOR PERIOD ENDING MARCH 31, 1976:

<u>MONTH</u>	<u>TOTAL</u>	<u>DAYS OPEN TO PUBLIC</u>	<u>AVERAGE PER DAY</u>	<u>TOTAL SINCE 1/1/76</u>	<u>TOTAL DAYS OPEN</u>
January	48,130	20	2,406	48,130	20
February	69,219	20	3,461	117,349	40
March	106,384	20*	5,319	223,733	60

* NOTE: Open for Special Tours 22 days. Open for Regular Tours 20 days.
Closed for Special Tours none. Closed for Regular Tours 3/17/76
and 3/30/76.

THE WHITE HOUSE

WASHINGTON

MARCH 1976 REPORT (Continued):

FIGURES FOR ENTIRE YEAR

<u>YEAR</u>	<u>TOTAL VISITORS</u>	<u>TOTAL DAYS OPEN</u>
1976		
1975	1,492,876	248
1974	1,349,633	248
1973	1,219,010	240
1972	1,412,853	252
1971	1,391,312	248
1970	1,388,565	257
1969	1,521,670	254
1968	1,154,887	254
1967	1,733,942	260
1966	1,548,313	262
RECORD YEAR: 1964	1,840,146	
RECORD DAY: Apr. 11, '64	25,895	



Michael J. Farrell
Director
Office of White House Visitors

VISITATION STATISTICS

Arlington House

Jefferson Mem.

Lincoln Mem.

Washington Mon.

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Feb.							
1974	12,122		25,862		85,601		42,385
1975	13,219	+ 9%	43,500	+ 69%	117,357	+ 36%	closed **
1976	24,791	+ 85%	34,253	- 21%	204,190	+ 74%	59,676
Mar.							
1974	22,251		75,657		177,032		85,131
1975	48,236	+117%	96,404	+ 27%	289,455	+ 64%	9,572 **
1976	36,036	- 25%	161,452	+ 67%	283,742	- 2%	99,396
April (thru 11th)							
* 1974	23,780		94,800		132,300		55,000
* 1975	23,180	- 3%	58,700	- 38%	124,000	- 6%	32,700 - 40%
1976	22,200	- 5%	152,442	+160%	150,556	+ 21%	61,881 + 89%

Tourmobile

White House

Kennedy Center

	Tourmobile		White House		Kennedy Center
Jan.					
1974	12,131		28,785		260,000
1975	18,713	+ 55%	43,036	+ 50%	303,000 + 17%
1976	17,648	- 6%	48,138	+ 12%	304,353 + 0%
Feb.					
1974	16,151		34,848		300,000
1975	23,139	+ 44%	53,245	+ 53%	292,000 - 3%
1976	39,251	+ 70%	69,219	+ 30%	296,297 + 1%
Mar.					
1974	32,798		82,370		291,300
1975	60,981	+ 90%	100,907	+ 23%	304,000 + 4%
1976	73,482	+ 20%	106,384	+ 5%	391,959 + 29%
April (thru 11th)					
* 1974	38,200		59,200		114,800
* 1975	46,400	+ 21%	66,500	+ 12%	116,700 + 2%
1976	47,859	+ 3%	60,561	- 9%	129,287 + 10%

* - Pro rated.

** - Closed Jan. 6 through Mar. 29, 1975.

NVC - 56 average daily telephone inquiries
- 78 contacts week ending 4/11

LAR/sc

BIC - 17,087 visitors since opening
March 15.

