

## 2006 TOP 50 FAIRS IN NORTH AMERICA

VENUE	2006 RANK 2005 RANK	2006 ATTENDANCE (PAID) 2005 ATTENDANCE	GATE REVENUES YEAR-ROUND BUDGET	2007 DATES ADULT ADMISSION PRICE
<b>STATE FAIR OF TEXAS, DALLAS</b>	1 1	3,000,000-plus (not released) Same	\$26,250,000* Not released	Sept. 28-Oct. 21 \$13
COMMENTS: Good weather and international attention to a new food product, fried Coke, helped the fair reach record food grosses, including a single-day-record of \$2.5 million.				
<b>HOUSTON LIVESTOCK SHOW &amp; RODEO</b>	2 2	1,688,103 (not released) 1,740,095	Not released \$72.7 million	Feb. 27-March 18 \$7
COMMENTS: Bad weather for the barbecue cook-off, an undefined spring break, and more accurate reporting on return visits by passholders via a scanning system account for lower attendance figure. 75th anniversary in 2007.				
<b>MINNESOTA STATE FAIR, ST. PAUL</b>	3 3	1,680,579 (same) 1,632,876	\$12.3 million Not released	Aug. 23-Sept. 3 \$9
COMMENTS: Highest attendance since 2003, with beautiful weather except three days of rain.				
<b>LOS ANGELES COUNTY FAIR, POMONA, CALIF.</b>	4 4	1,427,656 (not released) 1,328,105	Not released \$28 million	Sept. 7-30 \$15 weekends, \$10 weekdays
COMMENTS: Terrific weather, new exhibits and new marketing helped post highest attendance in 15 years.				
<b>CANADIAN NATIONAL EXHIBITION (CNE), TORONTO</b>	5 6	1,380,000 (not released) 1,248,600	Not released \$19.85 million	Aug. 17-Sept. 3 \$10.62
COMMENTS: The attendance rose slightly in spite of four days of rain.				
<b>ARIZONA STATE FAIR, PHOENIX</b>	6 5	1,303,690 (not released) 1,276,359	Not released \$10-\$12 million	Oct. 12-Nov. 4 \$10
COMMENTS: Cool weather coupled with an effort to rotate out attractions to prompt return visits sparked a two percent attendance increase.				
<b>CALGARY (ALBERTA) STAMPEDE</b>	7 7	1,262,833 (755,833) 1,242,182 (726,464)	\$6.5 million \$95 million	July 6-15 \$10.62
COMMENTS: Great weather and programming and a robust Alberta economy led to a record attendance.				
<b>SAN DIEGO COUNTY FAIR, DEL MAR, CALIF.</b>	8 8	1,205,719 (not released) 1,214,902	Not released \$52 million	June 8-July 4 \$11
COMMENTS: Gas at near \$3 a gallon during fair-time plus schools in session for most of the event contributed to a slight attendance decrease.				
<b>SAN ANTONIO STOCK SHOW &amp; RODEO</b>	9 10	1,153,978 (not released) 1,095,939 (same)	\$405,014 \$24 million	Feb. 1-18 \$5
COMMENTS: Excellent weather and a new rodeo format helped increase attendance by five percent.				
<b>WESTERN WASHINGTON FAIR, PUYALLUP</b>	10 9	1,131,276 (not released) 1,117,707	\$3.74 million \$18 million	Sept. 7-23 \$10
COMMENTS: A connecting road that opened up 33 acres of existing land and an expanded kiddie carnival called SillyVille helped boost attendance 1.2 percent. Rides were up 4.39 percent.				
<b>EASTERN STATES EXPOSITION (THE BIG E), WEST SPRINGFIELD, MASS.</b>	11 12	1,116,353 (not released) 1,053,238	Not released \$15 million	Sept. 14-30 \$15 weekends, \$12 weekdays
COMMENTS: Lower gasoline prices and a new, \$4 million Visitors' Center attracted traveling guests. "\$5 after 5" promotion appealed to locals, helping post a 6 percent attendance increase.				
