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DISNEYLAND REPORT
to
ANAHEIM and ORANGE COUNTY

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FOREWORD

"What effect has Disneyland had on the city of Anaheim?"

This report, covering the first two years of Disneyland's operation, has been compiled to acquaint you with our business—and the way it contributes to Anaheim's growth.

We believe this report will be of genuine interest to every citizen of Anaheim, since Disneyland has produced an important economic and social effect on practically all phases of community life.

Disneyland Operations Committee
Jack Sayers, Chairman

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SUMMATION

I. ATTENDANCE

From opening day, July 18, 1955 through June 30, 1957 a total of 7,289,349 people came to Anaheim to visit Disneyland.

During the period from August 1, 1956, through June 30, 1957, an 11% increase in Disneyland's attendance over the comparable period of 1955-56 has been recorded.

By seasons, the percentage of total yearly guests at Disneyland breaks down as follows:

Summer (June, July, August):.....	46%
Fall (September, October, November):.....	21%
Winter (December, January, February):.....	16%
Spring (March, April, May):.....	17%

Attendance for Disneyland's second fiscal year beginning August 1, 1956, and ending July 31, 1957, is expected to reach 4,000,000, an increase of 11% over the Park's first fiscal year.

II. PUBLIC OPINION RESEARCH

The dedication plaque located in Town Square at Disneyland states that one of the Park's founding principles was its conception as "a place for people to find happiness and knowledge."

To fulfill this goal, established by Walt Disney, Disneyland constantly assembles and assimilates information about its guests: their likes and dislikes regarding Disneyland, their age and occupation, their modes of transportation to Disneyland and where they are staying while in this area.

Disneyland utilizes a staff of trained personnel from its Public Opinion Research department to accomplish this objective. 500 to 700 visitors are interviewed over a four day period to get the figures for each poll taken. To date, 55 such polls have been completed.

A compilation of answers received in these polls proves continuously valuable to Disneyland in maintaining and developing the Park in accordance with the desires of our patrons.

The same information, if properly studied and acted upon, can be of significant value to many business enterprises in the Anaheim area. As an example, information and opinions gathered for these polls reveals a tremendous market for retail goods and services of all types needed by the tourist-visitor to Disneyland and this area.

Following are some significant opinions and information compiled in these Public Opinion Polls:

ARE YOU A RESIDENT OF CALIFORNIA?.....Yes: 56.5% No: 43.5%

MAY I ASK YOUR APPROXIMATE AGE?

Average Adult Male Age.....	37.4
Average Adult Female Age.....	37.6
Adults (over age 17).....	61% (Of Total Attendance)
Juniors (ages 12-17).....	10% (Of Total Attendance)
Children (under age 12).....	29% (Of total Attendance)

WHAT IS THE OCCUPATION OF THE "HEAD-OF-THE-FAMILY?"

Professional.....	9.5%
White Collar.....	35.7%
Skilled Craftsmen.....	32.9%
Unskilled.....	13.7%
Retired.....	6.2%
Other.....	2.0%

WHAT METHOD OF TRAVEL DID YOU USE TO REACH SOUTHERN CALIFORNIA AND DISNEYLAND?

Private Auto.....	83.6%
Plane.....	9.1%
Train.....	5.6%
Bus.....	1.7%

WHAT ROUTE DID YOU TAKE TO GET TO DISNEYLAND?

Santa Ana Freeway.....	70.7%
Harbor Boulevard.....	11.7%
Via Katella, Highway 18 (Lincoln) from Long Beach area.....	10.8%
Via Highway 91 and 18 from Riverside area.....	4.8%
Via Brea Canyon Road from Pomona area.....	2.0%

ARE YOU CURRENTLY STAYING IN A MOTEL, HOTEL, WITH FRIENDS OR RELATIVES?*

Motel.....	29.3%
Hotel.....	20.0%
With Friends or Relatives.....	50.7%

*(A projection of these figures onto Disneyland's attendance reveals that there has been a potential of 950,000 customers yearly for Orange County motels and hotels, solely from Disneyland visitors.)

HOW LONG DID YOU STAY AT DISNEYLAND?*

Less than 1 hour.....	.1%
1-2 hours.....	1.9%
2-3 hours.....	6.4%
3-4 hours.....	20.2%
4-5 hours.....	58.4%
More than 5 hours.....	13.0%

*(Disneyland visitors stay an average of four and one-half (4½) hours during each visit to the Park. Research shows that during the summer months, when the percentage of out-of-state visitors is higher, the average length of stay is one hour longer than during the other seasons of the year.)

DO YOU PLAN TO VISIT DISNEYLAND AGAIN?*

Yes.....	80.0%
No.....	19.0%
No Reply.....	1.0%

*(This question was asked of **all** visitors, out-of-state and foreign citizens as well as Californians.)