4/12/76

VISITATION STATISTICS

	Mt. Vernon	Smith. Inst. (Castle)	Mus. of Natural Hist.	Mus. of Hist. & Tech.
Jan.				
1974	13,253	33,589	126,316	247,259
1975	17,795 + 34%	38,207 + 14%	148,960 + 18%	259,152 + 5%
1976	23,120 + 30%	47,177 + 23%	176,223 + 18%	249,943 - 4%
Feb.				
1974	21,666	27,897	119,506	247,931
1975	32,929 + 52%	44,650 + 60%	197,192 + 65%	319,187 + 29%
1976	52,248 + 59%	39,596 - 11%	209,627 + 6%	277,540 - 13%
Mar.				
1974	50,616	44,786	212,199	438,027
1975	78,714 + 56%	90,624 +102%	361,595 + 74%	645,173 + 47%
1976	90,498 + 28%	-	-	-
April				
* 1974 (thru 11th)	51,400	10,627	47,579	91,817
* 1975	53,700 + 4%	16,610 + 56%	74,575 + 57%	128,440 + 40%
1976	64,988 + 17%	-	-	-

	National Art Gal.	Hirshhorn	National Zoo
Jan.			
1974	60,213	-	-
1975	182,943 +204%	-	-
1976	82,871 - 55%	-	-
Feb.			
1974	60,843	-	-
1975	186,477 +206%	-	-
1976	92,957 - 50%	-	-
Mar.			
1974	90,421	-	-
1975	323,252 +257%	-	-
1976	106,406 - 67%	-	-
April (thru 11th)			
* 1974	49,467	-	-
* 1975	46,849 - 5%	-	-
1976	50,629 + 8%	-	-

* Pro rated.

APR 21 1976

THE WHITE HOUSE
WASHINGTON

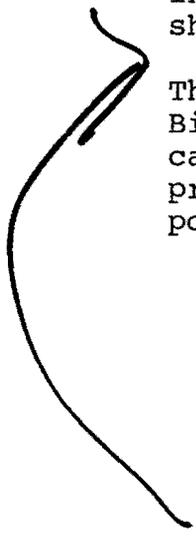
April 20, 1976

MEMORANDUM FOR: JACK MARSH

FROM: TED MARRS *ed*
MILT MITLER *Milt*

Jack, a quick check has indicated that last week hotel/motel occupancy for the district indicated 79% bookings while the suburbs showed an 86% level.

The telephone information system at the Bicentennial Information Center has indicated that 124 of the 170 hotel/motel properties were booked solid at some point during that period.



How does this compare previous years?

THE NEW YORK TIMES, TUESDAY, MAY 4, 1976

An Influx of Tourists Glogging the Capitol

By RICHARD D. LYONS

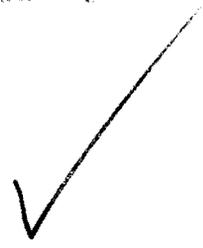
Special to The New York Times

MAY 6 1976

THE WHITE HOUSE

WASHINGTON

May 5, 1976



MEMORANDUM FOR: JOHN O. MARSH, JR.
West Wing

SUBJECT: OFFICE OF WHITE HOUSE VISITORS - COMBINED TOUR REPORT
April 1976.

Attendance figures for the twenty three days in April on which tours were conducted in the White House and figures for the same month of previous years are as follows:

<u>APRIL</u>	<u>TOTAL</u>	<u>TOTAL FOR YEAR TO DATE</u>	<u>AVERAGE PER DAY</u>	<u>TOTAL DAYS OPEN</u>
1976	212,604	436,337	5,257	83
1975	182,943	380,131	4,635	82
1974	162,617	308,610	3,718	83
1973	165,421	337,368	4,270	79
1972	205,106	410,889	4,891	84
1971	173,828	316,351	3,811	83
1970	147,309	363,720	4,180	87
1969	193,602	338,972	4,035	84
1968	150,988	338,194	4,075	83
1967	202,560	410,814	4,777	86
1966	258,578	394,641	4,643	85

FIGURES FOR PERIOD ENDING APRIL 30, 1976:

<u>MONTH</u>	<u>TOTAL</u>	<u>DAYS OPEN TO PUBLIC</u>	<u>AVERAGE PER DAY</u>	<u>TOTAL SINCE 1/1/76</u>	<u>TOTAL DAYS OPEN</u>
January	48,130	20	2,406	48,130	20
February	69,219	20	3,461	117,349	40
March	106,384	20	5,319	223,733	60
April	212,604	23*	9,244	436,337	83

*NOTE: Open for Special Tours 22 days. Open for Regular Tours 23 days.
Closed for Special Tours none. Closed for Regular Tours 1 day 4/1/76.

