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ATTENDANCE UP 23% AT 2019 DU QUOIN STATE FAIR, HIGHEST IN FOUR YEARS

Jump in Attendance Follows Increase in Grandstand Ticket Sales, Revenue

DU QUOIN, IL – Nearly 124,000 people attended the Du Quoin State Fair this year, up 23% from last year’s attendance of just over 100,000 people. The attendance is the highest in at least four years.

“The 2019 Du Quoin State Fair was a record hit, with double digit increases in attendance, grandstand ticket sales and revenue – but more importantly, the people of Southern Illinois had a great time enjoying everything the fair had to offer,” said Governor JB Pritzker. “My administration has invested in improving the Du Quoin fairgrounds, and I’m committed to making this historic fair successful for decades to come, so that this economic engine can continue to benefit not only Du Quoin, but all of Southern Illinois.”

“This year’s success at the Du Quoin State Fair is humbling as we work to bring the fair back to what I remember as a kid,” said Josh Gross, Du Quoin State Fair Manager. “The fair was an event that you circled on your calendar and something you would never miss. Our goal is to bring it back to a can’t miss event, and the jump in attendance we’ve seen shows we’re moving in the right direction.”

The increased attendance follows a key decision by fair officials this year to cut the \$2 admission cost, making it free for all to attend. Other indicators also demonstrate the fair’s improvements this year. The grandstand saw a 26% increase in tickets sales and 37% increase in revenue this fair season, generating more than \$97,000. The 2020 Du Quoin State Fair will run August 28-September 7.

| | Fri | Sat | Sun | Mon | Tues | Wed | Thurs | Fri | Sat | Sun | Mon | Total | % increase |
|-------------------|------------|------------|------------|------------|-------------|------------|--------------|------------|------------|------------|------------|----------------|-------------------|
| 2019 | 12,148 | 18,291 | 11,165 | 7,385 | 8,064 | 8,130 | 7,934 | 9,737 | 17,799 | 13,960 | 8,949 | 123,562 | |
| 2018 | 12,350 | 14,081 | 9,315 | 4,399 | 6,125 | 4,929 | 5,159 | 8,101 | 15,685 | 12,577 | 8,091 | 100,812 | |
| Comparison | -202 | 4,210 | 1,850 | 2,986 | 1,939 | 3,201 | 2,775 | 1,636 | 2,114 | 1,383 | 858 | 22,750 | 23% |

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