

VENUES TODAY TOP 50 FAIRS IN NORTH AMERICA IN 2017

Houston Livestock Show & Rodeo 2017 Dates: March 7-26 2018 Dates: Feb. 27-March 18	2017 RANK : 1	2016 RANK : 1	PERCENTAGE CHANGE : +6	YEAR-ROUND BUDGET : \$100 million+
	2017 ATTENDANCE: 2,611,176		2016 ATTENDANCE : 2,462,030	ADULT ADMISSION PRICE : \$15, \$18
	COMMENTS : Go Tejano Day and Luke Bryan concerts ended up in the Top 20 Houston Rodeo record. Paid attendance was 1,370,263, compared to 1,377,477 in 2016.			
State Fair of Texas Dallas 2017 Dates: Sept. 29-Oct. 22 2018 Dates: Sept. 28-Oct. 21	2017 RANK : 2	2016 RANK : 2	PERCENTAGE CHANGE : -6.3	YEAR-ROUND BUDGET : \$53.4 million
	2017 ATTENDANCE: 2,250,433		2016 ATTENDANCE : 2,402,199	ADULT ADMISSION PRICE : \$18
	COMMENTS : In the second year since the State Fair of Texas teamed up with Etix, providing a smoother experience for fairgoers and a more accurate attendance figure, the numbers seemed to have dipped, but the food, beverage and ride revenues of \$54.5 million were the second-highest in history, compared to last year's \$56 million.			
San Antonio Stock Show & Rodeo 2017 Dates: Feb. 9-26 2018 Dates: Feb. 8-25 2017	2017 RANK : 3	2016 RANK : 3	PERCENTAGE CHANGE : +.2	YEAR-ROUND BUDGET : \$25 million
	2017 ATTENDANCE: 2,038,633		2016 ATTENDANCE : 2,034,497	ADULT ADMISSION PRICE : \$10
	COMMENTS : Beautiful weather and a successful concert lineup featuring 13 out of 21 shows that sold out boosted attendance slightly over last year.			
Minnesota State Fair St. Paul 2017 Dates: Aug. 24-Sept. 4 2018 Dates: Aug. 23-Sept. 3	2017 RANK : 4	2016 RANK : 4	PERCENTAGE CHANGE : +2.75	YEAR-ROUND BUDGET : \$49 million
	2017 ATTENDANCE: 1,997,320		2016 ATTENDANCE : 1,943,719	ADULT ADMISSION PRICE : \$14
	COMMENTS : The all-time attendance record stopped just short of the 2 million mark. The fair as a food destination, a visit by "Today" show's Al Roker, a transit hub and the West End Market helped. The fair posted gate revenues of \$20.8 million, concessions revenues of \$51.1 million and carnival revenues of \$7.3 million.			
San Diego County Fair Del Mar, Calif. 2017 Dates: June 2-July 4 2018 Dates: June 1-July 4	2017 RANK : 5	2016 RANK : 5	PERCENTAGE CHANGE : -2.7	YEAR-ROUND BUDGET : \$78,205,000
	2017 ATTENDANCE: 1,565,933		2016 ATTENDANCE : 1,609,481	ADULT ADMISSION PRICE : \$18
	COMMENTS : The fair had its second-highest attendance in history. Notable concerts included Toby Keith, Darius Rucker (both near sellouts) and Trevor Noah. The Toast of the Coast Wine Festival, San Diego International Beer Festival and Distilled Spirit and Cocktail Festival created additional revenues. The independent midway grossed \$10.77 million and concessions, \$23.8 million. A \$2 gate admission increase compensated for minimum wage increases.			
Canadian National Exhibition (CNE) Toronto 2017 Dates: Aug. 18-Sept. 4 2018 Dates: Aug. 17-Sept. 3	2017 RANK : 6	2016 RANK : 6	PERCENTAGE CHANGE : +1.3	YEAR-ROUND BUDGET : \$32 million
	2017 ATTENDANCE: 1,560,000		2016 ATTENDANCE : 1,540,000	ADULT ADMISSION PRICE : \$15
	COMMENTS : 2017 marked the 150th anniversary of the Confederation of Canada. The CNE used that occasion to celebrate its own rich history: Entertaining Canadians since 1879. Many of the shows had a "Canadiana" theme this year.....such as the SuperDogs show which was named CanaDogs in 2017.			
Eastern States Exposition (The Big E) West Springfield, Mass. 2017 Dates: Sept. 15-Oct. 1 2018 Dates: Sept. 14-30	2017 RANK : 7	2016 RANK : 7	PERCENTAGE CHANGE : +7.6	YEAR-ROUND BUDGET : \$17 million
	2017 ATTENDANCE: 1,525,553		2016 ATTENDANCE : 1,418,042	ADULT ADMISSION PRICE : \$15
	COMMENTS : Officials say attendance was boosted by more music and a bigger diversity of acts, including Cole Swindell, the Village People, Grand Funk Railroad, the Sugar Hill Gang, Sheila E., The Lovin' Spoonful and Cheat Codes. Popular foods included the Flatliner Burger and Deep-Fried Holy Cannoli.			
