

1960 visitor expenditures

The expenditures of visitors in the Washington Metropolitan Area in 1960 was estimated as follows:

	Million	Percent
Lodging.....	\$77.2	23.5
Food.....	106.2	32.3
Transportation.....	38.2	11.6
Entertainment.....	20.9	6.4
Sightseeing.....	23.6	7.2
Retail.....	50.1	15.2
Service.....	12.5	3.8
Total.....	328.7	100.0

	Amount (million)	Percent
Lodging.....	\$13.2	17.1
Food.....	33.5	30.6
Retail.....	20.7	40.0
Service.....	2.3	18.4
Total.....	69.7	21.2

¹ 21.2 percent of total visitor expenditures in the Washington metropolitan area.

Visitors who stayed at least one night in the area spent an average of \$15.13 per person per day.

Visitors who stopped but did not stay overnight spent an average of \$4.86 per person per day.

The average expenditure for all visitors was \$11.59 per person per day.

1980 visitor expenditures

Visitors to the Washington Metropolitan Area in 1980 will spend \$842 million compared with \$329 million in 1960, distributed as follows:

	Millions
Lodging.....	\$197
Food and drink.....	271
Retail.....	127
Services.....	31
Other.....	216
Total.....	842

If Downtown maintains the same share of total expenditures in 1980 as it had in 1960, visitor expenditures in Downtown will distributed as follows:

	Millions
Lodging.....	\$32.7
Food and drink.....	83.1
Retail.....	51.5
Services.....	5.7
Total.....	173.0

This does not include expenditures for transportation, entertainment, and sightseeing.

Facilities for Visitors

A wide variety of facilities for visitors which might be located Downtown were considered, and thirteen facilities were evaluated on the basis of criteria which included: the ability to attract visitors to the area, construction costs, expenditures generated per dollar of cost, dependence on public financing, competition with facilities in other parts of the Metropolitan Area, land requirements, and compatibility with the image of Washington.