

2019 Western Montana Fair Revenue and Attendance Stats

** All numbers are provisional and subject to change. A complete review will be conducted after the conclusion of the calendar year.*

Category	2011	2012	2013	2014	2015	2016	2017	2018	Pre-2019 Average	2019	vs 2018	vs Average
Estimated Fair Attendance	59,172	54,040	59,778	59,911	58,147	66,287	86,836	79,889	65,508	77,093	-3.50%	+18%
Concessions Gross	\$420,825	\$401,087	\$447,263	\$419,062	\$371,305.22	\$438,729.06	\$525,013.31	\$501,655.48	\$440,617.55	\$481,815.03	-4%	+9%
Concessions % to WMF	\$75,044	\$71,652	\$76,662	\$71,732	\$65,689.66	\$75,049.12	\$89,038.37	\$85,612.24	\$76,309.92	\$82,923.28	-3%	+8%
Pre-Sale Carnival Gross	NA	NA	NA	NA	\$69,660.00	\$77,280.00	\$102,020.00	\$143,545.00	\$98,126.25	\$114,740.00	-20%	+17%
Carnival Gross	\$267,126	\$245,535	\$314,142	\$335,709	\$327,935.00	\$365,214.00	\$450,604.00	\$396,912.00	\$337,897	\$386,579.00	-3%	+14%
Carnival % to WMF	\$102,344	\$94,793	\$109,535	\$111,727	\$109,733.75	\$119,253.50	\$140,951.00	\$127,028.00	\$114,421	\$123,895.00	-2%	+8%
Beer Gardens % to Fair	\$22,605.08	\$22,008.18	\$23,265.92	\$18,419.81	\$17,761.47	\$18,470.56	\$41,002.65	\$33,168.90	\$24,587.82	\$33,767.30	+2%	+37%
Parking Gross	\$16,084	\$14,805	\$14,758	\$14,857	\$13,584.25	\$14,775.75	\$19,940.10	\$19,435.88	\$16,030	\$18,710.75	-4%	+17%
Nightshow Attendance	14,507	11,906	12,670	10,494	10731	10278	11,361	9719	11,458	8462	-13%	-26%
Sponsorship Dollars	N/A	N/A	N/A	N/A	\$38,000	\$54,000	\$67,470	\$76,197.55	\$58,916.89	\$86,265.00	+13%	+46%
Gate Tickets Sold	27,943	25,766	19,609	19,833	13526	17145	0	0	15,478	0	N/A	N/A
Gate Gross	\$132,422	\$124,089	\$97,811	\$99,375	\$76,333.00	\$98,974.00	\$0.00	0	\$78,626	0	N/A	N/A
Social Media Followers	0	0	0	0	700	3300	4700	6500	1900	8146	+25%	+328%
Exhibit Entries	5433	5415	5915	6190	6546	7052	7290	6377	6277.25	5864	-8%	-7%
Individual Exhibitors	1108	1137	1320	1163	1210	1209	1159	1016	1165	1308	+29%	+12%