OC Fair Costa Mesa, Calif. 2017 Dates: July 14-Aug. 13 2018 Dates: July 13-Aug. 12	2017 RANK : 8	2016 RANK : 8	PERCENTAGE CHANGE : -.76	YEAR-ROUND BUDGET : \$44.2 million
	2017 ATTENDANCE: 1,334,753		2016 ATTENDANCE : 1,344,996	ADULT ADMISSION PRICE : \$12, \$14
	COMMENTS : A \$2 gate increase on the weekends pushed gate revenues to \$10.9 million, compared to \$6.6 million last year. The Ray Cammack Shows midway revenues reached \$3.74 million and concessions revenues were \$8.3 million. Six concerts sold out: Gabriel Iglesias; Slightly Stoopid, Iration, J Boog and The Movement; Echo & The Bunnymen and Violent Femmes; Michael McDonald and Boz Scaggs; Steve Miller Band and Peter Frampton; and Reblution, Nahko and Medicine for the People and Hire.			
Los Angeles County Fair Pomona, Calif. 2017 Dates: Sept. 1-24 2018 Dates: Aug. 30-Sept. 23	2017 RANK : 9	2016 RANK : 9	PERCENTAGE CHANGE : -6.5	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 1,231,243		2016 ATTENDANCE : 1,317,370	ADULT ADMISSION PRICE : \$14, \$20
	COMMENTS : Once the heat subsided, guests came out in droves to see the animals, the "Jurassic Planet" attraction; the art exhibit featuring two Latina artists; and the End of Summer Concert Series that included Chicago, Migos, War and Ramon Ayala.			
Fort Worth (Texas) Stock Show & Expo 2017 Dates: Jan. 13-Feb. 4 2018 Dates: Jan. 12-Feb. 3	2017 RANK : 10	2016 RANK : 11	PERCENTAGE CHANGE : +0.1	YEAR-ROUND BUDGET : \$17 million
	2017 ATTENDANCE: 1,219,300		2016 ATTENDANCE : 1,257,900	ADULT ADMISSION PRICE : \$10
	COMMENTS : Weather contributed to the 3 percent decline in attendance, but 91 percent of the rodeo tickets were utilized and entries into the livestock shows continued to grow. The event welcomed open cattle show exhibitors from 42 states and hosted 16 livestock auctions with gross receipts totaling more than \$8.5 million.			
Calgary (Alberta) Stampede 2017 Dates: July 7-16 2018 Dates: July 6-15 2017	2017 RANK : 11	2016 RANK : 16	PERCENTAGE CHANGE : +11.7	YEAR-ROUND BUDGET : \$62.7 million
	2017 ATTENDANCE: 1,214,972		2016 ATTENDANCE : 1,088,000	ADULT ADMISSION PRICE : \$14
	COMMENTS : The Stampede focused on new initiatives to drive gate attendance, as well as promotions and programs to increase visitation during non-peak periods. Gate revenues were \$7.47 million and North American Midway Entertainment posted revenues of \$7.99 million, while concessions at the independent midway reached \$9 million.			
Erie County Fair Hamburg, N.Y. 2017 Dates: Aug. 9-20 2018 Dates: Aug. 8-19	2017 RANK : 12	2016 RANK : 19	PERCENTAGE CHANGE : +21	YEAR-ROUND BUDGET : \$8 million
	2017 ATTENDANCE: 1,193,279		2016 ATTENDANCE : 986,542	ADULT ADMISSION PRICE : \$10
	COMMENTS : A tornado that took place three weeks before the fair and caused \$3 million in damage also attracted fairgoers to check out the grounds. The fair will have to dip into its rainy day fund for repairs, including to the East Grandstand, which was undergoing renovations. A ticketed show featuring Jeff Foxworthy and Larry the Cable Guy did well. Jessica Underberg took over for retiring GM Dennis Lang on Oct. 1, 2017.			

SOURCE: Venues Today Research

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New York State Fair Syracuse 2017 Dates: Aug. 23-Sept. 4 2018 Dates: Aug. 22-Sept. 3	2017 RANK : 13	2016 RANK : 14	PERCENTAGE CHANGE : +4	YEAR-ROUND BUDGET : \$15 million
	2017 ATTENDANCE: 1,161,912		2016 ATTENDANCE : 1,117,630	ADULT ADMISSION PRICE : \$10
	COMMENTS : Great weather and enhanced marketing helped boost attendance. Carnival provider Wade Shows topped \$3 million in revenues.			
Tulsa (Okla.) State Fair 2017 Dates: Sept. 28-Oct. 8 2018 Dates: Sept. 27-Oct. 7	2017 RANK : 14	2016 RANK : 12	PERCENTAGE CHANGE : -4.6	YEAR-ROUND BUDGET : \$23.9 million
	2017 ATTENDANCE: 1,150,000 (estimated)		2016 ATTENDANCE : 1,206,000	
	GATE REVENUE : \$2.5 million		ADULT ADMISSION PRICE : \$10	
COMMENTS : Two days of rain impacted attendance and revenues, which reached \$1.4 million internally for concessions and \$4 million by independent vendors. Revenue from the North American Midway Entertainment carnival was \$3.45 million.				