- Numerous motels, service stations and restaurants (plus the Disneyland Hotel) have been constructed in the close vicinity of the Park, and as a direct result of Disneyland's location in Anaheim. In addition to representing a large source of potential business for all elements of the community, these facilities provide employment for an estimated 1,250 people, with a total annual pay roll of approximately \$4,380,000.

Construction of all these facilities in itself represents an investment of \$7,100,000.

Still another striking aspect of Disneyland's effect on the community is the tremendous increase in property values in the West Anaheim area. Cases have been noted in which acreage dollar values have risen by as much as 400% since 1955.

These facts and figures point up the tremendous potential market for all types of goods and services which has been created by Disneyland and its visitors. With Disneyland's attendance showing an increase of 11% for the second fiscal year, this future potential has likewise multiplied during the past 12 months.

This major new market for goods and services has been created by the location of Disneyland in Anaheim and Orange County.

Through intelligent development, it can play a much more important role in building and sustaining Anaheim's greatest potential new industry—"tourism."

IV. DISNEYLANDERS

An average of 2,000 "Disneylanders" are employed annually by Disneyland and its lessees and exhibitors.

Of this total, Disneyland Park employs 1,400 "permanent" and "permanent part-time" Disneylanders. Lessees, who operate many of Disneyland's shops and exhibits, employ 600 individuals.

"Permanent part-time" employees are "on-call" throughout the year. They generally work on week-ends and vacation periods year around, when visitor attendance is at its highest.

For the most part, "permanent part-time" employees are residents of Anaheim. They are engaged in school teaching or other work which allows them free week-ends.

Disneyland keeps the number of full-time employees at the highest possible level to assure them the security of steady, well-paid career employment.

Seasonal employment, meeting the needs of playing host to a greatly enlarged visitor traffic at peak vacation periods, nevertheless adds many individuals to Disneyland's pay roll. These seasonal employees are for the most part Anaheim and Orange County residents, but they are also individuals introduced to the Anaheim area for the first time.

A recent survey reveals the following facts about Disneylanders:

- Their total annual pay roll is \$8,000,000.
- 95% of Disneyland employees are residents of Orange County.
- 42% of all Disneylanders live in Anaheim.
- A broad range of jobs, numbering in the hundreds, provides a wide base of opportunity for prospective employees. Every occupational classification found in the average municipality, and many which are among the unique and unusual, is represented at Disneyland. Working within a few yards of each other you will find blacksmiths and management employees, clerks and accountants, waitresses and skilled craftsmen, sanitation and administrative personnel.

A quote from Disneyland's employees manual will give you an idea of the type of attitude required of the personnel Disneyland selects from the many thousands of job applicants:

"It is important for you to enjoy your work, so that you can help our guests to have fun. You must be mentally alert, for you may have to answer the same question fifty times a day . . . every day. It is up to you to do this in a courteous, friendly way . . . every time. In helping others to have a good time, you will find the satisfaction which can come only from making their visit to Disneyland a full and pleasant experience."

This attitude on the part of Disneylanders is a community service in two ways:

- First, by helping our guests to enjoy themselves and, therefore, to desire a return visit, Disneylanders are helping create favorable impressions of both Disneyland and the community. This is accomplished while a Disneylander is "on the job" as a secretary, river boat captain, waitress, "sheriff," accountant, parking lot attendant or any one of hundreds of different occupations at the Park.
- Secondly, by being employed in career jobs, Disneylanders are substantial community residents. Significant facts about the "average" Disneylander which point to him as a "solid citizen" of the community include the following: he is married, raising a family, affiliated with a church, has children in the public schools of the area, takes part in some aspect of community activities and is buying or has purchased his own home.

V. DISNEYLAND'S FUTURE

A newspaper reporter, in a recent interview with Walt Disney, asked this question: "Do your 1957 improvements complete Disneyland?"

Walt's answer was "Disneyland will never be completed."

In that statement, Walt Disney was adding further confirmation to the statement he made when the Park opened two years ago: "Disneyland will continue to grow, to add new things, as long as there is imagination left in the world."

Further confirmation is obtained by a look at the financial investment in Disneyland. The Park, as originally constituted two years ago, represented a total investment of \$17 million. Today, that figure is over \$21 million, including \$1,800,000 in additions and improvements for the current summer season.

This constant change in the makeup of the attractions, exhibits and shows at the Park insures the fact that there will always be something new for repeat visitors. In addition, this summer's expansion program provides a 20% increase in the Park's capacity, and reduces the admission time interval at each attraction.

