



NEWS RELEASE

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For Immediate Release:

Oklahoma State Fair Generates \$89 Million for OKC in September

Oklahoma City, OK – The 2024 Oklahoma State Fair ran Thursday, September 12 through Sunday, September 22 at the OKC Fairgrounds. The 2024 State Fair theme was LET'S GO AGAIN, referencing the vast number of attractions on offer at the event which fairgoers would need multiple visits to experience in their totality.

The State Fair opened with five days of *Disney On Ice presents Magic in the Stars* performances in the Jim Norick Arena, offering a total of nine shows from September 12 through 16. Fairgoers also enjoyed the thrilling Hoofs & Horns Spectacular, produced in partnership with the Beutler & Son Rodeo Company on September 20 and 21, also in the Jim Norick Arena. Music lovers came from far and wide to enjoy the nightly concerts on the Chickasaw Country Entertainment Stage. Fairgoers enjoyed all the definitive Fair delights such as incredible food, exciting rides, and shopping vendors selling any item imaginable. Additionally, visitors enjoyed a surplus of new attractions including Taste of the Fair Tuesday, OK!toberfest at the Oklahoma State Fair, Bison Experience, poultry shows, and so much more.

Oklahoma City experienced above average heat for the majority of the 11-day event, with temperatures topping out well over 90 degrees on many days with little cloud cover including a heat index of 105 degrees on the second Thursday. The final day of the event was plagued with heavy rains and lightning, resulting in multiple temporary suspensions of outdoor activities including the carnival. Attendance was down approximately 10 percent due to the extreme heat as well as implementation of the youth attendance policy, which required a parent, legal guardian or a chaperone for those under 18 years of age after 5 p.m. The youth attendance policy proved successful in 2024 by reducing the presence of unaccompanied minors on the grounds during evening hours. Approximately 800,000 visitors took to the Fairgrounds for the 2024 Oklahoma State Fair. Twenty-five percent of visitors came from out-of-town for the event, while 75 percent were locals, producing an economic impact of \$89 million in direct spending into the Oklahoma City economy.

For more information regarding the September event, or any upcoming months, please contact the OKC Fairgrounds Office at 405-948-6700. To stay up-to-date on all the OKC Fairgrounds has to offer, visit www.okcfairgrounds.com, like us on [Facebook](#), and follow us on [X](#) and [Instagram](#).

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