Arizona State Fair Phoenix 2017 Dates: Oct. 6-29 2018 Dates: Oct. 5-28	2017 RANK : 15	2016 RANK : 13	PERCENTAGE CHANGE : -.69	YEAR-ROUND BUDGET : \$12 million
	2017 ATTENDANCE: 1,136,702		2016 ATTENDANCE : 1,144,627	ADULT ADMISSION PRICE : \$10
	COMMENTS : Top concerts were by Gary Allan, Snoop Dogg, Cake, Billy Currington and Halestorm. An outdoor concert series featuring tribute bands was well-received. One focus was to increase stay time and spending by fairgoers by adding shade, seating and entertainment destinations. Early numbers indicate food and alcohol spending was up.			
Iowa State Fair Des Moines 2017 Dates: Aug. 10-20 2018 Dates: Aug. 9-19	2017 RANK : 16	2016 RANK : 17	PERCENTAGE CHANGE : +9.6	YEAR-ROUND BUDGET : \$22 million
	2017 ATTENDANCE: 1,130,071		2016 ATTENDANCE : 1,031,278	ADULT ADMISSION PRICE : \$12
	COMMENTS : The fair's carnival areas were completely renovated and, for the first time, completely booked independently. A new radio-frequency identification (RFID) bracelet also was introduced.			
Washington State Fair Puyallup 2017 Dates: Sept. 1-24 2018 Dates: Aug. 31-Sept. 23	2017 RANK : 17	2016 RANK : 15	PERCENTAGE CHANGE : 0	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 1,100,000 (est.)		2016 ATTENDANCE : 1,100,000 (est.)	ADULT ADMISSION PRICE : \$14
	COMMENTS : The fair experienced rain but ended with a gorgeous Labor Day weekend. A \$1.50 gate admission increase probably will help the bottom line. The local NBC affiliate was on the grounds several days a week in a new partnership. Concerts by Hank Williams Jr., Earth, Wind and Fire, Jason Aldean and Lady Antebellum were near sellouts.			
Wisconsin State Fair West Allis 2017 Dates: Aug. 3-13 2018 Dates: Aug. 2-12	2017 RANK : 18	2016 RANK : 18	PERCENTAGE CHANGE : +1.2	YEAR-ROUND BUDGET : \$24 million
	2017 ATTENDANCE: 1,028,049		2016 ATTENDANCE : 1,015,883	
	GATE REVENUE : Just under \$6 million		ADULT ADMISSION PRICE : \$12	
COMMENTS : Attendance surpassed 1 million for the fifth year in a row. Highlights included the WonderFair Wheel, the largest traveling Ferris wheel in the country; a sold-out Pentatonix concert on the Main Stage; and the new All 4 One Swine Show, which offered youth with intellectual disabilities the opportunity to show pigs at the fair.				
North Carolina State Fair Raleigh 2017 Dates: Oct. 12-22 2018 Dates: Oct. 11-21	2017 RANK : 19	2016 RANK : 10	PERCENTAGE CHANGE : -1.3	YEAR-ROUND BUDGET : \$6,645,077
	2017 ATTENDANCE: 1,014,478		2016 ATTENDANCE : 1,280,364	
	GATE REVENUE : \$4,415,406		ADULT ADMISSION PRICE : \$10	
COMMENTS : The fair had mostly good weather and flat attendance. For the first time, beer and wine were sold during the fair and concessions revenues were \$1,201,295.				
Indiana State Fair Indianapolis 2017 Dates: Aug. 4-20 2018 Dates: 5-21	2017 RANK : 20	2016 RANK : 25	PERCENTAGE CHANGE : +23.9	YEAR-ROUND BUDGET : \$10 million
	2017 ATTENDANCE: 906,732		2016 ATTENDANCE : 731,543	ADULT ADMISSION PRICE : \$12
	COMMENTS : The fair was blessed with beautiful weather a year after the event saw nine days of rain and four days of 96-degree heat.			
Oklahoma State Fair Oklahoma City 2017 Dates: Sept. 14-24 2018 Dates: Sept. 14-24	2017 RANK : 21	2016 RANK : 22	PERCENTAGE CHANGE : +12.5	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 900,000 (est.)		2016 ATTENDANCE : 800,000 (est.)	ADULT ADMISSION PRICE : \$10
	COMMENTS : The Wade Shows carnival was up 7 percent and the food gross was up 10 percent. Commercial exhibitor space rent was up more than 25 percent, due primarily to the addition of the new Bennett Event Center featuring 201,000 square feet of trade show floor space.			
K-Days Edmonton, Alberta 2017 Dates: July 21-30 2018 Dates: July 20-29	2017 RANK : 22	2016 RANK : 21	PERCENTAGE CHANGE : + 1.6	YEAR-ROUND BUDGET : \$13 million
	2017 ATTENDANCE: 816,250		2016 ATTENDANCE : 803,087	ADULT ADMISSION PRICE : \$17
	COMMENTS : Inaugural K-Days Rodeo helped boost attendance. Bad weather hindered opening weekend.			