THE WHITE HOUSE

WASHINGTON

APRIL 1976 REPORT (Continued):

FIGURES FOR ENTIRE YEAR

<u>YEAR</u>	<u>TOTAL VISITORS</u>	<u>TOTAL DAYS OPEN</u>
1976		
1975	1,492,876	248
1974	1,349,633	248
1973	1,219,010	240
1972	1,412,853	252
1971	1,391,312	248
1970	1,388,565	257
1969	1,521,670	254
1968	1,154,887	254
1967	1,733,942	260
1966	1,548,313	262
RECORD YEAR: 1964	1,840,146	
RECORD DAY: Apr. 11, '64.	25,895	



Michael J. Farrell
Director

Office of White House Visitors

Tourist Galore

Two million Bicentennial visitors are expected to visit the Capitol Building in 1976, and the chief of the Capitol Guide force says the "crush" is starting.

"We've reached the saturation point—about 10,000 visitors a day—several times this year," Tom Nottingham, the Chief Guide said. "But all that means, is that we eliminate the group's visit to one of the two Chambers. They get their choice of seeing everything else on the agenda and either the Senate or the House Chamber."

Thus far in 1976, 205,115 visitors (January-March) have taken the 25-minute guided tours (but April statistics have not been compiled and added to the totals). The 45,509 who visited in January and the 53,890 visiting in February "represented an increase of about 40 percent per month," Nottingham said. The March totals, 105,716 visitors, represented only a four per cent increase, because Easter Day was in March in 1975. "We'll make up for that low increase in our April statistics."

Since 1929, Nottingham said, the Capitol Guide force has been operating with 24 full-time personnel, and even though a record number of visitors is expected, only four part-time em-

ployees have been added to assist in handling the crowds.

As for yearly totals of visitors, here's a look at the past three years: 1975, 1,511,000 visitors; 1974, 1,157,000 visitors; 1973, 1,215,000 visitors. 1975 is the current record year.

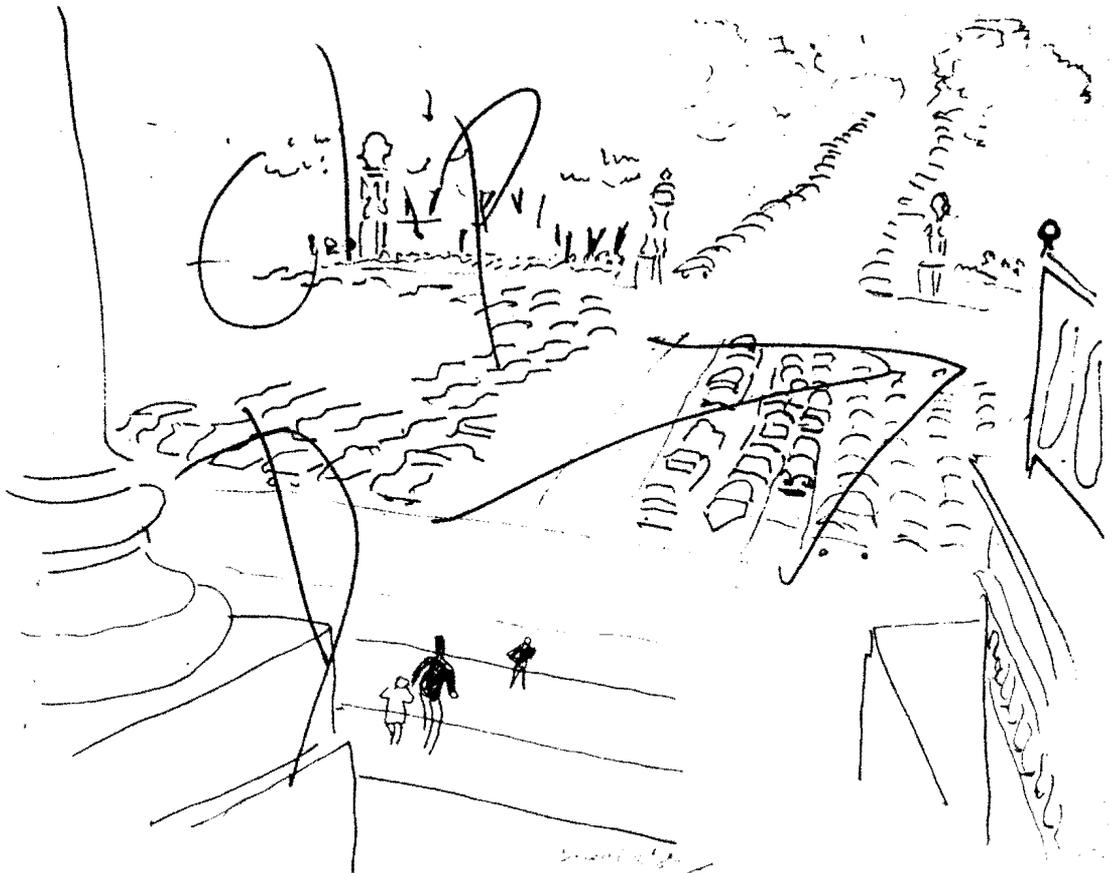
New tickets—which are free souvenirs in reality—have been printed in Bicentennial red-white-and-blue.

