

# VENUE NEWS

## >> 2007 SUMMER FAIRS RECAP <<

▲ <b>Alameda County Fair</b> Pleasanton, Calif.	2007 ATTENDANCE : 385,000	2006 ATTENDANCE : 380,000	2007 DATES : June 22-July 8	2008 DATES : June 20-July 6
	ADMISSION PRICE : \$9	COMMENTS : Attendance was up and officials employed text-message contests that captured cell phone numbers for marketing purposes.		
▼ <b>Calgary Stampede</b> Calgary, Alberta	2007 ATTENDANCE : 1,251,105	2006 ATTENDANCE : 1,262,518	2007 DATES : July 5-14	2008 DATES : July 4-13
	ADMISSION PRICE : \$12.23	COMMENTS : Attendance was ahead until a heat wave struck during the last three days, although North American Midway Entertainment should be up over last year.		
▲ <b>Clark County Fair</b> Ridgefield, Wash.	2007 ATTENDANCE : 268,226	2006 ATTENDANCE : 262,608	2007 DATES : Aug. 3-12	2008 DATES : Aug. 1-10
	ADMISSION PRICE : \$9	COMMENTS : Cool weather, especially in the evenings, actually prompted attendance to drop slightly over last year.		
▲ <b>Delaware State Fair</b> Harrington	2007 ATTENDANCE : 300,452	2006 ATTENDANCE : 292,450	2007 DATES : July 19-28	2008 DATES : July 17-26
	ADMISSION PRICE : \$6	COMMENTS : 'Picture-perfect' weather made for good attendance, plus wristbands every day prompted a 34 percent revenue increase on the midway.		
▲ <b>Edmonton's Capital EX</b> Edmonton, Alberta	2007 ATTENDANCE : 772,692	2006 ATTENDANCE : 688,369	2007 DATES : July 19-28	2008 DATES : July 17-26
	ADMISSION PRICE : \$9.28	COMMENTS : After rebranding from Klondike Days last year and a decline in attendance, Edmonton's Capital EX's more urban, sophisticated programming seems to be paying off.		
▲ <b>Florida State Fair</b> Tampa	2007 ATTENDANCE : 458,158	2006 ATTENDANCE : 434,067	2007 DATES : Feb. 8-19	2008 DATES : Feb. 7-18
	ADMISSION PRICE : \$10	COMMENTS : Better weather helped improve attendance, but still not to the half-million-plus mark of 2005.		
▲ <b>Florida Strawberry Festival &amp; Fair</b>	2007 ATTENDANCE : 565,000	2006 ATTENDANCE : 550,000	2007 DATES : March 1-11	2008 DATES : Feb. 28-March 9
	ADMISSION PRICE : \$9	COMMENTS : Attendance rose, but the refusal of artists to do two shows a day prompted officials to hire more acts to maintain the two-shows-a-day format.		
▲ <b>Houston Livestock Show &amp; Rodeo</b>	2007 ATTENDANCE : 1,806,129	2006 ATTENDANCE : 1,688,103	2007 DATES : Feb. 27-March 18	2008 DATES : March 3-22
	ADMISSION PRICE : \$6	COMMENTS : Good weather and the show's 75th anniversary boosted attendance to the second-highest ever, and Miley Cyrus as Hannah Montana set an all-time paid attendance record.		
▼ <b>Indiana State Fair</b> Indianapolis	2007 ATTENDANCE : 746,421*	2006 ATTENDANCE : 870,052	2007 DATES : Aug. 8-19	2008 DATES : Aug. 6-17
	ADMISSION PRICE : \$8	COMMENTS : A heat wave cut into attendance by an estimated 14 percent, and officials expect most numbers to be down.		
▼ <b>Iowa State Fair</b> Des Moines	2007 ATTENDANCE : 1,003,210*	2006 ATTENDANCE : 1,013,557	2007 DATES : Aug. 9-19	2008 DATES : Aug. 7-17
	ADMISSION PRICE : \$10	COMMENTS : In spite of several days of sweltering heat and humidity and a few days of rain, attendance only dropped one percent.		
▲ <b>Miami-Dade County Fair &amp; Exposition</b>	2007 ATTENDANCE : 625,000	2006 ATTENDANCE : 610,000	2007 DATES : March 15-April 1	2008 DATES : March 27-April 13
	ADMISSION PRICE : \$8	COMMENTS : One out of three bad-weather weekends still allowed the fair to come out ahead of 2006 in both attendance and carnival gross.		
▼ <b>Missouri State Fair</b> Sedalia	2007 ATTENDANCE : 238,344*	2006 ATTENDANCE : 273,934*	2007 DATES : Aug. 9-19	2008 DATES : Aug. 7-17
	ADMISSION PRICE : \$8	COMMENTS : Preliminary, pre-advance ticket counts show the fair 13 percent down from last year, but Murphy Bros. Exposition was up about \$2,000. Last year's final attendance came to 339,000.		
▲ <b>MontanaFair</b> Billings	2007 ATTENDANCE : 243,990	2006 ATTENDANCE : 238,076	2007 DATES : Aug. 10-18	2008 DATES : Aug. 8-16
	ADMISSION PRICE : \$8	COMMENTS : A calculated effort to increase grounds entertainment paid off with higher attendance and a more diverse attendees. In spite of 90-degree weather, Mighty Thomas Carnival set a new record.		
▼ <b>New Jersey State Fair</b> Augusta	2007 ATTENDANCE : 200,000	2006 ATTENDANCE : 225,000	2007 DATES : Aug. 3-12	2008 DATES : Aug. 1-10
	ADMISSION PRICE : \$10	COMMENTS : Rain and a heat wave prompted an attendance decline.		
▲ <b>North Dakota State Fair</b> Minot	2007 ATTENDANCE : 248,501	2006 ATTENDANCE : 247,970	2007 DATES : July 20-28	2008 DATES : July 18-26
	ADMISSION PRICE : \$7	COMMENTS : The fair's strongest entertainment coincided with the cooler days after a heat wave, prompting a slight increase over last year.		
▼ <b>Ohio State Fair</b> Columbus	2007 ATTENDANCE : 806,301	2006 ATTENDANCE : 814,152	2007 DATES : Aug. 1-12	2008 DATES : July 30-Aug. 10
	ADMISSION PRICE : \$8	COMMENTS : A heat wave prompted a slight attendance decrease, but the concert series drew well and revenues will be up.		
▲ <b>Orange County Fair</b> Costa Mesa, Calif.	2007 ATTENDANCE : 1,090,653	2006 ATTENDANCE : 924,315	2007 DATES : July 13-Aug. 5	2008 DATES : July 11-Aug. 3
	ADMISSION PRICE : \$8	COMMENTS : Perfect weather boosted attendance to an all-time high, and Ray Cammack Shows was up 10.5 percent.		
▲ <b>Ozark Empire Fair</b> Springfield, Mo.	2007 ATTENDANCE : 217,839	2006 ATTENDANCE : 207,904	2007 DATES : July 27-Aug. 5	2008 DATES : July 25-Aug. 3
	ADMISSION PRICE : \$8	COMMENTS : Cooler weather than 2006 helped attendance, but a heat wave set in just after the fair ended.		
▲ <b>San Diego County Fair</b> Del Mar, Calif.	2007 ATTENDANCE : 1,265,997	2006 ATTENDANCE : 1,205,719	2007 DATES : June 8-July 4	2008 DATES : TBD-July 6
	ADMISSION PRICE : \$12	COMMENTS : Good weather and maybe even high gas prices that kept people close to home led to an all-time attendance record; also, revenues were up.		

\* Preliminary numbers  
Source: Venues Today Research