



WISCONSIN STATE FAIR

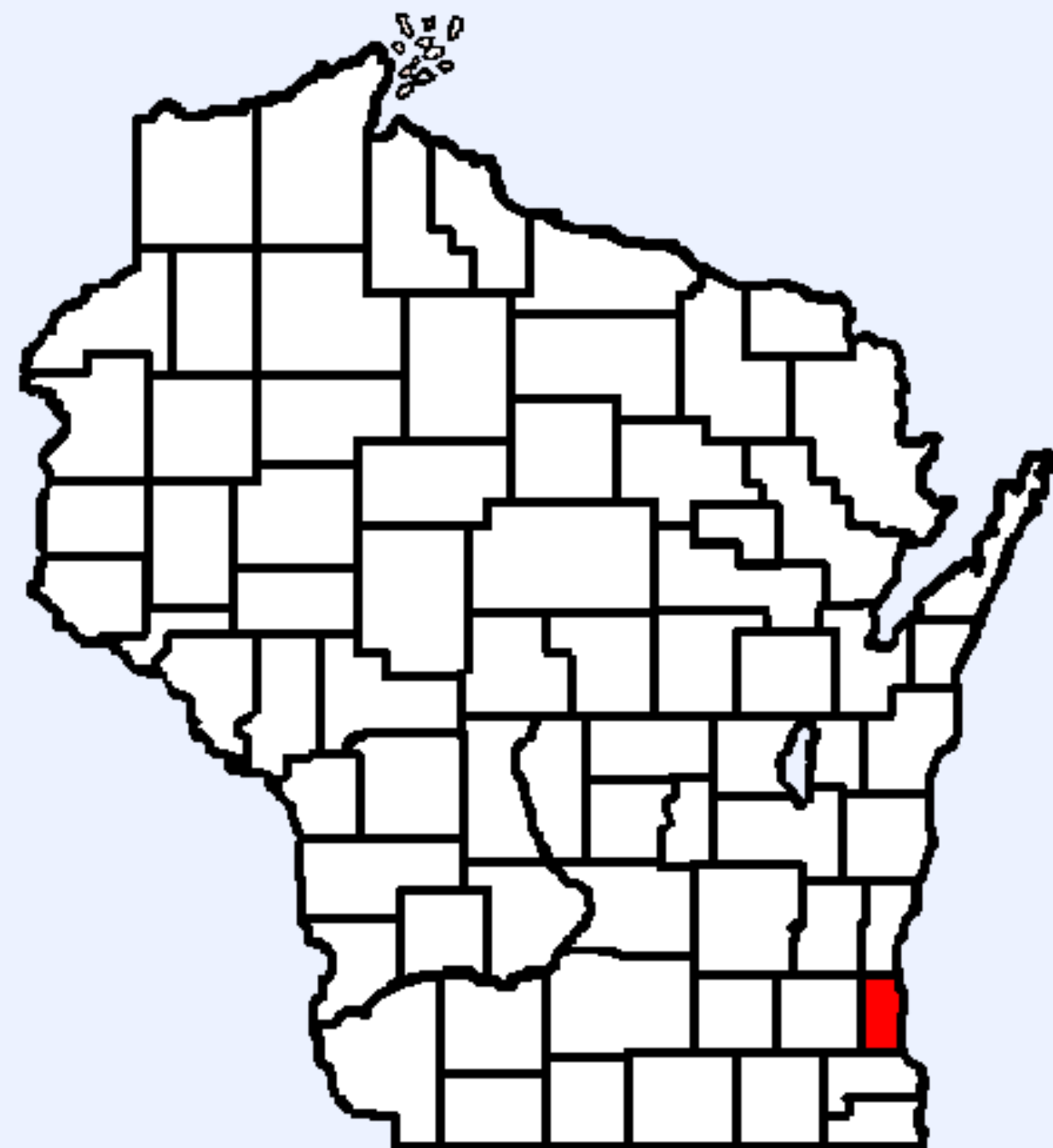
THE FOLLOWING DATA REPRESENTS THE AVERAGE IMPACT OF THE 1 WAF FAIR MEMBER WITH AN ANNUAL ATTENDANCE ABOVE \$1 MILLION

ANNUAL AVERAGE OF
\$371 MILLION

impact on the local economy

WITH AN AVERAGE OF
1,136,800

visitors



AVERAGE FAIR FACTS FOR FAIRS THIS SIZE



10,470 HOTEL ROOM NIGHTS GENERATED



2,864 ONGOING JOBS SUSTAINED



\$127,871,897 WAGES CREATED



ON AVERAGE,
17% OF VISITORS

ORIGINATED FROM OUTSIDE OF A 50 MILE RADIUS

\$8.4 MILLION

AVERAGE FISCAL IMPACT OF EACH FAIR (SALES AND HOTEL TAX REVENUES)

In 2024, the International Association of Fairs and Expositions (IAFE) partnered with Johnson Consulting to measure the economic impact of agricultural fairs and expositions in the United States of America at both national and regional levels. All 74 Wisconsin fairs participated in this study. The numbers found on these pages are from the study.

Want to learn more about Wisconsin fairs?

VISIT WIFAIRS.COM