<b>TULSA (OKLA.) STATE FAIR</b>	12 14	1,055,948 (not released) 971,449	\$1.7 million \$21.2 million	Sept. 27-Oct. 7 \$8
COMMENTS: Posted an 8.7 percent attendance increase, with a 12 percent paid attendance increase. Rick Bjorklund took over for Denny Tuttle, who died following heart surgery.				
<b>IOWA STATE FAIR, DES MOINES</b>	13 13	1,013,557(not released) 1,002,642	\$5.2 million in 2005 \$14 million	Aug. 9-19 \$10
COMMENTS: Sunday drew 112,000 attendance with Raven and Joan Jett & the Blackhearts, Big & Rich in the grandstand, and three performances by a female human cannonball.				
<b>OKLAHOMA STATE FAIR, OKLAHOMA CITY</b>	14 19	1 million (not released) 900,000	Not released Not released	Sept. 13-23 \$8
COMMENTS: Good weather and more grounds acts helped boost attendance 10 percent.				
<b>ERIE COUNTY FAIR, HAMBURG, N.Y.</b>	15 21	972,285 (not released) 855,664	Not released \$6.5 million	Aug. 8-19 \$9
COMMENTS: Great weather and grandstand attractions like Big & Rich, Carrie Underwood and Dierks Bentley helped boost attendance 13.6 percent.				
<b>PACIFIC NATIONAL EXHIBITION, VANCOUVER, B.C.</b>	16 18	958,781 (not released) 903,467	\$4.8 million \$37 million	Aug. 18-Sept. 3 \$13.25
COMMENTS: Good weather and a record number of free attractions behind the fair's six percent increase in attendance.				
<b>CALIFORNIA STATE FAIR, SACRAMENTO</b>	17 17	941,501 (638,200) 920,768 (635,122)	\$5.4 million \$27.6 million	Aug. 17-Sept. 3 \$10
COMMENTS: Excellent weather helped the fair break records: Cammack Shows midway gross of \$4.2 million; a food and beverage gross of \$10 million; and sponsorships hit of \$2.6 million cash.				
<b>SOUTHWESTERN EXPO &amp; LIVESTOCK SHOW, FORT WORTH</b>	18 16	935,000 (280,000) 941,100 (260,000)	Not released \$12 million	Jan. 12-Feb. 4 \$8
COMMENTS: Colder winter weather plus two days of rain prompted a slight attendance decline, although the paid numbers were up.				

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<b>NEW YORK STATE FAIR, SYRACUSE</b>	<b>19</b>	<b>932,387 (494,117)</b>	<b>\$14 million**</b>	<b>Aug. 23-Sept. 3</b>
	15	960,145 (505,440)	\$18 million	\$10
COMMENTS: Heavy rain prompted a nearly three percent decline in attendance, but record concert grosses of \$3.7 million helped cut the loss.				
<b>ORANGE COUNTY FAIR, COSTA MESA, CALIF.</b>	<b>20</b>	<b>924,315 (652,871)</b>	<b>\$4.5 million</b>	<b>July 13-Aug. 5</b>
	11	1,058,192 (788,729)	\$28 million	\$8
COMMENTS: Extreme heat caused a 12.7 percent attendance dip as well as a decline in food sales.				
<b>EVERGREEN STATE FAIR, MONROE, WASH.</b>	<b>21</b>	<b>901,203 (not released)</b>	<b>Not released</b>	<b>Aug. 23-Sept. 3</b>
	22	837,550	\$5.2 million	\$8
COMMENTS: GM Mark Campbell attributed the 7.6 percent attendance increase to a robust economy, people staying closer to home and marketing programs. Revenues for the Butler Amusements midway were up 19 percent over last year.				
<b>INDIANA STATE FAIR, INDIANAPOLIS</b>	<b>22</b>	<b>870,050 (not released)</b>	<b>\$2.6 million</b>	<b>Aug. 8-19</b>
	23	820,248 (438,707)	\$23 million	\$6
COMMENTS: Special events for the fair's 150th anniversary plus diverse entertainment, including Rascal Flatts and Raven, helped prompt a six percent increase in spite of five days of rain.				
