

WASHINGTON TRAVEL ACTIVITY CALENDAR YEAR 1968

The travel volume in the State of Washington was again on the increase during 1968 as more out-of-state visitors decided upon the Northwest as their vacation destination. Business travel was also up during the year due to increased commercial and industrial activities. It was estimated that more than 9 million non-resident travelers visited the state this year, and contributed expenditures in excess of \$320 million, an increase of 5.8 percent over 1967.

WASHINGTON TRAVEL ACTIVITY

Calendar Year 1968

In 1969, additional increases can be expected as the northwest continues to enjoy the status of an attractive travel destination. The only slowing effect to be expected will be the braking of the national economy during which personal expenditures will decline.

December, 1968

Following are some of the indicators surveyed which point up the growing magnitude of tourism and travel.

TRAFFIC VOLUME

Traffic at selected rural and urban points throughout the state is measured periodically during the year. Significant increases have been realized this year over 1967 figures as traffic at selected rural points through December showed an increase of 8.4 percent, and traffic at urban points was up 9.5 percent.

by
Dean L. Henricksen
Travel Market Consultant

GASOLINE CONSUMPTION

The consumption of gasoline in the State of Washington was up nearly 103 million gallons over 1967 for a total of slightly over 1.4 billion gallons. This represents a 7.7 percent increase.

State of Washington
Department of Commerce and Economic Development
Business and Economic Research Division

WASHINGTON STATE FERRIES

Passenger traffic on the Anacortes-Sydney Ferry jumped 12.6 percent this past year to a total of nearly 207 thousand. This increase is due in part to the institution of three daily runs instead of two during the summer months. The measurement of ferry traffic to British Columbia is one indicator of visitors passing through the State to other areas.

Daniel B. Ward
Director

Daniel J. Evans
Governor

AIRLINE TRAFFIC

Robert A. Anderson
Manager

An important measure of both tourist and business travel is airline traffic. A year-end survey of activities at Sea-Tac International Airport revealed a healthy overall increase of 14.6 percent in 1968.

WASHINGTON TRAVEL ACTIVITY CALENDAR YEAR 1968

The travel volume in the State of Washington was again on the increase during 1968 as more out-of-state visitors decided upon the Northwest as their vacation destination. Business travel was also up during the year due to increased commercial and industrial activities. It was estimated that more than 9 million non-resident travelers visited the state this year, and contributed expenditures in excess of \$320 million, an increase of 5.8 percent over 1967.

In 1969, additional increases can be expected as the northwest continues to enjoy the status of an attractive travel destination. The only slowing effect to be expected will be the braking of the national economy during which personal expenditures will decline.

Following are some of the indicators surveyed which point up the growing magnitude of tourism and travel.

TRAFFIC VOLUME

Traffic at selected rural and urban points throughout the state is measured periodically during the year. Significant increases have been realized this year over 1967 figures as traffic at selected rural points through December showed an increase of 8.4 percent, and traffic at urban points was up 9.5 percent.

GASOLINE CONSUMPTION

The consumption of gasoline throughout the State for 1968 was up nearly 103 million gallons over 1967 for a total of slightly over 1.4 billion gallons. This represents a 7.7 percent increase.

WASHINGTON STATE FERRIES

Passenger traffic on the Anacortes-Sydney Ferry jumped 12.6 percent this past year to a total of nearly 207 thousand. This increase is due in part to the institution of three daily runs instead of two during the summer months. The measurement of ferry traffic to British Columbia is one indicator of visitors passing through the State to other destinations.

AIRLINE TRAFFIC

An important measure of both tourist and business travel is airline traffic. A year-end survey of activities at Sea-Tac International Airport revealed a healthy overall increase of 14.6 percent in 1968.

FOREIGN VISITORS

According to the latest figures released by the United States Travel Service, Seattle has enjoyed an increase of nearly 20 percent in the number of visitors from foreign countries. The most significant increases were among those from Scandinavia, the Far East, and the Mediterranean countries of Europe.

