

Las Vegas **Natural  
History  
Museum**



In association with the Smithsonian Institution

June 20, 2008

Mr. Ben Sticka  
City of Las Vegas  
Planning and Development Department  
731 South Fourth Street  
Las Vegas, Nevada 89101

To Whom It May Concern:

The Las Vegas Natural History Museum is open 9 a.m. to 4 p.m. seven days a week. In 2007, the Museum experienced a record breaking attendance of 87,473. Of the total attendance, 36,908 were school children visiting on field trips, arriving on school buses. The Museum receives a maximum of four buses a day.

The remaining 50,565 visitors arrived in personal cars with a small percentage arriving in taxis (12% of the Museum's visitors are tourists). The majority of the Museum's visitation is comprised of families, with an average of three people per visit per vehicle.

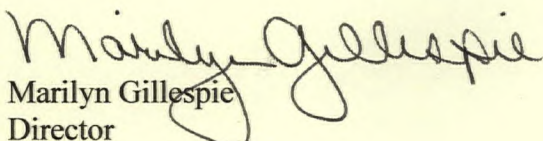
Therefore, the average visitation arriving in cars would be:

- 50,565 visitors a year
- 4,214 visitors a month (annual visitors divided by 12 months a year)
- 140 visitors a day (monthly visitors divided by 30 days in a month)
- 20 visitors an hour (daily attendance divided by hours of operation)

The Museum's peak days are generally Saturdays or holidays. On an average peak day, the Museum receives 364 visitors, which breaks down to 52 visitors arriving every hour. These visitors, as a rule, come in family groups. The parking areas surrounding the Museum contain 88 parking spots with six of those being handicapped. This has been more than adequate to handle Museum visitation.

The addition of 4,000 square feet to the Museum might increase visitation by 5% or 2,528 visitors annually. This would result in an increase of 1 visitor an hour.

Thank you for your assistance with this project,

  
Marilyn Gillespie  
Director

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