<b>WISCONSIN STATE FAIR, WEST ALLIS</b>	<b>23</b>	<b>861,408 (not released)</b>	<b>Not released</b>	<b>Aug. 2-12</b>
	20	860,078	\$18 million	\$8
COMMENTS: Eleven days of great weather and grandstand acts such as Raven, Miranda Lambert, Peter Frampton, Shinedown, Crossfade and Trace Adkins helped attendance.				
<b>OHIO STATE FAIR, COLUMBUS</b>	<b>24</b>	<b>814,152 (614,611)</b>	<b>\$2.18 million</b>	<b>Aug. 1-12</b>
	25	802,074 (623,678)	\$13 million	\$8
COMMENTS: In spite of extreme heat at the beginning of the fair, attendance was up slightly. The fair ended with a sold-out Rascal Flatts concert.				
<b>NORTH CAROLINA STATE FAIR, RALEIGH</b>	<b>25</b>	<b>785,956 (649,932)</b>	<b>\$2.3 million</b>	<b>Oct. 12-21</b>
	26	795,930 (654,530)	Not available	\$6
COMMENTS: Two days of rain and a slight attendance decrease, but the fair set a Saturday attendance record of 145,461.				
<b>NEW MEXICO STATE FAIR, ALBUQUERQUE</b>	<b>26</b>	<b>738,664 (same)</b>	<b>Not released</b>	<b>Sept. 7-23</b>
	28	715,056 (476,083)	Not released	\$5
COMMENTS: Sunny and warm weather. Attendance up 3 percent. The carnival gross was up 2.88 percent and Carrie Underwood, Los Lobos, Miranda Lambert and Tracy Lawrence entertained.				
<b>NATIONAL WESTERN STOCK SHOW, DENVER</b>	<b>27</b>	<b>726,972 (not released)</b>	<b>Not released</b>	<b>Jan. 6-21</b>
	32	633,544	\$13 million	\$9 weekends, \$7 weekdays
COMMENTS: Fifteen percent hike in attendance is attributed to great weather and 100th anniversary events. Performance tickets were up 7.9 percent and ticket revenues were up 9.7 percent.				
<b>ILLINOIS STATE FAIR, SPRINGFIELD</b>	<b>28</b>	<b>705,961 (not released)</b>	<b>\$651,048</b>	<b>Aug. 10-19</b>
	29	672,615	\$12.1 million	\$3
COMMENTS: Better weather; five percent increase in attendance, although 2005 grandstand revenues were better even with a canceled concert.				
<b>KLONDIKE DAYS, EDMONTON, ALTA.</b>	<b>29</b>	<b>688,369 (not released)</b>	<b>Not released</b>	<b>July 19-28</b>
	24	810,503	\$10.6 million	\$7.95
COMMENTS: The fair was branded as Edmonton's Capital EX with mixed results. Attendance down 15 percent from last year because the 2005 event hosted the World Masters Games.				
<b>MISSISSIPPI STATE FAIR, JACKSON</b>	<b>30</b>	<b>642,352 (not released)</b>	<b>Not available</b>	<b>Oct. 3-14</b>
	30	663,816	Not available	\$5
COMMENTS: Last year saw a 56 percent attendance increase, so this year's slight drop was not alarming. Neal McCoy, Foreigner and Shinedown played in the Mississippi Coliseum.				
<b>KENTUCKY STATE FAIR, LOUISVILLE</b>	<b>31</b>	<b>614,477 (same)</b>	<b>Not released</b>	<b>Aug. 16-26</b>
	33	629,749 (same)	\$31 million	\$7
COMMENTS: Attendance dropped 2 percent in spite of record-breaking school field visits and the second-largest crowd in 20,000-seat Cardinal Stadium, for a Blake Shelton/Josh Turner concert.				
