

Pine County Fair: Attendee and Participant Assessment and Economic Value

Xinyi Qian, Ph.D., Tourism Center & Brigid Tuck, M.S., Extension Center for Community Vitality



Background

Pine County Fair:

- Demolition Derby as the biggest draw
- Features 4-H exhibits, talent shows, live music, & kids activities
- A new beer garden & event center in 2017

Fair board contracted with Extension to survey attendees, derby participants, vendors & businesses to:

- Estimate the fair's economic value
- Assist management decisions
- Continue to improve the fair

Methods

Study setting About 40,000 attendees
Five days—1st week of August

Sampling Convenience sampling
1,065 attendee surveys
24 business surveys
40 vendor surveys

Data collection Intercept survey: attendee & Derby
Online survey: business & vendor

Questionnaire Attendee characteristics
Travel party & trip profile
Expenditure & most enjoyable aspects
Vendor & business revenue

Analysis Descriptive & inferential statistics in SPSS (version 24.0)

Key Findings

Table 1: Attendees' place of origin (n=996)

Top 5 counties		Top 5 zip codes	
County	%	Zip code	%
Pine	56	55063 (Pine City)	39
Chisago	7	55037 (Hinckley)	5
Isanti	5	55007 (Brook Park)	4
Anoka	5	55069 (Rush City)	3
Kanabec	4	55051 (Mora)	3



Fig. 1: % of repeat attendees (n=1058)



Fig. 2: Average # days to visit the fair (n=1036)



Fig. 3: % of attendee survey respondents who were satisfied or very satisfied (n=1039)

Table 2: Average daily attendee spending at Pine County Fair

Spending categories	Mean (\$)
Food and beverages on Fairgrounds	13.60
Grandstand events	6.50
Carnival	3.20
Food and beverages off Fairgrounds	2.80
Transportation	2.20
Merchandise on Fairgrounds	1.90
Lodging	1.80
Retail purchases off Fairgrounds	1.70
Other	1.40
Total	35.10

A total of \$140.4 for a family of four.

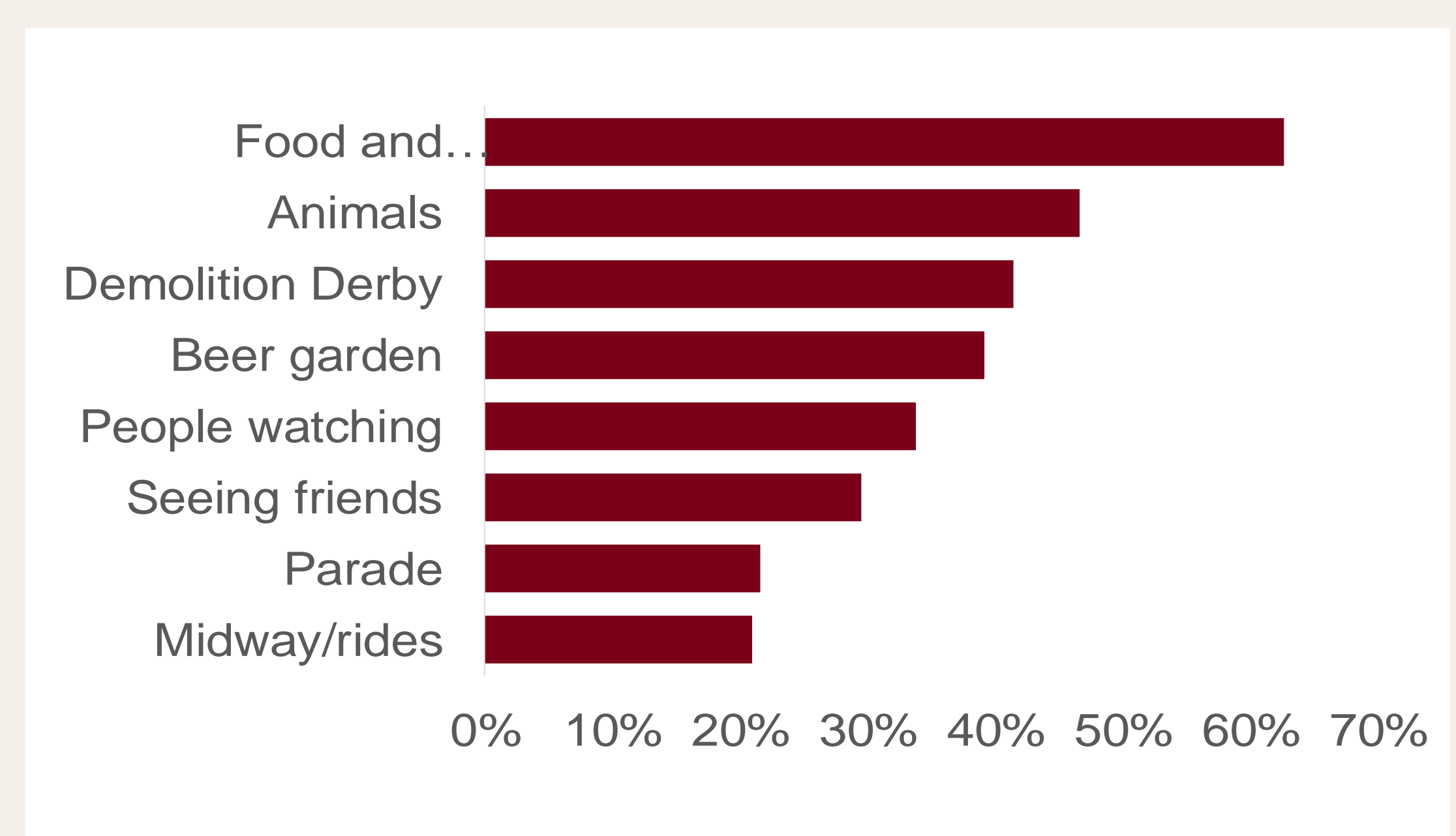


Fig. 4: What attendee survey respondents enjoyed at the fair (n=1058)