Nottingham said that although the new electronic detection devices at the entrance to the House chambers cause "some delay," there have been no difficulties.

"When you're used to handling between 5,000 and 7,000 people a day, and the average is between 7,000 and 9,000 a day now; you know you're earning your money," Nottingham said.

Plans by the Congress to initiate planned 'self-guided' tours of the Capitol have not yet materialized—possibly, conjectures Nottingham, because it has been proven that the guide force can handle the larger crowds.

"We'll try it, sure," said Nottingham. "But Ken Harding (the House Sergeant-at-Arms, and the Guide Board Chairman) has not said anything to me about it recently. I understood the project was supposed to start on April 1."



Roll
Call

THE WHITE HOUSE
WASHINGTON

article

tours

- Mars

Mitt

Russ

Site

Sent 4/30
ds

Christian Science Monitor
Tuesday, May 25, 1976

FOCUS

Parks full of bicentennial tourists

By Robert P. Hey

THE WHITE HOUSE
WASHINGTON

M

June 21, 1976

TO: JACK MARSH

FROM: RUSSELL A. ROURKE

Rourke

_____ For Direct Reply

_____ For Draft Response

X _____ For Your Information

_____ Please advise

[Large handwritten flourish]

UNITED STATES
DEPARTMENT OF THE INTERIOR
DEPUTY ASSISTANT SECRETARY - MANAGEMENT

June 15, 1976

J. P. Jadlos
6/16/76

Note to: Milt Mitler

From: Dick Hite

Once again, we have a mixed visitation picture, with no clear indications of a significant upward trend.

Visitation at memorials and monuments for the month of June through June 13 continues well above visitation for the same period last year (443,000 visits v. 376,000 last year). The White House and Mount Vernon are 10% and 18%, respectively, above last year at this period.

The museums and galleries, with 644,000 visits trail last year's 765,000 visits for the period.

Tourmobile ridership is down 9% for June thus far, and the Kennedy Center leads the way in visitation increase, up 77% over last year.

