



For Immediate Release
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2024 New Mexico State Fair Sets New Attendance Record for 11-Day Event

ALBUQUERQUE, N.M. – A record number of New Mexicans showed up for this year’s New Mexico State Fair to enjoy exceptional food, fun and entertainment and celebrate our state’s agricultural heritage, arts and culture. According to preliminary numbers, 517,926 people attended the 2024 New Mexico State Fair, a new record high since the fair switched to an 11-day format in 2012.

Fair officials attribute the record-breaking attendance to a number of factors including efforts to make the Fair more affordable than ever, with several highly successful flash sales and discount days. Flash sales saw a surge in early ticket purchases while discount days such as \$2 admission and rides on opening day and the ever-popular \$1 day helped drive increased attendance. Graze days on both Thursdays of the fair, where concessionaires offered one menu item for \$5, allowed families to stretch their budgets even further. In addition to these steep discounts, the Megapass pre-sale, outstanding weather and first-rate programming made the 2024 New Mexico State Fair an enormous success.

The 2024 State Fair also featured one of the best rodeo/concert lineups in fair history. The outstanding athletes representing PRCA rodeo along with Jo Dee Messina, Becky G, Brad Paisley, Cole Swindell and Josh Turner brought massive crowds to Tingley Coliseum.

In addition to entertainment, the fair continued its long-standing tradition of showcasing New Mexico’s agricultural and cultural heritage. The 2024 New Mexico State Fair livestock sale set a record for the second-straight year, bringing in \$743,945 in proceeds while the State Fair Powwow in Indian Village and Hispanic Heritage Day in Villa Hispana brought in large crowds of fairgoers eager to celebrate New Mexico’s diverse cultural heritage.

“Due to our focus on safety, affordability and top-notch entertainment, this year was a banner year for the New Mexico State Fair,” said General Manager Dan Mourning. “New Mexicans and out-of-state visitors continue to report high satisfaction with regard to their fair experience, solidifying our status as one of the top fairs in the country. Coming together to celebrate everything that makes New Mexico great is what the State Fair is all about!”

The New Mexico State Fair is pleased to announce next year’s fair dates, which will be Sept. 4-14, 2025.

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