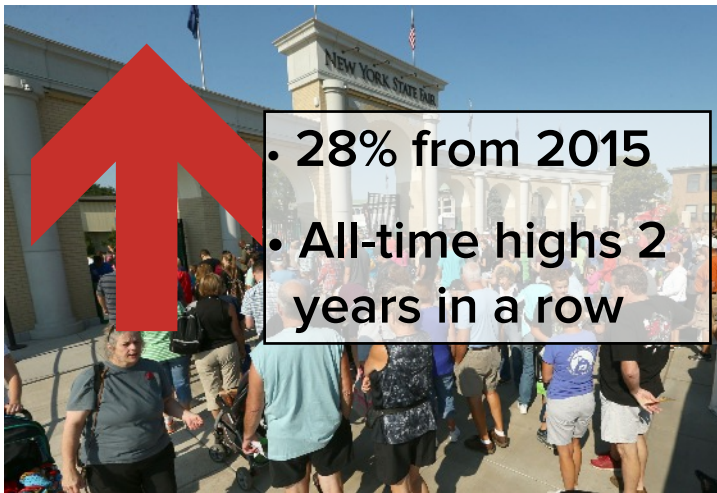




2017 OVERVIEW & DEMOGRAPHICS

RECORD ATTENDANCE TWO YEARS IN A ROW:

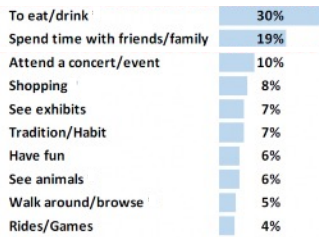


DAY	2017	2016	2015
Wednesday	67,974	-----	-----
Thursday	64,642	68,292	62,136
Friday	81,710	75,970	81,020
Saturday	97,390	105,501	88,177
Sunday	123,206	84,868	77,147
Monday	88,943	82,082	68,827
Tuesday	72,030	78,548	58,029
Wednesday	72,613	63,465	57,576
Thursday	75,253	90,036	66,447
Friday	97,632	111,390	71,345
Saturday	121,203	121,164	93,576
Sunday	74,497	117,717	101,695
Labor Day	124,819	118,597	82,172
TOTALS	1,161,912	1,117,630	908,147

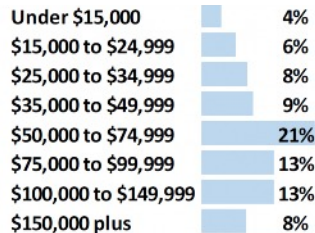
Record attendance days in red

DEMOGRAPHICS:

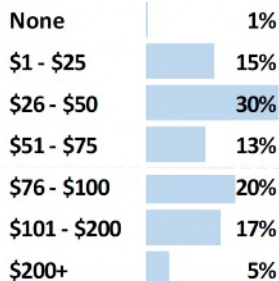
WHY PEOPLE COME:



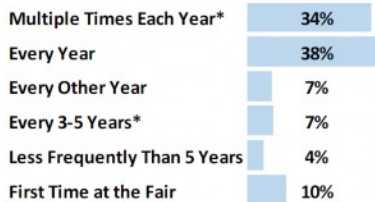
ATTENDEE INCOME:



MEDIAN SPENDING: \$87



VISITATION PATTERNS:



94% COME WITH 1 OR MORE PEOPLE

A REVITALIZED FAIR:

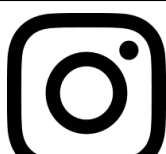
- 95% rated changes as positive
- 87% rate the Fair "affordable"
- 94% rate the Midway positively
- 90% rate the Fair "family friendly"



201,000



36,000



8,400



Contact:

Acting Fair Director Troy Waffner
 Concessions Manager Geneanne Keegan-Smith
 Sponsorship Sales Manager Todd Dupell
 Public Relations & Marketing Manager Dave Bullard
 315-487-7711

WEBSITE: 1.2 mil. users, 5.8 mil. pageviews