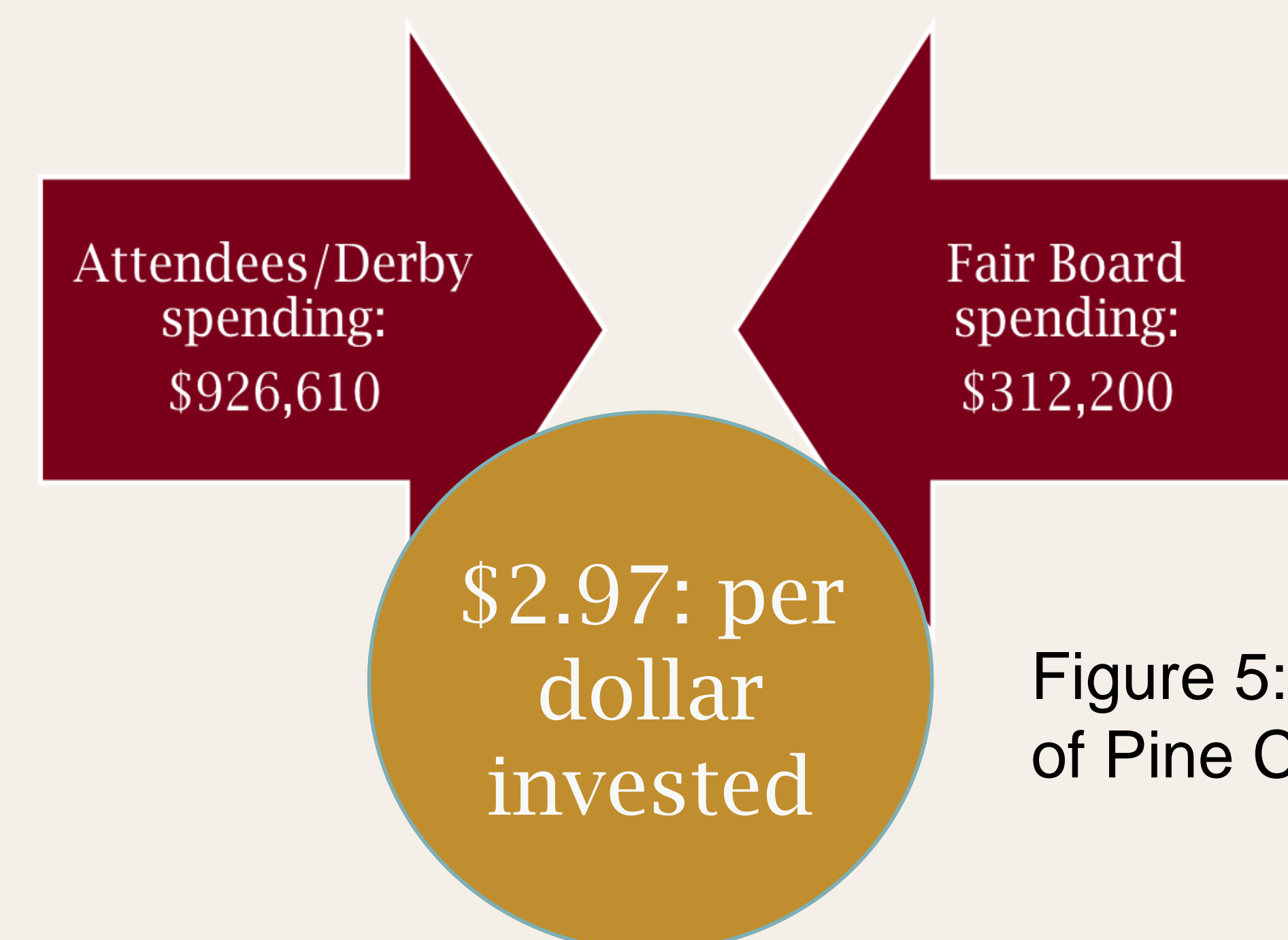


Figure 5: Economic value of Pine County Fair

Discussion

Attendees' spending:

- Big economic contribution
- Opportunity for more spending in surrounding community

Audience:

- Royal repeat attendees who attend multiple days
- Advertising opportunities in northern Metro Area

Most enjoyable attributes at the Fair:

- Maintain quality and variety of food & beverages
- Three significant parts of fair: Animals, Demolition Derby, & Beer Garden
- Social aspects: people watching & seeing friends

Future improvements:

- Infrastructure: better & safer parking, wheelchair friendly, more benches & bathrooms, cleaner garbage cans
- Activities & rides for smaller children
- Acoustics in various parts of the fair