

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers



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research

2017 STATE FAIR OF TEXAS

Dallas, Texas

September 29 - October 22, 2017



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- P2 Highlights
- P3 Event Experience
- P5 Sponsors and Brand Activations
- P9 Truck Zone Exhibits
- P11 Indoor Auto Show Exhibits
- P13 Beverage Consumption
- P14 Product and Brand Preferences
- P20 Demographics
- P21 Tourism and Economic Impact
- P23 Comments and Methodology

Most popular reasons for attending

- 1 To eat a meal or try new food
- 2 To socialize with friends and family
- 3 For midway rides and games

Top on-site beverages consumed

- 1 Bottled water
- 2 Soda or soft drinks
- 3 Beer

Most popular Main Stage performers

- 1 La Mafia
- 2 Los Trailereros del Norte
- 3 Flo Rida with Macy Kate

Most appreciated Truck Zone exhibits

- 1 Chevrolet
- 2 Nissan
- 3 Ford

Most recalled sponsors

- 1 Chevrolet
- 2 Ford
- 3 Dr Pepper

Preferred brands

- Auto insurance: Allstate
- Wireless service provider: AT&T
- Liquor or spirits: Crown Royal whisky

Most visited brand activations

- 1 Kids' Boardwalk by McDonald's
- 2 Texas Lottery Luck Zone
- 3 Mattress Firm

Tourism and economic impact

- Percentage non-local: 18%
- Estimated hotel room nights: 55,200
- Estimated economic impact: \$67.2M

Most appreciated brand activations

- 1 Kids' Boardwalk by McDonald's
- 2 Community Coffee
- 3 Chevrolet Ride & Drive

Best attendee comments

- "The State Fair was our first date and have attended every year for 26 years."
- "If I had to choose between the Fair and Christmas, I would choose the Fair!"
- "We drive to Dallas from Missouri every year just for the fair!"

Comments from Attendees

PREVIEW
VERSION

"Build an app to use in place of food and ride coupons."

"Great fireworks during Illumination Sensation show."

"I am from Puerto Rico and the Fair helped me have a happy day after the hurricane Maria."

"I just relocated from California and the Fair is the best I've experienced. The lights were breathtaking and the workers so courteous and warm."

"I just want to thank everyone who puts this together because y'all are the best! So many memories and memories in the making."

"I love the atmosphere of the fair, the cooler weather, smells of foods and nature and sounds of the crowd. It's very soothing and I love to watch people!"

"I love the changes at the fair: the new Texas theme, lights in the park, and parade too."

"I miss the bird show. I like the replacement show but not as much."

"I wish people working there would get more training. I was lied to and cursed at by one of the booth workers. It was a horrible experience especially in front of my kids."

"Keep the TX-OU game there!"

"Loved the extreme sports at the Fair!!"

"My mom won in 2 categories in the creative arts competition!"

"Please do not allow the Chinese junk shops to have space in the craft tents."

"Riding the DART is the only way to go to the Fair! Doing this made the experience 100% better!"

"Shiner Bock Beer is made in Texas and should not be sold as 'Imported Beer!'"

"The State Fair was our first date and have attended every year for 26 years except last year when I had a broken knee cap!"

"This was my 64th year. If I had to choose between the Fair and Christmas, I would choose the Fair!"

"We appreciated the time we went. My husband just lost his mother and enjoyed the memories of going with her."

"We drive to Dallas from Missouri every year just for the fair! Thanks for keeping it safe for families to enjoy."

"We had the same amount of people and we do the same thing each year. But this year we spent more money on coupons!"