AM READING, AM CHRON, AM SUBJECT

JPJadlos:marilou:6/15/76

VISITATION STATISTICS

	Arlington House		Jefferson Memorial		Kennedy Center
Jan.					
1974	12,158		27,754		260,000
1975	13,409	+ 10%	44,324	+ 60%	303,000 + 17%
1976	14,116	+ 5%	13,328	- 70%	304,353 + 0%
Feb.					
1974	12,122		25,862		300,000
1975	13,219	+ 9%	43,500	+ 69%	292,000 - 3%
1976	24,791	+ 85%	34,253	- 21%	296,297 + 1%
Mar.					
1974	22,251		75,657		291,300
1975	48,236	+117%	96,404	+ 27%	304,000 + 4%
1976	36,036	- 25%	161,452	+ 67%	391,959 + 29%
April					
1974	64,902		258,924		313,000
1975	63,428	- 2%	162,212	- 37%	318,000 + 2%
1976	74,023	+ 17%	428,551	+164%	512,140 + 60%
May					
1974	38,839		140,450		317,100
1975	63,953	+ 64%	187,214	+ 33%	318,900 + 1%
1976	56,668	- 11%	220,948	+ 18%	617,525 + 94%
June (thru 13th)					
1974	* 24,947		● 62,921		* 139,100
1975	● 20,506	- 18%	● 99,466	+ 58%	* 141,700 + 2%
1976	● 23,799	+ 16%	● 77,241	- 22%	● 250,450 + 77%

NVC Week ending 6/13 Total to Date
 1,010 10,195

Housing & Week ending 6/12 Total to Date
 Transp. 1,438 19,927
 Info. Phones

BIC - May: 23,574; June (thru 13th): 11,174; 74,845 visitors since opening 3/15/76.

* Pro rated from monthly totals. ● - Actual counts.

VISITATION STATISTICS

	Lincoln Mem.	Tourmobile	Washington Mon.	White House
Jan.				
1974	65,614	12,131	51,552	28,785
1975	65,819 + 0%	18,713 + 55%	14,162 **	43,036 + 50%
1976	89,244 + 35%	17,648 - 6%	67,138	48,138 + 12%
Feb.				
1974	85,601	16,151	42,385	34,848
1975	117,357 + 36%	23,139 + 44%	closed **	53,245 + 53%
1976	204,190 + 74%	39,251 + 70%	59,676	69,219 + 30%
Mar.				
1974	177,032	32,798	85,131	82,370
1975	289,455 + 64%	60,981 + 90%	9,572 **	100,907 + 23%
1976	283,742 - 2%	73,482 + 20%	99,396	106,384 + 5%
April				
1974	361,243	104,342	155,370	162,617
1975	381,520 + 6%	126,926 + 22%	89,262 - 43%	182,943 + 12%
1976	405,770 + 6%	188,210 + 48%	160,222 + 79%	212,604 + 16%
May				
1974	306,962	67,466	168,719	137,923
1975	419,595 + 37%	82,938 + 23%	142,866 - 15%	170,764 + 24%
1976	503,903 + 20%	138,860 + 67%	166,380 + 16%	192,945 + 13%
June (thru 13th)				
1974 ●	111,764	* 72,306	● 79,402	* 68,627
1975 ●	208,249 + 86%	* 97,084 + 34%	x● 47,880 - 40%	* 75,309 + 10%
1976 ●	271,456 + 30%	● 88,168 - 9%	● 70,757 + 48%	● 82,937 + 10%

* Pro rated from monthly totals. ● - Actual counts.

** - Closed Jan. 6 through March 29, 1975.

x - Closed June 9, 1975.

LAR/sc

6/14/76

VISITATION STATISTICS

	Hirshhorn	Mount Vernon	Museum of History & Technology
Jan.			
1974		13,253	247,259
1975	179,866	17,795 + 34%	259,152 + 5%
1976	82,918 - 54%	23,120 + 30%	249,943 - 4%
Feb.			
1974		21,666	247,931
1975	122,302	32,929 + 52%	319,187 + 29%
1976	100,888 - 18%	52,248 + 59%	277,540 - 13%
Mar.			
1974		50,616	438,027
1975	208,482	78,714 + 56%	645,173 + 47%
1976	125,240 - 40%	90,498 + 28%	423,470 - 34%
April			
1974		140,580	688,046
1975	178,387	146,711 + 4%	963,521 + 40%
1976	176,215 - 1%	200,757 + 37%	791,547 - 18%
May			
1974		115,212	676,883
1975	151,279	132,302 + 15%	1,001,877 + 48%
1976	160,705 + 6%	168,384 + 27%	816,545 - 18%
June (thru 13th)			
* 1974		54,613	280,826
* 1975	59,878	65,052 + 19%	387,829 + 38%
● 1976	65,105 + 9%	76,528 + 18%	270,804 - 30%

