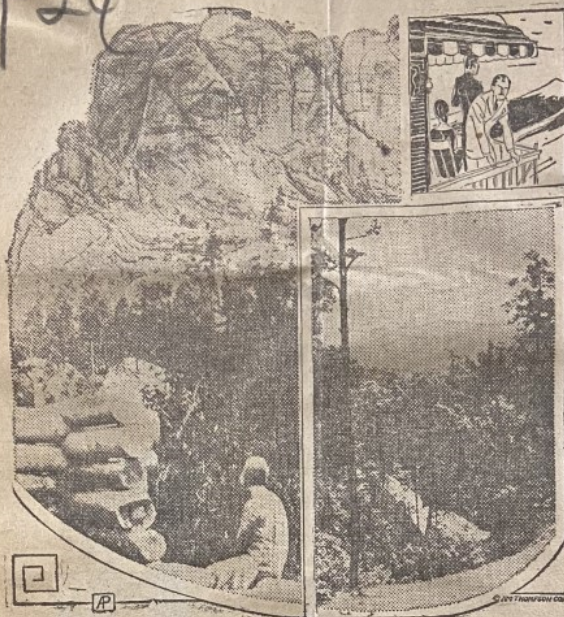


Half Nation To Hit Road For Tours



Colossal head of George Washington on Mt. Rushmore, South Dakota (top), and roads of proposed Great Smoky National park (lower right) are among attractions for motor tourists this summer.

WASHINGTON (P) — America's caravan of motoring vacationers promises to set a new record of travel in 1930.

More than 11,250,000 automobiles, it is estimated by the American automobile association, will carry 45,000,000 persons on tours in the United States and Canada.

The annual vacation shuffle will find faded city dwellers seeking escape from their bedlam of noise and heat in forests and beside cool streams while country people will jaunt to the artificial world of skyscrapers and industrial plants.

New points of interest will be the Great Smoky mountain region of Tennessee and North Carolina, where the government proposes to protect an area nearly as large as Rhode Island as a national park, and Mt. Rushmore in the Black Hills of South Dakota, where a 60-foot head of George Washington and two paragraphs of Calvin Coolidge's 500-word history of the United States will be unveiled July fourth.

The national parks, which were visited last year by 689,945 automobiles, are expected to maintain annual increases in the number of visitors by being host to nearly 3,000,000 persons.

Factors behind the predicted increase of vacation motoring include extensions of the nation's concrete ribbon network of improved highways, more adequate marking of important highways, and a country-wide tendency to liberalize speed laws and abolish speed traps.

The widespread use of the radio is also credited with promoting motor travel, through the creation of a desire in listeners to see at first hand the places of which they hear.

investigation into these leases, and Norris, republican, Nebraska, who initiated those inquiries, both have spoken favorably of Roberts' work as government prosecutor.

Norris, who is chairman of the judiciary committee, said the nomination would be taken up by the committee on Monday at its regular meeting and would be referred to a sub-committee for study. Some senate leaders were hopeful of an early report on Roberts in view of his record with the government.

Tourism to Mount Rushmore creates \$184.2 million in economic benefits



(KEVN)