<b>MIAMI-DADE COUNTY FAIR &amp; EXPOSITION, MIAMI</b>	<b>32</b>	<b>610,388 (447,941)</b>	<b>Not released</b>	<b>March 15-April 1</b>
	31	637,579 (441,491)	Not released	\$8
COMMENTS: Attendance was down slightly but revenues were up. Mandated testing was moved to the fair's first six days of operation because of days lost to hurricanes, but once those were over, attendance was strong.				
<b>SOUTH FLORIDA FAIR, WEST PALM BEACH</b>	<b>33</b>	<b>598,268 (377,948)</b>	<b>\$2.57 million</b>	<b>Jan. 12-28</b>
	36	580,843 (360,386)	\$10 million	\$15
COMMENTS: Great weather and well-received marketing helped produce a three percent attendance increase. New midway provider Wade Shows resulted in increased per capita spending.				
<b>BIG FRESNO (CALIF.) FAIR</b>	<b>34</b>	<b>571,051 (same)</b>	<b>Not released</b>	<b>Oct. 3-14</b>
	38	545,049 (274,392)	\$16 million	\$8
COMMENTS: Free play stations for adults and children and good weather helped to boost attendance up 4.69 percent. All revenues were up, said CEO John Alkire.				
<b>FLORIDA STRAWBERRY FESTIVAL &amp; FAIR, PLANT CITY</b>	<b>35</b>	<b>550,000 (not released)</b>	<b>Not released</b>	<b>March 1-11</b>
	27	750,000	Not released	\$9
COMMENTS: A few days of mild rain does not explain the 27 percent attendance drop, so GM Patsy Brooks is chalking it up to the economy and two weeks of state school testing versus the usual one.				

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<b>YORK (PA.) FAIR</b>	<b>36</b>	<b>544,934 (not released)</b>	<b>Not released</b>	<b>Sept. 7-16</b>
	34	613,255	\$6.3 million	\$5
COMMENTS: Five days of rain during the 10-day fair had a negative 11 percent effect on attendance, although officials also lay some on the blame on high gas prices. Carrie Underwood and Larry the Cable Guy drew well in concert.				
<b>CENTRAL CANADA EXHIBITION, OTTAWA, ONTARIO</b>	<b>37</b>	<b>528,762 (not released)</b>	<b>\$703,297</b>	<b>Aug. 16-26</b>
	35	598,705	\$1.7 million	\$8.80
COMMENTS: Rain on both Sundays helped cause a nearly 12 percent decrease in attendance, which also was boosted in 2005 by a Rolling Stones concert.				
<b>COLORADO STATE FAIR, PUEBLO</b>	<b>38</b>	<b>452,016 (not released)</b>	<b>\$986,840</b>	<b>Aug. 24-Sept. 3</b>
	42	463,000	\$7.4 million	\$8 weekends, \$5 weekdays
COMMENTS: The fair was forced to switch carnivals at the last minute, booking Crabtree Amusements. Rain on the opening Friday and Saturday contributed to a three percent attendance decline.				
<b>GREELEY (COLO.) INDEPENDENCE STAMPEDE</b>	<b>39</b>	<b>441,000 (free gate)</b>	<b>Not applicable</b>	<b>June 22-July 4</b>
	45	448,000	Not available	Free
COMMENTS: High gas prices in the summer plus a big concert in Denver on opening night prompted a slight attendance decrease.				
<b>SOUTH CAROLINA STATE FAIR, COLUMBIA</b>	<b>40</b>	<b>435,952 (333,865)</b>	<b>\$1.99 million</b>	<b>Oct. 10-21</b>
	40	508,390 (276,132)	\$5.4 million	\$7
COMMENTS: Tightening up promotions and cracking down on free admission resulted in an apparent 14 percent attendance decrease, but paid gate and gate revenues went up.				
<b>FLORIDA STATE FAIR, TAMPA</b>	<b>41</b>	<b>434,067 (not released)</b>	<b>\$2.74 million</b>	<b>Feb. 8-19</b>
	39	523,165 (416,753)	\$14.8 million	\$10
COMMENTS: Three rainy or cold days during the fair's opening weekend prompted a 17 percent attendance decline.				