Metro	Since start Grand Total
<u>Week of 5/30-6/5</u>	
17 radial routes	7,023 48,219
Shuttle	
RFK	787
Va. Lots	1,868
Total	2,655
Grand Total	17,305
	65,524

* - Pro rated from monthly totals. ● - Actual counts.

LAR/sc

6/14/76

VISITATION STATISTICS

	Museum of Natural History	National Art Gallery	Smithsonian Inst. (Castle)
Jan.			
1974	126,316	60,213	33,589
1975	148,960 + 18%	182,943 +204%	38,207 + 14%
1976	176,223 + 18%	82,871 - 55%	47,177 + 23%
Feb.			
1974	119,506	60,843	27,897
1975	197,192 + 65%	186,477 +206%	44,650 + 60%
1976	209,627 + 6%	92,957 - 50%	39,596 - 11%
Mar.			
1974	212,199	90,421	44,786
1975	361,595 + 74%	323,252 +257%	90,624 +102%
1976	312,466 - 14%	106,406 - 67%	66,213 - 27%
April			
1974	356,932	134,914	79,723
1975	559,454 + 57%	127,792 - 5%	124,609 + 56%
1976	576,925 + 3%	163,904 + 28%	109,547 - 12%
May			
1974	369,431	127,819	81,081
1975	534,700 + 45%	108,719 - 15%	98,930 + 22%
1976	594,323 + 11%	174,440 + 60%	99,750 + 1%
June (thru 13th)			
* 1974	139,763	61,165	40,989
* 1975	216,684 + 55%	49,270 - 19%	51,389 + 25%
● 1976	191,772 - 11%	69,246 + 41%	47,718 - 7%

* - Pro rated from monthly totals.

● - Actual counts.

LAR/sc

-4-

6/14/76

THE WHITE HOUSE
WASHINGTON

JUL 17 1976

July 16, 1976

MEMORANDUM FOR:

JACK MARSH

FROM:

MILT MITLER *Mitler*

Jack, welcome back!

Attached is the latest visitor report from Dick Hite. No remarkable changes nor alarming trends. While visitor increases do show in some of the areas, the prime guidelines for general activity are reflected in the White House and the Washington Monument where a more accurate count is maintained. However, at both places the visiting hours have been extended this year - the White House for one hour daily and the Monument until midnight.

Attachment (Visitation Statistics)



UNITED STATES
DEPARTMENT OF THE INTERIOR
DEPUTY ASSISTANT SECRETARY - MANAGEMENT

July 7, 1976

M

NOTE TO MILT MITLER

SUBJECT: VISITATION ESTIMATES

Reference the attached visitation statistics, still no alarming trends. Figures through June followed previous patterns of increased visitation over last year at memorials and monuments, and a decrease at museums and galleries.

Early July figures showed an increase in virtually all categories, probably a reflection of the heavy attendance at July 4 festivities generally, but we will keep an eye on this.