Ohio State Fair Columbus 2017 Dates: July 26-Aug. 6 2018 Dates: July 25-Aug. 5	2017 RANK : 23	2016 RANK : 20	PERCENTAGE CHANGE : -13	YEAR-ROUND BUDGET : \$15.3 million
	2017 ATTENDANCE: 801,031		2016 ATTENDANCE : 921,214	ADULT ADMISSION PRICE : \$10
	COMMENTS : Attendance was impacted by a ride accident on opening day when the Fire Ball collapsed due to internal corrosion, killing one person and injuring seven. The Amusements of America midway was closed for three and a half days and earned \$900,000 in revenues, compared to \$2.32 million in 2016. Gate revenues were \$2.15 million, compared to \$2.48 million last year.			
The Fair at the PNE Vancouver, B.C. 2017 Dates: Aug. 19-Sept. 4 2018 Dates: Aug. 18-Sept. 3	2017 RANK : 24	2016 RANK : 26	PERCENTAGE CHANGE : +1.4	YEAR-ROUND BUDGET : \$48 million
	2017 ATTENDANCE: 722,466		2016 ATTENDANCE : 712,367	ADULT ADMISSION PRICE : \$13.40
	COMMENTS : Sunny skies and strong programming brought out fairgoers to enjoy the strong entertainment mix, including the largest-ever traveling exhibit of the Hockey Hall of Fame, "Toytopia," and "Northern Light Sky," a new nightly drone show.			
National Western Stock Show Denver 2017 Dates: Jan. 7-22 2018 Dates: Jan. 6-21	2017 RANK : 25	2016 RANK : 27	PERCENTAGE CHANGE : -3.2	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 684,580		2016 ATTENDANCE : 686,745	ADULT ADMISSION PRICE : \$10-\$20
	COMMENTS : Attendance was slightly down. The cost of ticketed events ranged from \$17 to \$115.			

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California State Fair Sacramento 2017 Dates: July 14-30 2018 Dates: July 13-29	2017 RANK : 26	2016 RANK : 23	PERCENTAGE CHANGE : -5.4	YEAR-ROUND BUDGET : \$26.8 million
	2017 ATTENDANCE: 636,628		2016 ATTENDANCE : 786,141	ADULT ADMISSION PRICE : \$12
	COMMENTS : With several days of heat that exceeded 105 degrees, fair officials were happy with only a 5.4 percent attendance decrease for the 50th-anniversary celebration. Gate revenues were \$4.36 million, down slightly from last year's \$4.7 million. The acts that did the best— including Melissa Etheridge, Brian McKnight, Sheila E. and Trace Adkins—illustrated the diversity of the fairgoers, GM Rick Pickering said.			
Kentucky State Fair Louisville 2017 Dates: Aug. 17-27 2018 Dates: Aug. 16-26	2017 RANK : 27	2016 RANK : 30	PERCENTAGE CHANGE : +7.9	YEAR-ROUND BUDGET : \$10 million
	2017 ATTENDANCE: 609,555		2016 ATTENDANCE : 564,937	ADULT ADMISSION PRICE : \$8
	COMMENTS : The fair unveiled a new app with popular features including a map, create-your-own schedule, real-time weather and traffic and beacon technology. Officials also created an express lane for fairgoers who had purchased advance tickets and parking, allowing for quicker entry. The new FAIRenheit Festival featured local entertainment, food, breweries and distilleries.			
Big Fresno (Calif.) Fair 2017 Dates: Oct. 4-15 2018 Dates: Oct. 3-14	2017 RANK : 28	2016 RANK : 29	PERCENTAGE CHANGE : +.5	YEAR-ROUND BUDGET : \$11.8 million
	2017 ATTENDANCE: 609,036		2016 ATTENDANCE : 605,870	ADULT ADMISSION PRICE : \$12
	GATE REVENUE : \$1,824,387			
COMMENTS : Perfect weather helped boost attendance a bit above last year's. New admission policies meant that anyone under 18 who wanted to enter after 7 p.m. on Friday and Saturday had to be accompanied by a parent or guardian and obtain a wristband. Fairgoers seemed to appreciate the extra security.				
Mississippi State Fair Jackson 2017 Dates: Oct. 5-15 2018 Dates: Oct. 3-14	2017 RANK : 29	2016 RANK : 24	PERCENTAGE CHANGE : -19.5	YEAR-ROUND BUDGET : \$2.8 million
	2017 ATTENDANCE: 590,000		2016 ATTENDANCE : 733,151	ADULT ADMISSION PRICE : \$5
	COMMENTS : A 19.5 percent attendance drop apparently did not sit well with the Mississippi Department of Agriculture and Commerce, and both general manager Rick Reno and the assistant manager were no longer employed at the fair as of early November. Last year's attendance was a 13 percent increase over the 650,000 in 2015. New exhibits included the Butterfly Encounter and Sea Lion Splash.			
Miami-Dade County Fair & Exposition Miami 2017 Dates: March 23- April 16 2018 Dates: March 15-April 8	2017 RANK : 30	2016 RANK : 28	PERCENTAGE CHANGE : -5	YEAR-ROUND BUDGET : \$23 million
	2017 ATTENDANCE: 582,000		2016 ATTENDANCE : 612,798	ADULT ADMISSION PRICE : \$14
	COMMENTS : Ten days of rain and clouds prompted a 5 percent decline in attendance, although gate revenues were balanced out by a \$2 admission increase. Successful new foods included Cheesy Fried Enchilada Funnel Cake and Spring Roll Stuffed with Banana and Nutella. Magic Money Wristbands introduced paperless ticketing. Tickets were loaded to a wristband equipped with a small chip allowing guests to access rides and games by scanning the wristband.			