By Tessa Thomas

Published: Apr. 27, 2017 at 4:43 PM MDT

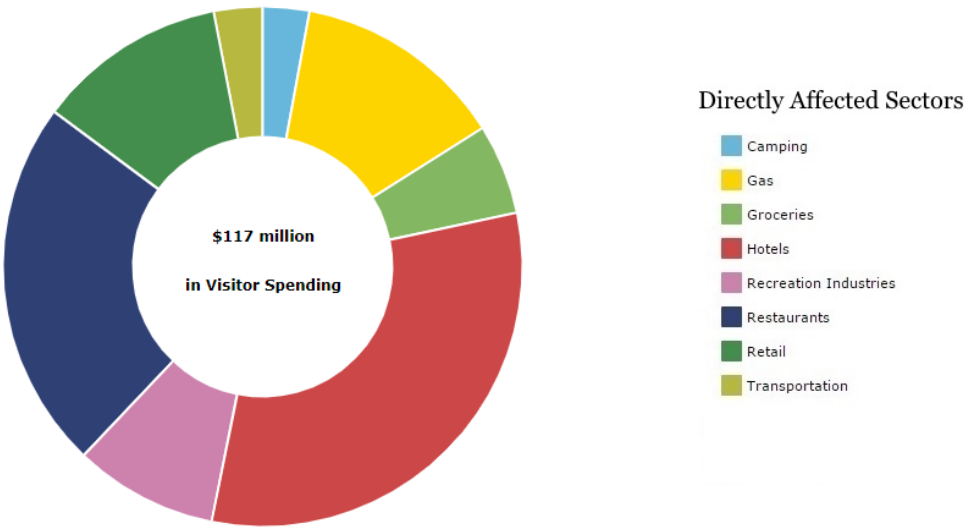
Mount Rushmore National Memorial

In 2019, 2.0 million park visitors spent an estimated \$117 million in local gateway regions while visiting Mount Rushmore National Memorial. These expenditures supported a total of 1,720 jobs, \$49.2 million in labor income, \$82.6 million in value added, and \$152 million in economic output in local gateway economies surrounding Mount Rushmore National Memorial.

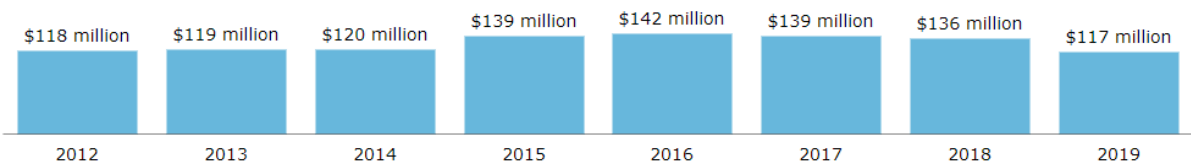
- ☒ Visitor Spending
- ☐ Jobs
- ☐ Labor Income
- ☐ Value Added
- ☐ Economic Output

Click on a Park for more information or select a Park

Mount Rushmore National Memorial



Total Visitor Spending (Mount Rushmore National Memorial)





TOURISM

1,350,000 Hills Tourists Spend \$35,000,000 In Black Hills, 1949

A. H. Pankow, State Highway Commission publicity director, Pierre, has released information on the 1949 travel industry for South Dakota, stating their estimate of the number of visitors to the Black Hills in 1949 season was 1,350,000.

This is arrived at by automatic road counts, manual traffic checks by the State Highway Planning Survey and other official recording services.

Pankow estimates that \$35,000,000 was spent in the Black Hills region during the season, and \$66,000,000 in South Dakota, which is actually new money and changes hands a number of times through the channels of trade before leaving the region for new goods.

He also stated estimates in various Black Hills regions showed increases ranging from 11 to 30 per cent. "Fifteen per cent, therefore, is probably a conservative figure for the increase," Pankow stated.

Traffic Counts Show Increase

The State Highway Planning Survey traffic counts, both automatic and manual, show increases in traffic in the Black Hills region for the tourist season of 1949 over 1948.

At Box Elder, just east of Rapid City, on federal highways 14 and 16, the June, July, August and September monthly daily average totals were:

	1948	1949	Incr.
June	2170	2269	4.1%
July	2277	2726	19.7%
August	2654	2791	5.2%
September	1894	2045	8.0%

8995 9931 10.4%

Hill City, south of Rapid City:

	1948	1949	Incr.
June	989	1074	8.6%
July	1295	1448	11.8%
August	1473	1729	17.4%
September	916	1141	24.6%

• • •

Pierre, Dec. 20—November highway travel increased 21% in South Dakota over a year ago and set a new record, the State Highway Planning Survey shows.

Greatest increase was at Hill City, in the Black Hills, with completion of the new Oreville cut-off between Custer and Hill City. It was 58%.