Attachment



VISITATION STATISTICS

	Arlington House		Jefferson Memorial		Kennedy Center
Jan.					
1974	12,158		27,754		260,000
1975	13,409 + 10%		44,324 + 60%		303,000 + 17%
1976	14,116 + 5%		13,328 - 70%		304,353 + 0%
Feb.					
1974	12,122		25,862		300,000
1975	13,219 + 9%		43,500 + 69%		292,000 - 3%
1976	24,791 + 85%		34,253 - 21%		296,297 + 1%
Mar.					
1974	22,251		75,657		291,300
1975	48,236 +117%		96,404 + 27%		304,000 + 4%
1976	36,036 - 25%		161,452 + 67%		391,959 + 29%
April					
1974	64,902		258,924		313,000
1975	63,428 - 2%		162,212 - 37%		318,000 + 2%
1976	74,023 + 17%		428,551 +164%		512,140 + 60%
May					
1974	38,839		140,450		317,100
1975	63,953 + 64%		187,214 + 33%		318,900 + 1%
1976	56,668 - 11%		220,948 + 18%		617,525 + 94%
June					
1974	57,573		164,832		321,000
1975	55,499 - 4%		228,170 + 38%		327,000 + 2%
1976	48,676 - 12%		213,991 - 6%		590,336 + 81%
July (thru 5th)					
1974	* 12,130	●	29,448	*	54,675
1975	● 9,475 - 22%	●	47,910 + 63%	*	59,515 + 9%
1976	● 9,462 - 0%	●	71,257 + 49%	●	129,480 +118%
Year to Date					
1974	219,975		722,927		1,857,075
1975	267,219 + 21%		809,734 + 12%		1,922,415 + 4%
1976	263,772 - 1%		1,143,780 + 41%		2,842,090 + 48%
					Total
	<u>6/28 thru 7/5</u>	<u>Total to date</u>		<u>6/27 thru 7/4</u>	<u>to Date</u>
NVC	30,169	43,750	Housing & Transp. Info. Phones	8,051	31,813

BIC - May: 23,574; June: 31,552; July (thru 5th) 10,577; 105,800 since opening 3/15/76.

* Pro rated from monthly totals. ● - Actual counts.

VISITATION STATISTICS

	Lincoln Mem.	Tourmobile	Washington Mon.	White House
Jan.				
1974	65,614	12,131	51,552	28,785
1975	65,819 + 0%	18,713 + 55%	14,162 **	43,036 + 50%
1976	89,244 + 35%	17,648 - 6%	67,138	48,138 + 12%
Feb.				
1974	85,601	16,151	42,385	34,848
1975	117,357 + 36%	23,139 + 44%	closed **	53,245 + 53%
1976	204,190 + 74%	39,251 + 70%	59,676	69,219 + 30%
Mar.				
1974	177,032	32,798	85,131	82,370
1975	289,455 + 64%	60,981 + 90%	9,572 **	100,907 + 23%
1976	283,742 - 2%	73,482 + 20%	99,396	106,384 + 5%
April				
1974	361,243	104,342	155,370	162,617
1975	381,520 + 6%	126,926 + 22%	89,262 - 43%	182,943 + 12%
1976	405,770 + 6%	188,210 + 48%	160,222 + 79%	212,604 + 16%
May				
1974	306,962	67,466	168,719	137,923
1975	419,595 + 37%	82,938 + 23%	142,866 - 15%	170,764 + 24%
1976	503,903 + 20%	138,860 + 67%	166,380 + 16%	192,945 + 13%
June				
1974	293,950	166,847	177,238	158,383
1975	563,073 + 92%	224,038 + 34%	x 135,250 - 24%	173,792 + 10%
1976	707,402 + 26%	259,089 + 16%	152,323 + 13%	190,858 + 10%
July (thru 5th)				
1974	● 73,122	* 35,620	● 26,213	* 26,175
1975	● 110,181 + 51%	* 45,215 + 27%	● 25,420 - 3%	* 32,055 + 22%
1976	● 270,768 +146%	● 49,482 + 9%	●xx 22,623 - 11%	● 37,514 + 17%
Year to Date				
1974	1,363,524	435,355	706,608	631,101
1975	1,947,000 + 43%	581,950 + 34%	416,532 **	756,742 + 20%
1976	2,465,019 + 27%	766,022 + 32%	727,758 --	857,662 + 13%

* Pro rated from monthly totals. ● - Actual counts.