York (Pa.) Fair 2017 Dates: Sept. 8-17 2018 Dates: Sept. 7-16	2017 RANK : 31	2016 RANK : 32	PERCENTAGE CHANGE : +1.8	YEAR-ROUND BUDGET : \$6 million
	2017 ATTENDANCE: 565,483		2016 ATTENDANCE : 555,252	ADULT ADMISSION PRICE : \$8
	COMMENTS : Food sales were up more than 5 percent over last year. A new Ag Education Center showcasing agricultural products and animals was the highlight of the fair. Grandstand concerts included Michael Ray, Thomas Rhett and Jeff Foxworthy & Larry the Cable Guy.			
Maryland State Fair 2017 Dates: Aug. 24-Sept. 4 2018 Dates: Aug. 23-Sept. 3	2017 RANK : 32	2016 RANK : N/A	PERCENTAGE CHANGE : +24	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 555,841		2016 ATTENDANCE : 447,648	ADULT ADMISSION PRICE : \$8
	COMMENTS : Fair officials credit great weather and a new policy that had students returning to school after the event's Labor Day event for the huge increase in attendance. Deggeller Attractions once again provided the midway.			
Florida Strawberry Festival Plant City 2017 Dates: March 2-12 2018 Dates: March 1-11	2017 RANK : 33	2016 RANK : 31	PERCENTAGE CHANGE : -3.5	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE: 540,628		2016 ATTENDANCE : 560,487	ADULT ADMISSION PRICE : \$10
	COMMENTS : Fair officials were pleased with the turnout and feedback they received on several aspects of the festival, including 24 musical artists that included a sold-out Willie Nelson and Friends concert and well-attended shows by Rascal Flatts and Little Big Town.			
Wilson County Fair Lebanon, Tenn. 2017 Dates: Aug. 18-26 2018 Dates: Aug. 17-25	2017 RANK : 34	2016 RANK : 36	PERCENTAGE CHANGE : +4.5	YEAR-ROUND BUDGET : \$1.2 million
	2017 ATTENDANCE: 488,299		2016 ATTENDANCE : 467,236	
	GATE REVENUE : \$1.2 million	ADULT ADMISSION PRICE : \$12		
COMMENTS : Gate admission increased by \$4 and great weather, other than one day of rain, translated to a 4.5 percent increase in attendance. The total solar eclipse during the fair provided a special treat for attendees. Revenues for the Amusements of America midway were \$480,000.				
Colorado State Fair Pueblo 2017 Dates: Aug. 25-Sept. 5 2018 Dates: Aug. 24-Sept. 3	2017 RANK : 35	2016 RANK : 37	PERCENTAGE CHANGE : +2.9	YEAR-ROUND BUDGET : \$9.47 million
	2017 ATTENDANCE: 480,204		2016 ATTENDANCE : 466,576	ADULT ADMISSION PRICE : \$10
	COMMENTS : Efforts to drive up mid-week attendance began to take hold, adding a "One Price Wednesday" to "\$2 Tuesday," in which fairgoers could get free carnival rides with \$10 admission. This resulted in a 32 percent Wednesday attendance increase. Gates revenues came in at \$1.12 million.			
Georgia National Fair Perry 2017 Dates: Oct. 5-15 2018 Dates: Oct. 4-14	2017 RANK : 36	2016 RANK : 33	PERCENTAGE CHANGE : -12.8	YEAR-ROUND BUDGET : \$10 million
	2017 ATTENDANCE: 467,584		2016 ATTENDANCE : 536,000	ADULT ADMISSION PRICE : \$10
	COMMENTS : Reithoffer Shows brought in one of the largest traveling Ferris wheels in North America, Sky Eye, a popular ride for attendees. Bad weather throughout the event, including opening weekend, prompted a decrease in attendance. The fair hit 240,082 in paid attendance and earned gate revenues of \$2,189,257.			
Alameda County Fair Pleasanton, Calif. 2017 Dates: June 16-July 9 2018 Dates: June 15-July 8	2017 RANK : 37	2016 RANK : 39	PERCENTAGE CHANGE : +2.9	YEAR-ROUND BUDGET : \$22.6 million
	2017 ATTENDANCE: 463,783		2016 ATTENDANCE : 450,806	ADULT ADMISSION PRICE : \$15
	COMMENTS : The fair opened with the Best. Cattle Drive. Ever, featuring 150 head of cattle and 60 riders making their way down Main Street to the fairgrounds, an event that received a lot of media coverage. Concerts included John Michael Montgomery, Sheila E., Sugar Ray, Clint Black and Wynonna.			

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New Mexico State Fair Albuquerque 2017 Dates: Sept. 7-17 2018 Dates: Sept. 6-16	2017 RANK : 38	2016 RANK : 35	PERCENTAGE CHANGE : -7	YEAR-ROUND BUDGET : \$12 million
	2017 ATTENDANCE : 462,104		2016 ATTENDANCE : 497,036	ADULT ADMISSION PRICE : \$10
	COMMENTS : The fair partnered with Uber to make it easier for patrons to get to the fair and a sensory station provided a safe space for fair guests with special needs, welcoming families who had never been able to attend the fair. A new mobile app made it easier to navigate the fair, and the fair partnered with a local brewery to create a New Mexico State Fair beer. Gate revenues of \$1.3 million were down from last year's \$1.6 million.			
