

# THE WISCONSIN FAIR INDUSTRY

MAKING A DIFFERENCE IN COMMUNITIES ACROSS THE STATE

*The mission of the Wisconsin Association of Fairs is to provide innovative programming and resources for members to enhance and support the vitality of the fair industry and communities they serve.*



WISCONSIN FAIRS HAVE AN ANNUAL

# \$1 BILLION

impact on the local economy

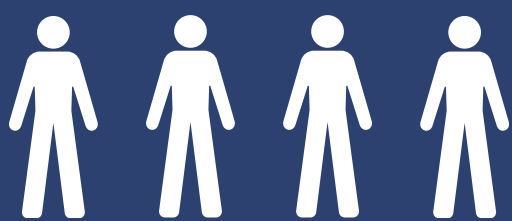
*At a national level, annual fairs have a \$30 billion impact on the local economy.*

HOW MANY FAIRS ARE IN WISCONSIN?

## 74 FAIRS

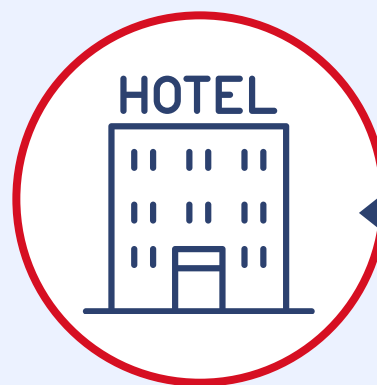
*This includes county, district, and state fairs.*

## 3.4 million VISITORS



*Did you know that means 57% of the population attends a fair?*

MORE WI FAIR FACTS BY THE NUMBERS



48,900 HOTEL ROOM NIGHTS GENERATED



7,800 ONGOING JOBS SUSTAINED



\$348.7 MILLION WAGES CREATED

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**