A. CURRENT EXPANSION

The following major additions and creative improvements have been added at Disneyland for the 1957 summer season:

- A streamlined train of tomorrow, the Santa Fe and Disneyland Viewliner, which carries passengers between Tomorrowland and Fantasyland; ultra-modern fibre glass boats which travel the Tomorrowland waterway; a "midget Autopia" in Fantasyland for even the smallest of small-fry; Monsanto's "House of the Future," demonstrating the varied uses of plastics and featuring design, furnishings and accessories of the push-button future.
- Opened for the first time is the interior of Fantasyland's castle, where the ageless story of Sleeping Beauty is presented through new techniques developed by Walt Disney artists.
- Additionally, creative improvements include: the re-designing into a two lane highway of Tomorrowland's Autopia "freeway of the future"; new and exciting animals, reptiles and flower varieties along the banks of Adventureland's river; and new adventures in a tree house, interior caves and passageways in rock formations on Tom Sawyer Island.

B. FUTURE DEVELOPMENTS

Already the most talked about and most often visited entertainment attraction in the United States, Disneyland nevertheless **always** has new projects on the drawing boards at the Walt Disney Studios.

Preliminary and in some cases final plans for major new additions are already off the artists' desks. These developments include:

LIBERTY STREET

Already gaining wide national attention, Liberty Street will excitingly dramatize the events of the Revolutionary War period of our history, presenting these historical events in such a way as to give our guests a better personal understanding and pride in the American way of life. In essence, Liberty Street will tell the story of our American heritage and its relationship to Freedom of Enterprise.

The Street itself will be an architectural composite of several American cities as they existed in the 1770 Revolutionary War era. The shops and exhibits, all in actual operation, will be representative of the types of enterprises which were in existence in American cities at that time. After passing into and through the old operating section of the shop, visitors will transcend into an exhibit of the business or industry which is directly related to the origin of the shop.

Liberty Street's presentations, in two 500-seat auditoriums located in Liberty Square, will be designed to give each spectator an "experience" rather than just a "show."

The "Hall of the Declaration of Independence" will present the Framing, Signing and Proclaiming of this most famous of all human documents, utilizing narration, special effects and new techniques in three-dimensional viewing.

The mighty cavalcade of American History, as seen through the eyes of our Presidents from George Washington to Dwight D. Eisenhower, will unfold before spectators in the "Hall of the Presidents of the United States." Life-size sculptured and costumed figures of the 34 Presidents will be featured.

A scale model of the United States Capitol building in Washington, D.C., hand carved by an artisan who devoted many years to the task, will also be highlighted by dramatic lighting in a rotunda setting in Liberty Square.

NEW ORLEANS SQUARE

A new area in Frontierland to be known as "New Orleans Square" will be developed with the additions of a Haunted House, Wax Museum and Thieves Market.

The Haunted House will be a fun walk-through which will bring visitors face-to-face with "the world's largest collection of ghosts." A piano will play with no one at the keyboard, footfalls will be heard where only empty space appears.

The Wax Museum will portray the story of famous pirates of the Caribbean region, through the medium of wax figures. Dramatic staging effects will tell the story of such fabled events as the seige of New Orleans by the pirate LaFitte.

SCIENCE LAND

Science Land is the result of Walt Disney's desire to interest young men and women in careers in science, engineering and other fields where shortages of trained technicians exist in the United States today. By showing that the sciences are both interesting and fascinating, Walt feels that Disneyland can help instill an interest in these fields in the youth of our country, while at the same time providing Disneyland visitors with additional never-before-seen attractions and shows.

Located in Tomorrowland, Science Land will present "science factual" attractions which will be designed to accomplish the goal outlined above.

THOMAS EDISON SQUARE

Thomas Edison Square will be a type of "permanent home show," contrasting the "old" of Edison's time with the "new" of today and tomorrow. The old family life, such as a home and its living room, will be contrasted with the modern conveniences that contribute to the leisurely living of today.

A central theme throughout Thomas Edison Square will show what the great inventor, Edison, did to contribute to the changes shown in the exhibit.

GRAND CANYON DIORAMA

A 300-foot long enclosed diorama of the Grand Canyon will be added to the route of the Santa Fe and Disneyland Railroad which travels the perimeter of the Park.

As the train travels through the tunnel-like enclosure, passengers will view the breathtaking beauty of the Grand Canyon as it looks in morning, daytime and evening light. Various lighting and three-dimensional viewing effects will spotlight the beautiful natural colors and breathtaking scenery which characterize the Grand Canyon.

All of the "Future Developments" projects outlined above will be in operation at Disneyland by the Summer of 1960. These developments will provide new and diversified attractions, exhibits and shows for Disneyland visitors; they will increase the Park's capacity to handle peak crowds by dispersing them into more areas; and they will provide an added incentive for repeat visits to Disneyland.

SUMMATION

In this report, we have covered the various ways in which Disneyland has contributed to the economic and social growth of the City of Anaheim.

Please view our pride as the honest pride of accomplishment. We trust you will share this pride with us, much as we, as a corporate citizen of Anaheim, share the pride of a City embarking on its second century of growth and progress.