Arkansas State Fair Little Rock 2016 Dates: Oct. 14-23 2017 Dates: Oct. 12-22	2017 RANK : 39	2016 RANK : 40	PERCENTAGE CHANGE : +1	YEAR-ROUND BUDGET : \$5 million
	2017 ATTENDANCE : 451,130		2016 ATTENDANCE : 450,702	ADULT ADMISSION PRICE : \$10
	COMMENTS : GM Ralph Shoptaw attributes a successful event to new carnival provider North American Midway Entertainment, plus a solid free musical lineup that included Vince Neil of Motley Crue, Tracy Lawrence and Ann Wilson of Heart. Increased security with metal detectors was already in the works when the Las Vegas shootings heightened the concern 11 days before opening day and helped provide a trouble-free event.			
Topsfield (Mass.) Fair 2017 Dates: Sept. 29-Oct. 9 2018 Dates: Sept. 28-Oct. 8	2017 RANK : 40	2016 RANK : 48	PERCENTAGE CHANGE : +18	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE : 450,000		2016 ATTENDANCE : 380,000	ADULT ADMISSION PRICE : \$11, \$15
	COMMENTS : Good weather boosted attendance. Free grandstand shows including Herman's Hermits with Peter Noone, Village People and High Valley drew huge crowds.			
Kern County Fair Bakersfield, Calif. 2017 Dates: Sept. 20-Oct. 1 2018 Dates: Sept. 19-30	2017 RANK : 41	2016 RANK : 44	PERCENTAGE CHANGE : +6.9	YEAR-ROUND BUDGET : \$7.4 million
	2017 ATTENDANCE : 448,688		2016 ATTENDANCE : 419,686	ADULT ADMISSION PRICE : \$12
	COMMENTS : Great weather that mostly remained under 90 degrees with mild nights translated to another attendance increase. Gate admission was increased \$2 from \$10 to \$12 and fairgoers took advantage of many discount offers. Food concessions were up 10 percent and the Butler Amusements midway was up 5 percent. Concerts by Midland, Old Dominion and Ramon Ayala packed the house.			
South Florida Fair West Palm Beach 2017 Dates: Jan. 13-29 2018 Dates: Jan. 12-28	2017 RANK : 42	2016 RANK : 45	PERCENTAGE CHANGE : -27	YEAR-ROUND BUDGET : \$15 million
	2017 ATTENDANCE : 448,025		2016 ATTENDANCE : 402,620	ADULT ADMISSION PRICE : \$15
	COMMENTS : Introduction of \$2 Tuesday catapulted the fair's second Tuesday into the position of the third best day of the fair. But in spite of an 11 percent increase in attendance over last year, paid attendance was lower at 324,098, leading to a slightly smaller gate revenue of \$2.7 million compared to \$2.9 million. Wade Shows carnival brought in \$4.8 million in revenues.			
Ionia Free Fair Ionia, Mich. 2017 Dates: July 13-22 2018 Dates: July 12-21	2017 RANK : 43	2016 RANK : 42	PERCENTAGE CHANGE : +1.65	YEAR-ROUND BUDGET : \$1 million
	2017 ATTENDANCE : 430,000		2016 ATTENDANCE : 423,000	ADULT ADMISSION PRICE : Free
	COMMENTS : Ten days of perfect weather and rearranging the Arnold Amusements midway, mixing in the kiddie rides with the larger ones, helped make the fair successful and resulted in positive feedback. All the grandstand motor sports and the rodeo were well-attended. The free fair brought in \$200,000 in parking revenue at \$10 per car, \$225,000 in concessions and \$210,000 for the event's portion of the midway. New GM Michael Smith took over in May.			
California Mid-State Fair Paso Robles 2017 Dates: July 19-30 2018 Dates: July 18-29	2017 RANK : 44	2016 RANK : 43	PERCENTAGE CHANGE : +1.8	YEAR-ROUND BUDGET : \$11 million
	2017 ATTENDANCE : 428,615		2016 ATTENDANCE : 421,231	ADULT ADMISSION PRICE : \$12
	COMMENTS : New carnival Helm and Sons Amusements Inc. of Colton, Calif., saw a 1 percent increase in revenues at \$555,500, in spite of overall lower ride prices. Also, concessions saw a large jump in 2017, with a food increase of 14 percent and a beverage increase that exceeded 19 percent.			
South Carolina State Fair Columbia 2017 Dates: Oct. 11-22 2018 Dates: Oct. 10-21	2017 RANK : 45	2016 RANK : 38	PERCENTAGE CHANGE : -8	YEAR-ROUND BUDGET : \$6 million
	2017 ATTENDANCE : 427,466		2016 ATTENDANCE : 464,878	ADULT ADMISSION PRICE : \$10
	COMMENTS : Contributing factors to the decline in attendance included exceptionally warm weather on the first two days, including record heat, as well as the cancellation of a concert by ZZ Top two days before the show. Gate revenues came in at \$3,719,857. North American Midway Entertainment registered revenues of \$3,742,319.			
