



# 2019 OVERVIEW & DEMOGRAPHICS

## RECORD ATTENDANCE FOUR YEARS IN A ROW:



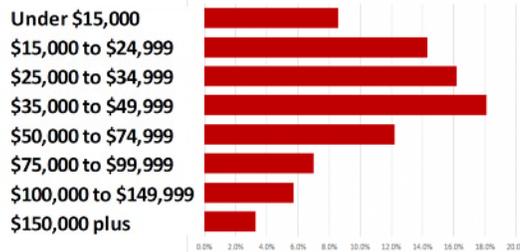
- ★ 3RD LARGEST STATE FAIR IN AMERICA: 1.3 MILLION PEOPLE
- ★ AVERAGE DAILY ATTENDANCE: 102,251
- ★ FIVE RECORD ATTENDANCE DAYS IN 2019, INCLUDING NEW ALL-TIME RECORD: 147,749
- ★ CHEVY COURT CONCERT ATTENDANCE: 313,660

### WHAT THEY SAY:

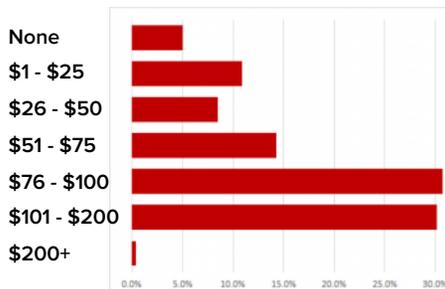
## A REVITALIZED FAIR & A DESTINATION EVENT:

- 89% are likely to return next year
- 79% came with family to the Fair
- 82% rate the Fair "family friendly"
- 14% drove 200+ miles round trip, the highest level in recent history

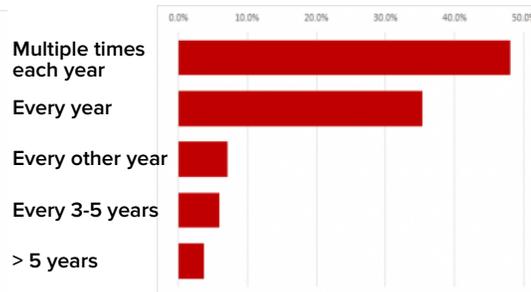
### ATTENDEE INCOME:



### MEDIAN SPENDING/PERSON: \$66



### VISITATION PATTERNS:



"Family time with great rides, food, and play. Besides it has live exhibition of animals, great information about science, farm machines, and horticulture. Great music. It's like a reflection of life in New York."

"Has become a yearly tradition. NYS honey and maple syrup. Yum!"

"I love the whole atmosphere."

"A day to spend with family, my son goes on rides."

"Enjoy seeing new products and eating new foods."

"People saying it's really fun and an amazing experience to have in New York. People from all over come to visit."

"Because I look forward to it all year. It's one of my favorite things to do every year."

"I like to go and see all the cool shows and acts going on around the Fair and the chocolate milk from the dairy building is a must!"

"Seeing the love the owners had for their cows as they laid down with them in the pens and snuggled."

"Seeing the joy of my children experiencing so many amazing things."

"I love the whole experience. The butterflies displays are my most favorite."

"Just getting to spend the day with my kids and grandkids. We all never miss a year. We are there for about 12 hours every visit."

### Contact:

Fair Director Troy Waffner  
 Concessions Manager Geneanne Keegan-Smith  
 Sponsorship Sales Manager Todd Dupell  
 Public Relations & Marketing Manager Dave Bullard  
**315-728-4400**

  
**231,285**

  
**51,137**

  
**21,545**

  
**4.5**

  
**42,111**

Online: [nysfair.ny.gov](http://nysfair.ny.gov) and [nysfairgrounds.ny.gov](http://nysfairgrounds.ny.gov)