Highways 14 and 16 east of Rapid City showed an even 15% increase, the report shows.

National Parks Show Increases

Hot Springs, S.D.—Harry J. Liek, superintendent of Wind Cave National Park Service, comprising the national parks and monuments in the Black Hills and Badlands region, has released figures for 1948 and 1949 on traffic in the three national park areas.

New tourist records were established at all three, he said. Jewel Cave, which showed a loss, was attributed by Liek to a shortened operating season.

Herewith are Liek's figures:

	1948	1949
Wind Cave	108,456	118,946
Mt. Rushmore	569,200	658,361
Badlands	381,304	372,701
Devil's Tower	51,676	58,292
Jewel Cave	9,365	8,301

1,120,001 1,216,601

Increases were, in per cent, Wind Cave 10%, Mt. Rushmore Shrine of Democracy 16%, Badlands National Monument -3%, Devil's Tower National Monument 13%, Jewel Cave -11%.

Buffalo, numbering about 1,400 in Wind Cave Park and Custer State Park, are an unusual attraction bringing favorable comment, Liek said. There are several thousand deer in Custer State Park, and several hundred elk.

Liek believes the general tourist travel picture shows a leveling off and no great increase is in sight for next year, but the Black Hills region will hold its own.

PREDICTS INCREASE

Bert DeMersseman, executive manager of the Black Hills and Badland association, comprising Commercial Clubs and Chambers of Commerce in the Black Hills region, was optimistic about 1950 tourist travel when contacted.

"In spite of the increase of about 10 to 12 per cent in 1949 over 1948, I believe 1950 will continue to show an increase," DeMersseman said when queried about his thoughts on the tourist industry. He bases it on present inquiries.

The association cooperates with the State Highway Publicity department, is a member of the Pacific Northwest Travel association, and distributes a voluminous amount of publicity and literature each year.

71 Motor Courts In Rapid City

A recent survey, which was released at the State Motor Hotel association convention in Rapid City, shows that Rapid City alone has 71 individual motor courts, with 952 individual cottages, comprising 1,556 rooms. Kitchen facilities are provided in 664 units.

The survey also showed 65% listed rates within the national average bracket of \$3.50 to \$5 for two persons.

Peak capacity that can be accommodated in motor courts alone is 3,305 people per day.

Besides two modern hotels, there are a number of rooms in private homes available during the summer months.

The Chamber of Commerce operates a routing and housing bureau during the summer.

There are hundreds of cabins in other towns of the Black Hills and Custer State Park.

MT. RUSHMORE NOW LIGHTED

The Mount Rushmore flood-lighting has been completed and will be operated four hours each evening during the travel season.

AAA Official Predicts 1950 Average

All records for the number of tourists and tourist cars entering South Dakota were broken in 1949, was the statement made by Roy L. Emry, secretary-treasurer of the South Dakota Automobile Club, which is affiliated with the American Automobile Association, popularly known as the AAA. Offices of the club in Sioux Falls and Rapid City served a record number of AAA members as well as tourists who desired the long distance routing given by the Club Travel Bureau.

The season of 1949 showed an actual increase over 1948 of over 10 per cent.

Tourist cars entering the Black Hills from May 15 to September 15 averaged over 1,000 each day. The peak of the season was reached the second week of August when 1800 cars were registered for each day of that week on six principal highways entering the Hills and all of them carried a large number of tourist cars. Travel from the western states to the Hills and then eastward was particularly heavy in 1949. Especially noticeable was the large number of California and Oregon cars.

Surveys made by the AAA show and there are, on the average, 2.8 persons in each tourist car, each person spending slightly in excess of \$8.00 per day.

This figure includes cost of food, lodging, transportation cost and incidental expenses.