Bloomsburg (Pa.) Fair 2017 Dates: Sept. 23-30 2018 Dates: Sept. 22-29	2017 RANK : 46	2016 RANK : 47	PERCENTAGE CHANGE : +6.2	YEAR-ROUND BUDGET : \$4.5 million
	2017 ATTENDANCE : 405,699		2016 ATTENDANCE : 382,018	ADULT ADMISSION PRICE : \$8
	COMMENTS : Good weather and successful acts such as TobyMac, Martina McBride, Chicago, Dustin Lynch and Alabama helped make this year's fair successful.			
Illinois State Fair Springfield 2017 Dates: Aug. 10-20 2018 Dates: Aug. 9-19	2017 RANK : 47	2016 RANK : 49	PERCENTAGE CHANGE : +15.5	YEAR-ROUND BUDGET : \$5.5 million
	2017 ATTENDANCE : 401,648		2016 ATTENDANCE : 357,409	ADULT ADMISSION PRICE : \$10
	COMMENTS : Great weather that was cooler and drier than last year's boosted attendance and for the second year in a row, grandstand records were broken with a total of 59,023 tickets sold. Both Five Finger Death Punch and Pentatonix almost sold out the grandstand.			
State Fair of Louisiana Shreveport 2017 Dates: Oct. 26-Nov. 12 2018 Dates: Oct. 25-Nov. 11	2017 RANK : 48	2016 RANK : 41	PERCENTAGE CHANGE : +3.6	YEAR-ROUND BUDGET : \$3.8 million
	2017 ATTENDANCE : 379,700		2016 ATTENDANCE : 431,500	ADULT ADMISSION PRICE : \$10
	COMMENTS : Three days of rain meant lower attendance after last year's perfect-weather fair. Spending also was down. The LRCA Finals Rodeo sold out and a concert by Frank Foster was successful. The Crabtree Amusements midway made \$1.364 million.			
Missouri State Fair Sedalia 2017 Dates: Aug. 10-20 2018 Dates: Aug. 9-19	2017 RANK : 49	2016 RANK : N/A	PERCENTAGE CHANGE : +3.6	YEAR-ROUND BUDGET : \$4.5 million
	2017 ATTENDANCE : 368,916		2016 ATTENDANCE : 356,153	ADULT ADMISSION PRICE : \$10
	COMMENTS : Good weather contributed to a small attendance increase, although a mid-week storm impacted that day's attendance and canceled the Southern Uprising Tour. Alan Jackson sold out all 11,097 seats in the grandstand; Little Big Town was a near sellout.			
Evergreen State Fair Monroe, Wash. 2017 Dates: Aug. 24-Sept. 4 2018 Dates: Aug. 23-Sept. 3	2017 RANK : 50	2016 RANK : N/A	PERCENTAGE CHANGE : +2.4	YEAR-ROUND BUDGET : \$4,984,442
	2017 ATTENDANCE : 350,761		2016 ATTENDANCE : 342,641	ADULT ADMISSION PRICE : \$12
	COMMENTS : Perfect weather for the first time in recent memory helped boost attendance. Gate revenue of \$1,550,880 includes concerts, rodeo and horse races. Revenue for the Butler Amusements midway came to \$746,083; concessions revenue was \$516,485.			

SOURCE: Venues Today Research

VENUES TODAY TOP 50 FAIRS IN NORTH AMERICA IN 2017

New Mexico State Fair Albuquerque 2017 Dates: Sept. 7-17 2018 Dates: Sept. 6-16	2017 RANK : 38	2016 RANK : 35	PERCENTAGE CHANGE : -7	YEAR-ROUND BUDGET : \$12 million
	2017 ATTENDANCE : 462,104		2016 ATTENDANCE : 497,036	ADULT ADMISSION PRICE : \$10
	COMMENTS : The fair partnered with Uber to make it easier for patrons to get to the fair and a sensory station provided a safe space for fair guests with special needs, welcoming families who had never been able to attend the fair. A new mobile app made it easier to navigate the fair, and the fair partnered with a local brewery to create a New Mexico State Fair beer. Gate revenues of \$1.3 million were down from last year's \$1.6 million.			
Arkansas State Fair Little Rock 2016 Dates: Oct. 14-23 2017 Dates: Oct. 12-22	2017 RANK : 39	2016 RANK : 40	PERCENTAGE CHANGE : +1	YEAR-ROUND BUDGET : \$5 million
	2017 ATTENDANCE : 451,130		2016 ATTENDANCE : 450,702	ADULT ADMISSION PRICE : \$10
	COMMENTS : GM Ralph Shoptaw attributes a successful event to new carnival provider North American Midway Entertainment, plus a solid free musical lineup that included Vince Neil of Motley Crue, Tracy Lawrence and Ann Wilson of Heart. Increased security with metal detectors was already in the works when the Las Vegas shootings heightened the concern 11 days before opening day and helped provide a trouble-free event.			