<b>ARKANSAS STATE FAIR, LITTLE ROCK</b>	<b>42</b>	<b>433,062 (not released)</b>	<b>Not released</b>	<b>Oct. 12-21</b>
	47	439,848	\$5 million	\$7
COMMENTS: Two days of rain prompted a slight attendance decrease, but David Lee Roth drew well to the free Smirnoff Stage.				
<b>GEORGIA NATIONAL FAIR, PERRY</b>	<b>43</b>	<b>431,499 (not released)</b>	<b>\$1.45 million</b>	<b>Oct. 4-14</b>
	50	400,615	\$7.6 million	\$6
COMMENTS: Good weather, convenient school breaks for children, lower gas prices and a new preview night called "Sneak-a-Peek" contributed to a seven percent attendance increase.				
<b>GREAT ALLENTOWN (PA.) FAIR</b>	<b>44</b>	<b>431,000 (not released)</b>	<b>Not released</b>	<b>Aug. 28-Sept. 3</b>
	37	576,000	\$3.3 million	\$5
COMMENTS: The aftermath of Hurricane Ernesto and acts that performed decently but not as well as hoped prompted a 25 percent attendance decline.				
<b>BLOOMSBURG (PA.) FAIR</b>	<b>45</b>	<b>413,203 (not released)</b>	<b>Not available</b>	<b>Sept. 22-29</b>
	46	441,655	\$2 million	\$4
COMMENTS: The fair had two days of rain, but Carrie Underwood, Bill Engvall, Dierks Bentley, Trace Adkins and Chris Cagle did well in the grandstand.				
<b>PENSACOLA (FLA.) INTERSTATE FAIR</b>	<b>46</b>	<b>413,000 (not released)</b>	<b>Not released</b>	<b>Oct. 18-28</b>
	44	459,000	\$2.5 million for fair	\$9
COMMENTS: Three days of rain contributed to a 10 percent attendance decline. On the free stage, Quiet Riot/Skid Row drew well, as did a bill of Restless Heart, Little Texas and BlackHawk.				
<b>IONIA (MICH.) FREE FAIR</b>	<b>47</b>	<b>406,310 (free gate)</b>	<b>Not applicable</b>	<b>July 19-28</b>
	49	402,225	\$2.1 million	Free
COMMENTS: Increased advertising contributed to a slight attendance increase. The fair also signed a new midway contract for 2007 with Alma, Mich.-based Playworld Amusements.				
<b>KERN COUNTY FAIR, BAKERSFIELD, CALIF.</b>	<b>48</b>	<b>403,927 (238,160)</b>	<b>\$1.4 million</b>	<b>Sept. 19-30</b>
	Not ranked	394,310 (231,917)	\$5.4 million	\$8
COMMENTS: A 2.4 percent increase in attendance followed CEO Bill Blair's move to remove old horse stalls, creating more parking and more utilized space. Butler Amusements' revenues also were up.				
<b>MID-SOUTH FAIR, MEMPHIS, TENN.</b>	<b>49</b>	<b>400,382 (not released)</b>	<b>Not available</b>	<b>Sept. 21-30</b>
	Not ranked	360,542	\$4 million	\$5
COMMENTS: Good weather, three days of free parking and admission from 10 a.m. to 2 p.m. bolstered attendance, as did the annual University of Memphis football game that happened to be against the University of Tennessee.				
<b>MARYLAND STATE FAIR, TIMONIUM</b>	<b>50</b>	<b>344,585 (not released)</b>	<b>Not released</b>	<b>Aug. 23-Sept. 3</b>
	48	424,827	\$7.9 million	\$6
COMMENTS: Hurricane Ernesto dumped rain on two of the fair's biggest days. Attendance dropped 19 percent, but Raven did so well that officials were concerned about concert capacity.				

\* Food and ride coupon revenue \*\* Total fair revenues

Source: Venues Today research