WASHINGTON TRAFFIC VOLUME INDICATORS 1967 and 1968

<u>Type of Indicator</u>	<u>1967</u>	<u>1968</u>	<u>% Change</u>
Highway Traffic			
Rural Points			+ 8.4%
Urban Points			+ 9.5%
Gasoline Consumption (Thousands of Gallons)	1,334,922	1,437,711	+ 7.7%
Ferry Passengers to B.C. Wash. State Ferries	183,774	206,875	+12.6%
Air Travel			
Sea-Tac Airport			
Outbound Passengers	1,940,127	2,207,950	+13.8%
Total Passengers	3,853,607	4,418,000	+14.6%

VISITOR VOLUME

For the first time, the Olympic National Park this year passed Mt. Rainier as the State's most popular tourist attraction. The park has reported that 2 million visitors enjoyed the beauty and ruggedness of the facility in 1968, an increase of 7.9 percent over 1967. Overnight camping, however, was down 19.2 percent from last year due primarily to the heavy rains in August and through the Fall season.

Mt. Rainier was one of the few attractions to experience a decline in visitors. The 5.3 percent drop in total visitors in 1968, plus the reduction in the number of overnight campers is again due to the early inclement weather and the fact that some roads were closed early.

Visits to the national forest lands in Washington State did not increase measurably during this year because of weather conditions.

The Grand Coulee Dam facility, however, gained where Mt. Rainier lost. A solid

10.7 percent increase in visitors was recorded at the Dam in 1968. This is attributable in part to the construction of a third powerhouse at the facility. By early summer of 1969, a self-guided tour will be set up through the pumping plant and generator rooms which should be a factor in drawing more visitors.

Visitors to the Rocky Reach Dam numbered 256.5 thousand during 1968, which represented a 6.9 percent increase over 1967.

NUMBER OF VISITORS TO SPECIFIC POINTS OF INTEREST 1967 and 1968

<u>Points of Interest</u>	<u>1967</u>	<u>1968</u>	<u>% Change</u>
Olympic National Park			
Total Visits	1,852,947	2,000,000	+ 7.9%
Overnight Campers	383,816	310,016	-19.2%
Mt. Rainier National Park			
Total Visits	1,805,863	1,710,000	- 5.3%
Overnight Campers	138,971	128,234	- 7.7%
Total Vehicles	479,525	446,141	- 7.0%
Grand Coulee Dam	150,000	166,000	+10.7%
Rocky Reach Dam	240,000	256,500	+ 6.9%

CONVENTION VOLUME

Convention business is highly cyclical in nature which accounts for the fact that both the total number of conventions, and the number of delegates are down from 1967 statewide.

A decrease of 19.5 percent was felt in Seattle as the number of conventions dropped from 77 to 62. Along with this was a reduction of 45.3 percent in the number of delegates. These decreases were a result of fewer large national or regional conclaves, but 1969 promises to be a better year with the early registration of seven major national conventions.

Spokane also saw a decline in the number of conventions - 18.0 percent, but registered 3.7 percent more delegates than in 1967. There are also a few national conventions already booked for Spokane for 1969, which should help place that city back in the plus column as a convention center.

HOTEL - MOTEL VOLUME

Despite a decrease in conventions, the hotel-motel business held its own and registered a 6.2 percent statewide increase in occupancy in 1968. This increase was arrived at through an independent survey of hotels and motels conducted by the division.

Seattle, however, showed a decrease of 1.0 percent. Although slight, it was attributable to the slowing up of convention business plus the inclement weather during the fall and early winter.

Spokane registered an increase of 8.0 percent in business, which was above the statewide average.

INITIAL OUTLOOK FOR 1969

A general feeling of optimism is apparent as 1969 approaches. With the results of several travel research projects now underway, expanded means of evaluating the industry and the travelers themselves will be developed. A study of the impact of travel on the State's economy will also prove valuable in the analysis of tourist programs.

Thorough research of the travel industry, continued development in both the public and private sectors, and expanded promotion should provide even more meaningful increases in 1969 as Washington State continues to be an attractive and exciting place to visit.