



For Immediate Release
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New Mexico State Fair Experiences Record Attendance Numbers

Over Half a Million People Turned Out to Celebrate the Annual Event's 80th Anniversary

The 2018 New Mexico State Fair came to a close on September 16, 2018 and saw an increase in overall attendance of a little more than 9% over last year's numbers. Preliminary numbers show this year's fair was attended by 504,445 people, as compared to last year's total attendance of 462,104. This is a record attendance level for the New Mexico State Fair, since the implementation of an 11 day fair in 2012.

The 2018 fair included very successful free days for public servants and other honored attendees, such as for law enforcement officers, firefighters and teachers, which were well attended special events. The fair offered numerous discounted days which drew big crowds. Popular discounts such as Dollar Day and the Mega Pass admission and ride wristband pre-sale event, along with the addition of the new \$3 fair food discount initiative, "Graze Days" provided New Mexicans with more opportunities to stretch their fair budgets further. Notable discount days combined with good weather, an improving economy, and first-rate programming made the 2018 New Mexico State Fair a great success.

This was the fourth year of Reithoffer Shows' multi-year contract as the state fair midway operator, and the partnership continues to be very beneficial for the New Mexico State Fair. This year the carnival offered all day ride wrist bands for purchase to include weekends, different from last year when wrist bands could only be purchased on weekdays. Improvements to the midway combined with a large variety of rides, including several new to this year's fair, resulted in high customer satisfaction. This year also marked the debut of the new Sky Ride ski lift system, which is a new permanent fixture to the fairgrounds and proved to be highly popular with both new and seasoned fairgoers. The Sky Ride, which was a \$1.3 million investment made in full by Reithoffer Shows, will run all year during events hosted at EXPO NM.

This year, the New Mexico State Fair created a new park and ride initiative in partnership with the City of Albuquerque, which was also widely successful. The New Mexico State Fair was the first big local event in the state to establish a transportation partnership with Uber for access to the fair and other EXPO New Mexico events, which was positive again this year. The state fair once again partnered with BikeABQ for a bike valet and an increasing number of fairgoers biked to this year's event.

"The New Mexico State Fair was recently ranked the second best overall, and third most affordable state fair in the country, due to our focus on providing reasonably priced, quality entertainment to all fairgoers who visit our grounds," said New Mexico State Fair General Manager Dan Mourning. "New Mexicans and out-of-state visitors continue to report high satisfaction with regard to their fair experience, further solidifying our status as one of the top fairs in the nation. This annual celebration of our great state is something all New Mexicans can be proud of."

The New Mexico State Fair is pleased to announce next year's fair dates, which will be September 5 – 15, 2019.