Topsfield (Mass.) Fair 2017 Dates: Sept. 29-Oct. 9 2018 Dates: Sept. 28-Oct. 8	2017 RANK : 40	2016 RANK : 48	PERCENTAGE CHANGE : +18	YEAR-ROUND BUDGET : N/A
	2017 ATTENDANCE : 450,000		2016 ATTENDANCE : 380,000	ADULT ADMISSION PRICE : \$11, \$15
	COMMENTS : Good weather boosted attendance. Free grandstand shows including Herman's Hermits with Peter Noone, Village People and High Valley drew huge crowds.			
Kern County Fair Bakersfield, Calif. 2017 Dates: Sept. 20-Oct. 1 2018 Dates: Sept. 19-30	2017 RANK : 41	2016 RANK : 44	PERCENTAGE CHANGE : +6.9	YEAR-ROUND BUDGET : \$7.4 million
	2017 ATTENDANCE : 448,688		2016 ATTENDANCE : 419,686	ADULT ADMISSION PRICE : \$12
	COMMENTS : Great weather that mostly remained under 90 degrees with mild nights translated to another attendance increase. Gate admission was increased \$2 from \$10 to \$12 and fairgoers took advantage of many discount offers. Food concessions were up 10 percent and the Butler Amusements midway was up 5 percent. Concerts by Midland, Old Dominion and Ramon Ayala packed the house.			
South Florida Fair West Palm Beach 2017 Dates: Jan. 13-29 2018 Dates: Jan. 12-28	2017 RANK : 42	2016 RANK : 45	PERCENTAGE CHANGE : -27	YEAR-ROUND BUDGET : \$15 million
	2017 ATTENDANCE : 448,025		2016 ATTENDANCE : 402,620	ADULT ADMISSION PRICE : \$15
	COMMENTS : Introduction of \$2 Tuesday catapulted the fair's second Tuesday into the position of the third best day of the fair. But in spite of an 11 percent increase in attendance over last year, paid attendance was lower at 324,098, leading to a slightly smaller gate revenue of \$2.7 million compared to \$2.9 million. Wade Shows carnival brought in \$4.8 million in revenues.			
Ionia Free Fair Ionia, Mich. 2017 Dates: July 13-22 2018 Dates: July 12-21	2017 RANK : 43	2016 RANK : 42	PERCENTAGE CHANGE : +1.65	YEAR-ROUND BUDGET : \$1 million
	2017 ATTENDANCE : 430,000		2016 ATTENDANCE : 423,000	ADULT ADMISSION PRICE : Free
	COMMENTS : Ten days of perfect weather and rearranging the Arnold Amusements midway, mixing in the kiddie rides with the larger ones, helped make the fair successful and resulted in positive feedback. All the grandstand motor sports and the rodeo were well-attended. The free fair brought in \$200,000 in parking revenue at \$10 per car, \$225,000 in concessions and \$210,000 for the event's portion of the midway. New GM Michael Smith took over in May.			
California Mid-State Fair Paso Robles 2017 Dates: July 19-30 2018 Dates: July 18-29	2017 RANK : 44	2016 RANK : 43	PERCENTAGE CHANGE : +1.8	YEAR-ROUND BUDGET : \$11 million
	2017 ATTENDANCE : 428,615		2016 ATTENDANCE : 421,231	ADULT ADMISSION PRICE : \$12
	COMMENTS : New carnival Helm and Sons Amusements Inc. of Colton, Calif., saw a 1 percent increase in revenues at \$555,500, in spite of overall lower ride prices. Also, concessions saw a large jump in 2017, with a food increase of 14 percent and a beverage increase that exceeded 19 percent.			
South Carolina State Fair Columbia 2017 Dates: Oct. 11-22 2018 Dates: Oct. 10-21	2017 RANK : 45	2016 RANK : 38	PERCENTAGE CHANGE : -8	YEAR-ROUND BUDGET : \$6 million
	2017 ATTENDANCE : 427,466		2016 ATTENDANCE : 464,878	ADULT ADMISSION PRICE : \$10
	COMMENTS : Contributing factors to the decline in attendance included exceptionally warm weather on the first two days, including record heat, as well as the cancellation of a concert by ZZ Top two days before the show. Gate revenues came in at \$3,719,857. North American Midway Entertainment registered revenues of \$3,742,319.			
Bloomsburg (Pa.) Fair 2017 Dates: Sept. 23-30 2018 Dates: Sept. 22-29	2017 RANK : 46	2016 RANK : 47	PERCENTAGE CHANGE : +6.2	YEAR-ROUND BUDGET : \$4.5 million
	2017 ATTENDANCE : 405,699		2016 ATTENDANCE : 382,018	ADULT ADMISSION PRICE : \$8
	COMMENTS : Good weather and successful acts such as TobyMac, Martina McBride, Chicago, Dustin Lynch and Alabama helped make this year's fair successful.			
Illinois State Fair Springfield 2017 Dates: Aug. 10-20 2018 Dates: Aug. 9-19	2017 RANK : 47	2016 RANK : 49	PERCENTAGE CHANGE : +15.5	YEAR-ROUND BUDGET : \$5.5 million
	2017 ATTENDANCE : 401,648		2016 ATTENDANCE : 357,409	ADULT ADMISSION PRICE : \$10
	COMMENTS : Great weather that was cooler and drier than last year's boosted attendance and for the second year in a row, grandstand records were broken with a total of 59,023 tickets sold. Both Five Finger Death Punch and Pentatonix almost sold out the grandstand.			
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