Tourist Record

Evidence of tourist record established in 1949 is shown in the following reports from resorts and attractions:

	1948	1
Homestake Mine, Lead, surface	33,012	37.8
School of Mines Museum	26,314	27.4
Indian Museum	15,543	16.3
Custer Park Museum	56,095	67.0
Black Hills Passion Play, Spearfish	28,342	35.
Wild Cat Cave	19,052	20.51
Adams Museum, Deadwood	58,098	60.2
National Forest Visitors	599,000	667.5

7,000 Tourists Here Each Night

(Journal, July 5, 1949)

"Cooperative Rapid City residents pulled us out of a bad spot and deserve a lot of appreciation," Carl Burgess, manager of the Chamber of Commerce said today, estimating the city took care of more than 7,000 tourists each night of the Fourth of July weekend.

After all the hotels and motor courts had been filled, the homes listing available room were jammed Sunday and Monday. A frantic call was made for more rooms to accommodate the overflow of motorists and more than 50 residents responded with offers of one or more rooms, Burgess said.

CONVENTIONS

Rapid City was host to 24 major conventions in 1949.

The list already established for 1950 includes national, state and regional gatherings, as follows:

Black Hills Farm Institute
National Motor Hotel Assn.
International Platform Assn.
Review.
State Beer Distributors
American Public Welfare Assn.
S.D. State Bankers Assn.
State Veterans of Foreign Wars
State American Legion
State Izaak Walton League
State Fire School
National Gold Star Wives
State Employment Services
State Federated Women's Clubs
State South Dakota Educational Assn.

1951—International Assn. Public Employment Services. National meeting.

It is early to give an intelligent estimate for the 1950 season, but we see no reason why the Black Hills should not enjoy a five to eight per cent increase in the number of tourists during the season of 1950, Emry concluded.

[NPS.gov](#) / [Park Home](#) / [Learn About the Park](#) / [Management](#) / [Park Statistics](#)

Park Statistics

Acreage

1,278.45 acres

Year	Number of Visitors
1941	393,000
1942	139,694
1943	31,412
1944	29,575
1945	84,712
1946	324,596
1947	427,022
1948	570,663
1949	656,717
Year	Number of Visitors
1950	740,499
1951	740,634
1952	835,101
1953	913,808
1954	910,100
1955	894,600
1956	829,800
1957	866,700
1958	961,400
1959	1,045,700

Year	Number of Visitors
1960	1,067,000

Year	Number of Visitors
1960	1,067,000
1961	1,030,400
1962	1,209,400
1963	1,272,800
1964	1,343,300
1965	1,507,400
1966	1,585,200
1967	1,632,500
1968	1,728,500
1969	1,763,900

Year	Number of Visitors
1970	1,965,700
1971	2,281,200
1972	1,880,903
1973	1,949,300
1974	1,592,500
1975	1,533,500
1976	1,733,500
1977	1,733,100
1978	1,750,127
1979	1,245,425

Year	Number of Visitors
1980	1,284,888
1981	1,604,991
1982	1,484,300
1983	1,562,559
1984	1,558,872
1985	1,740,793
1986	1,648,737
1987	1,530,714
1988	1,570,137
1989	1,639,986

Year	Number of Visitors
1990	1,671,673
1991	2,044,522
1992	1,917,134
1993	1,930,053
1994	2,043,988
1995	1,687,529

1985	1,740,793
1986	1,648,737
1987	1,530,714
1988	1,570,137
1989	1,639,986

Year	Number of Visitors
1990	1,671,673
1991	2,044,522
1992	1,917,134
1993	1,930,053
1994	2,043,988
1995	1,687,529
1996	1,904,991
1997	1,752,014
1998	2,014,485
1999	1,972,289

Year	Number of Visitors
2000	1,868,876
2001	1,904,119
2002	2,162,570
2003	2,217,894
2004	2,037,820
2005	2,037,861
2006	1,989,771
2007	1,856,118
2008	1,789,328
2009	2,260,192
Year	Number of Visitors
2010	2,331,237
2011	2,081,722
2012	2,185,447
2013	2,162,998
2014	2,144,808
2015	2,434,297
2016	2,431,231
2017	2,437,800
2018	2,311,273
2019	1,963,540

Last updated: July 29, 2020