

FUN FACTS!

500,000

ANNUAL ATTENDANCE

Over 500,000
(over 8 days!)

90

FIRST FESTIVAL

Held in 1926
(2016 is our 90th Birthday!)

150

PROGRAM

150 events & activities
(85% are FREE!)



AT THE NATIONAL CHERRY FESTIVAL YOU CAN EXPECT:

tart cherries, cherry pie, cherry wine, cherry juice, cherry soda, cherry beer, dried cherries, cherry pits, cherry butter, cherry candy, cherry smoothies, chocolate covered cherries, cherry pancakes, cherry farm market, cherry pie eating contests, cherry farm tours, cherry foodie events, cherry pit spitting, super cherry and um, a lot of cherry related things.



OPERATION OF FESTIVAL

Minimum of 45,000 volunteer hours
are spent each year.

OVER 45,000 HOURS



MARRIED AT THE FESTIVAL

Phil & Patti Lyon were married on the parade route on July 11, 1992. The float, and idea to marry a couple from the farming community, was carefully crafted by the Williams Brothers.



*Sign Up
for Parades!*

Don't forget to check
our site and sign up
to be in one of our
parades!

*** *Come Celebrate* ***
90 YEARS

*** *of* ***

FREE FAMILY FUN

*** *With Us!* ***

JULY 2ND-9TH, 2016

*** *Learn More at* ***

WWW.CERRYFESTIVAL.ORG

SURVEY RESULTS ARE IN!

94%

**OVERALL
SATISFACTION
WITH THE FESTIVAL**

95%

**WOULD
RECOMMEND
THE NATIONAL
CHERRY FESTIVAL**

85%

**VISITED
DOWNTOWN
BUSINESSES!**

A+

**THE NATIONAL
CHERRY FESTIVAL
POSITIVELY
IMPACTED
VISITOR'S
EXPERIENCE:**

When asked "what type of influence did the NCF have on your perception of the Traverse City area", respondents indicated a positive increase of 11% over 2014 findings. More specifically, 85% of respondents indicated that their visit to NCF positively influenced or somewhat positively influenced their perception of the TC area.



MONEY ON THE MIND

In general, those who attended concerts also spent more money on lodging, meals, shopping and transportation outside of the Festival grounds.

CONCERT ATTENDEES SPENT MORE IN TC

\$ ECONOMIC IMPACT \$

TOP 4 WAYS VISITORS SPEND MONEY IN TRAVERSE CITY OUTSIDE OF NCF

1

LODGING

2

MEALS

3

RETAIL

4

TRANSPORT

