



# WISCONSIN FAIRS BY THE NUMBERS

THE FOLLOWING DATA REPRESENTS THE AVERAGE IMPACT OF ALL 24 WAF FAIR MEMBERS WITH AN ANNUAL ATTENDANCE OF 25,000 - 100,000

ANNUAL AVERAGE OF

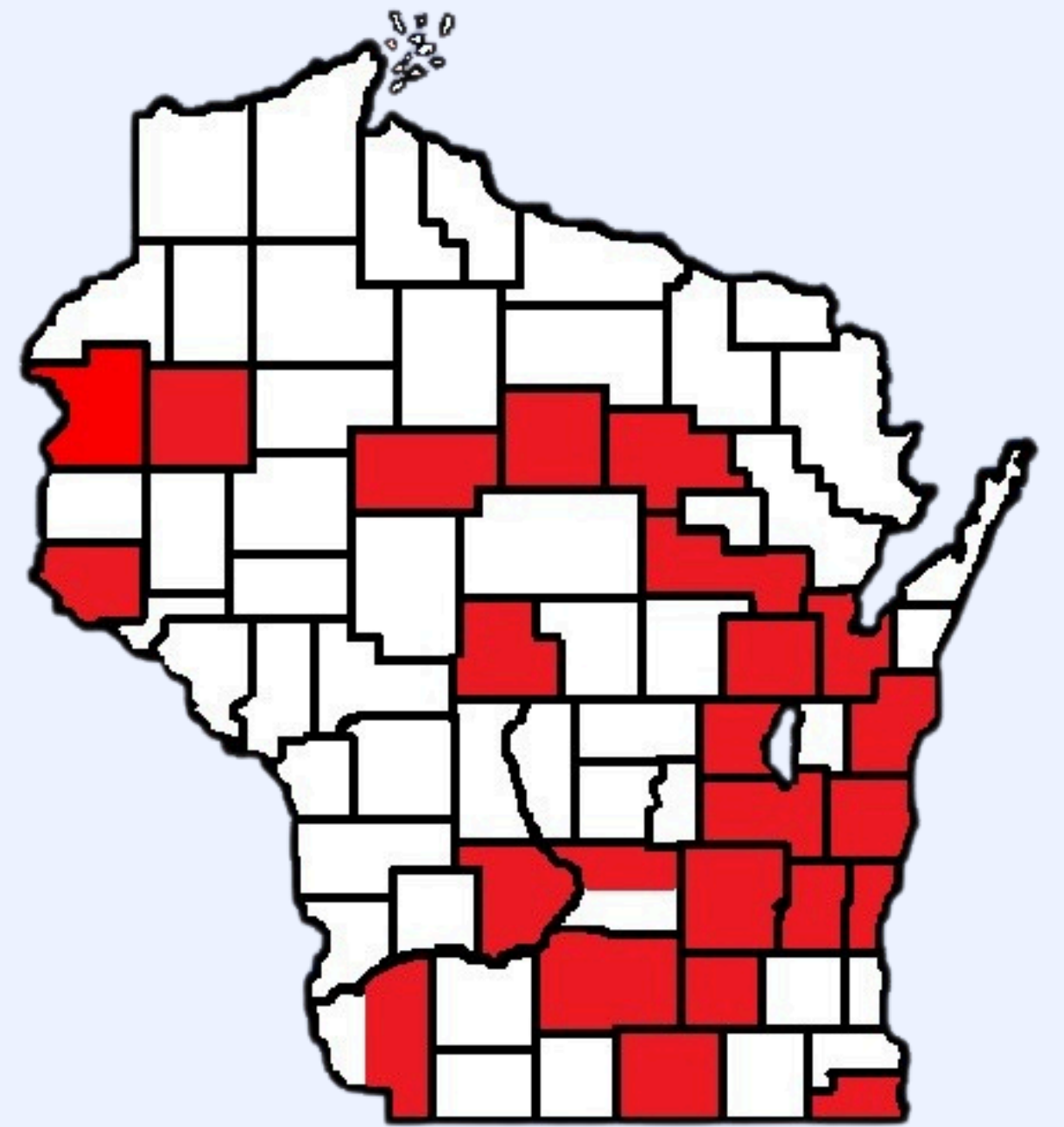
# \$8.7 MILLION

impact on the local economy

WITH AN AVERAGE OF

# 43,333

visitors



## AVERAGE FAIR FACTS FOR FAIRS THIS SIZE



185 HOTEL ROOM NIGHTS GENERATED



66 ONGOING JOBS SUSTAINED



\$2,991,901 WAGES CREATED



ON AVERAGE,  
**11% OF VISITORS**  
ORIGINATED FROM  
OUTSIDE OF A 50 MILE RADIUS

**\$196 THOUSAND**  
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**