

Economic Impact of the Pennsylvania's Fair Industry



Prepared for:

Pennsylvania State Association of County Fairs

www.pafairs.org



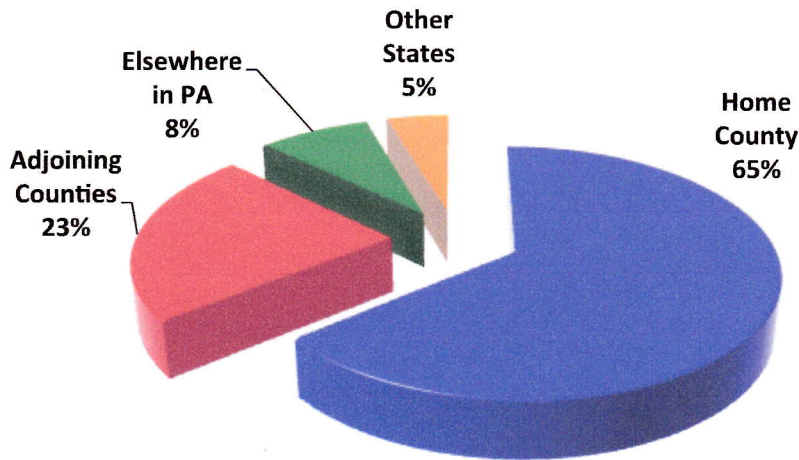
Prepared April, 2013, by Shepstone Management Company, Inc.

ECONOMIC IMPACT OF PENNSYLVANIA'S FAIR INDUSTRY

A Major Part of Pennsylvania Tourism

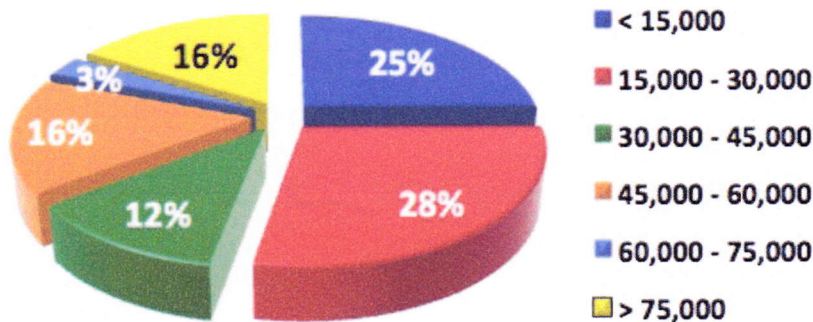
Pennsylvania's county fairs are long-standing tourism enterprises that, for residents and visitors alike, virtually define the character of those communities where they are located. There are 110 fairs spread across the Commonwealth and, while each is unique, they all generators of large amounts of intrastate, as well as interstate tourism.

Origin of Pennsylvania Fair Customers



This chart demonstrates 35% of all fair visitors come from outside the county where they are located, drawing Pennsylvanians and others to those counties to spend money. The volume of visitors to these fairs is also huge. The following chart illustrates.

Pennsylvania Fairs by Annual Visitors

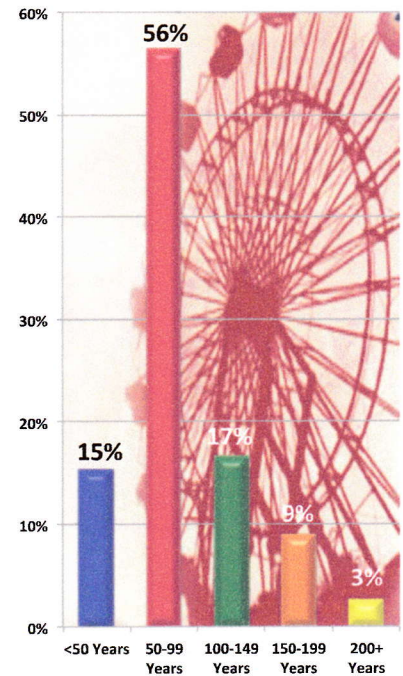


Some 16% of Pennsylvania fairs attract over 75,000 visitors annually and there at least three fairs attracting over 150,000 visitors annually. **Altogether, Pennsylvania's fairs attract over 4.5 million visitors annually.** The average fair pulls in over 41,000 visitors, some 14,350 of these, on average, being out-of-county or out-of-state tourists.

Here for a Long Time

Pennsylvania fairs are important and long-standing community features of the counties where they operate.

Pennsylvania Fairs by Years in Existence



- Oldest fair is the York Fair, established in 1765, some 11 years before the nation
- Some 85% of fairs here for 50+ years
- Typical fair has been around 89+ years.

Fairs are Pennsylvania's original tourist attractions, providing food, entertainment and other tourism services for 247 years.

Fair Products and Services

