



AMERICA'S 400TH ANNIVERSARY

The Journey That Changed the World

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For Immediate Release

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Anniversary Weekend Planners Pleased by Attendance, Enthusiastic Reviews

Williamsburg, Va.—The planners of America's Anniversary Weekend today said they were pleased with attendance at the May 11-13 event and with positive comments they have received since the event. About 63,000 people visited the Jamestown Settlement, Historic Jamestowne and Anniversary Park, ensuring the venues were busy without straining transportation systems and other guest services.

"We are extremely pleased with Anniversary Weekend," said Jeanne Zeidler, executive director of Jamestown 2007, the lead planning organization for America's 400th Anniversary. "The overwhelmingly positive comments we are hearing from guests emphasize three things: They are proud to have been part of a landmark event, they marvel at the efficiency of the transportation systems, and they are struck by the outstanding programming offered throughout the weekend. There are no operations manuals for staging a once-every-50-year event, but I think we struck the right balance."

Zeidler said Anniversary Weekend provides further evidence the commemoration is achieving a key goal: boosting visitation to the Jamestown sites. "We had a great crowd during the event, but what has taken place before and after is just as important. Visitation to the Jamestown sites is up approximately 40 percent year-to-date, and that's a remarkable achievement."

Thousands of visitors are coming to see firsthand the "new" Jamestown story they have seen or read about in national broadcasts and publications. New archaeological finds and compelling new scholarship are showcased in new world-class museums and exhibits at the sites, offering visitors an exciting new telling of the nation's earliest days.

Jamestown Settlement reported two of its best days ever in April 2007 when more than 6,400 guests visited the 17th-century living history museum, up from an average daily attendance in April of about 3,900 visitors per day.

Overall, Jamestown Settlement realized a 32 percent increase in visitation in April over the previous year and a 42 percent increase year-to-date ending April 30 over the same period last year.

Historic Jamestowne reported similar figures with a 20 percent increase in April over the previous year and a 33 percent increase year-to-date ending April 30 over the same period last year.

Anecdotally, Historic Jamestowne officials report sustained visitation increases in the days following Anniversary Weekend, which suggests that average May attendance figures will be above average as well, even if figures from the three-day weekend are excluded from the average tally.

Of the 63,000 visitors to Anniversary Weekend, approximately 47,000 were ticketed guests. About 14 percent of ticket holders purchased tickets the day of the event. Additionally, there were approximately 16,000 people worked or volunteered during the event, including exhibitors, performers and others filling official roles. Many of these individuals received complimentary admissions when not on duty.

Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation, is coordinating efforts to commemorate the 400th anniversary of Jamestown, Va., the first permanent English settlement in the Americas. The nation's first representative government, free enterprise system and culturally diverse society began at Jamestown. State, national, and international commemorative events to salute these legacies began in May 2006 and continue into 2008. Major corporate sponsors of America's 400th Anniversary include Norfolk Southern Corporation (NYSE: NSC), Verizon (NYSE: VZ) and The Colonial Williamsburg Foundation. Other supporters include Anheuser-Busch Companies, Inc. (NYSE: BUD), AirTran Airways (NYSE: AAI), Consol Energy and CNX Gas Corporation, Dominion, James City County, Lockheed-Martin, McGuireWoods LLP, Philip Morris USA, SunTrust, TowneBank and Wolseley PLC/Ferguson Enterprises, Inc. Contributors include the City of Poquoson and Rutherford Insurance. More information about the commemoration is available at www.Americas400thAnniversary.com.

JAMESTOWN SETTLEMENT ATTENDANCE RATES

April 2007

Total attendance: 118,103 visitors

Average daily attendance: 3,937 visitors/day

Best day: More than 6,400 guests, just one-third the total number of ticketed guests on May 12

April 2006

Total attendance: 89,438 visitors

Average daily attendance: 2,981 visitors/day

Percent increase in April 2007 visitation over April 2006: 32 percent increase

Year-to-date

Through April 2007: 206,376 visitors

Through April 2006: 144,026 visitors

Percent increase: 43 percent increase

HISTORIC JAMESTOWNE ATTENDANCE RATES

April 2007

Total attendance: 53,335

Average daily attendance: 1,778

April 2006

Total attendance: 44,654

Average daily attendance: 1,488

Percent increase in April 2007 visitation over April 2006: 20 percent increase

Year-to-date

Through April 2007: 109,190

Through April 2006: 82,149

Percent increase: 33 percent increase