** - Closed Jan. 6 through March 29, 1975.

x - Closed June 9, 1975. xx - Closed July 4, 1976.

a - Includes garden tour 6/19 & 20. Closed June 30.

VISITATION STATISTICS

	Hirshhorn	Mount Vernon	Museum of History & Technology
Jan.			
1974		13,253	247,259
1975	179,866	17,795 + 34%	259,152 + 5%
1976	82,918 - 54%	23,120 + 30%	249,943 - 4%
Feb.			
1974		21,666	247,931
1975	122,302	32,929 + 52%	319,187 + 29%
1976	100,888 - 18%	52,248 + 59%	277,540 - 13%
Mar.			
1974		50,616	438,027
1975	208,482	78,714 + 56%	645,173 + 47%
1976	125,240 - 40%	90,498 + 28%	423,470 - 34%
April			
1974		140,580	688,046
1975	178,387	146,711 + 4%	963,521 + 40%
1976	176,215 - 1%	200,757 + 37%	791,547 - 18%
May			
1974		115,212	676,883
1975	151,279	132,302 + 15%	1,001,877 + 48%
1976	160,705 + 6%	168,384 + 27%	816,545 - 18%
June			
1974		126,028	648,077
1975	138,187	150,130 + 19%	895,000 + 38%
1976	154,827 + 12%	178,572 + 19%	601,533 - 33%
July (thru 5th)			
* 1974		22,225	119,480
* 1975	26,740	27,320 + 23%	142,040 + 19%
● 1976	34,452 + 29%	35,339 + 29%	154,047 + 8%
Year to Date			
1974		489,580	3,065,703
1975	1,005,243	585,901 + 20%	4,225,950 + 38%
1976	835,245 - 17%	748,918 + 28%	3,314,625 - 22%

METRO

(Since start)
Grand Total

Week of 6/20 - 26

17 radial routes	12,373
Shuttle	
RFK	2,440
Va. Lots	6,954
Total	9,394
Grand Total	

81,171
<u>38,554</u>
119,725

* - Pro rated from monthly totals.

● - Actual counts.

VISITATION STATISTICS

Museum of Natural
History

National Art Gallery

Smithsonian Inst.
(Castle)

	Museum of Natural History		National Art Gallery		Smithsonian Inst. (Castle)
Jan.					
1974	126,316		60,213		33,589
1975	148,960 + 18%		182,943 +204%		38,207 + 14%
1976	176,223 + 18%		82,871 - 55%		47,177 + 23%
Feb.					
1974	119,506		60,843		27,897
1975	197,192 + 65%		186,477 +206%		44,650 + 60%
1976	209,627 + 6%		92,957 - 50%		39,596 - 11%
Mar.					
1974	212,199		90,421		44,786
1975	361,595 + 74%		323,252 +257%		90,624 +102%
1976	312,466 - 14%		106,406 - 67%		66,213 - 27%
April					
1974	356,932		134,914		79,723
1975	559,454 + 57%		127,792 - 5%		124,609 + 56%
1976	576,925 + 3%		163,904 + 28%		109,547 - 12%
May					
1974	369,431		127,819		81,081
1975	534,700 + 45%		108,719 - 15%		98,930 + 22%
1976	594,323 + 11%		174,440 + 60%		99,750 + 1%
June					
1974	322,543		141,143		94,602
1975	500,026 + 55%		113,699 - 19%		118,584 + 25%
1976	477,503 - 5%		165,498 + 46%		121,014 + 2%
July (thru 5th)					
* 1974	50,535		22,715		17,270
* 1975	90,580 + 79%		26,835 + 18%		26,220 + 52%
● 1976	121,450 + 34%		48,803 + 82%		25,409 - 3%
Year to					
Date					
1974	1,557,462		638,068		378,948
1975	2,392,507 + 54%		1,069,717 + 68%		541,824 + 43%
1976	2,468,517 + 3%		834,879 - 22%		508,706 - 6%

* - Pro rated from monthly totals. ● - Actual counts.

LAR/sc

7/6/76