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For Immediate Release

Contact: Joseph McDermott
                Executive Director
                308.382.1620

State Fair Attendance Surpasses Last Year

At a news conference this morning (Tuesday) The State Fair attendance was released seeing a 2.5% increase over last year with 361,107 visitors in 2016.
Since 2010, The Nebraska State Fair has been visited by 2,345,429 fairgoers.

Joseph McDermott, executive director of the Nebraska State Fair said, "We couldn't be more pleased with our final numbers. We keep a close eye on the numbers throughout the week, so we knew we were ahead of last year. Happily our second and biggest weekend was also strong to finish up nearly 3%.

Each year, the Nebraska State Fair asks fairgoers to fill out electronic surveys to find out how they feel about the many different aspects of the fair. McDermott said, "From the top line number's we've received thus far, fairgoers overall enjoyment scored a 4.5 out of 5. 45% of our guests attend the fair every year, while 22% attended the fair for the first time this year," McDermott continued, "The number we watch most closely is the percentage of fairgoers that were likely or very likely to enthusiastically recommend The Nebraska State Fair to others. 87.25% said they would indeed tell people what their missing at Nebraska's largest entertainment event. This number is more important to us than attendance. It's the true litmus test to make sure we're moving in the right direction. Happily, it indicates that we are."

McDermott wanted to make one thing clear, "It's important to understand that our success lies at the hands of our staff, our board of directors and our volunteers. Folks don't realize how many hours are put in preparing for the fair, or how many hours it takes to close it all up. Today, everyone is busy taking it all down and putting it away. Once done, we'll start planning for 2017 and how we can make it even better than this year."

The 2017 Dates for the Nebraska State Fair are August 25 through September 4.

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