

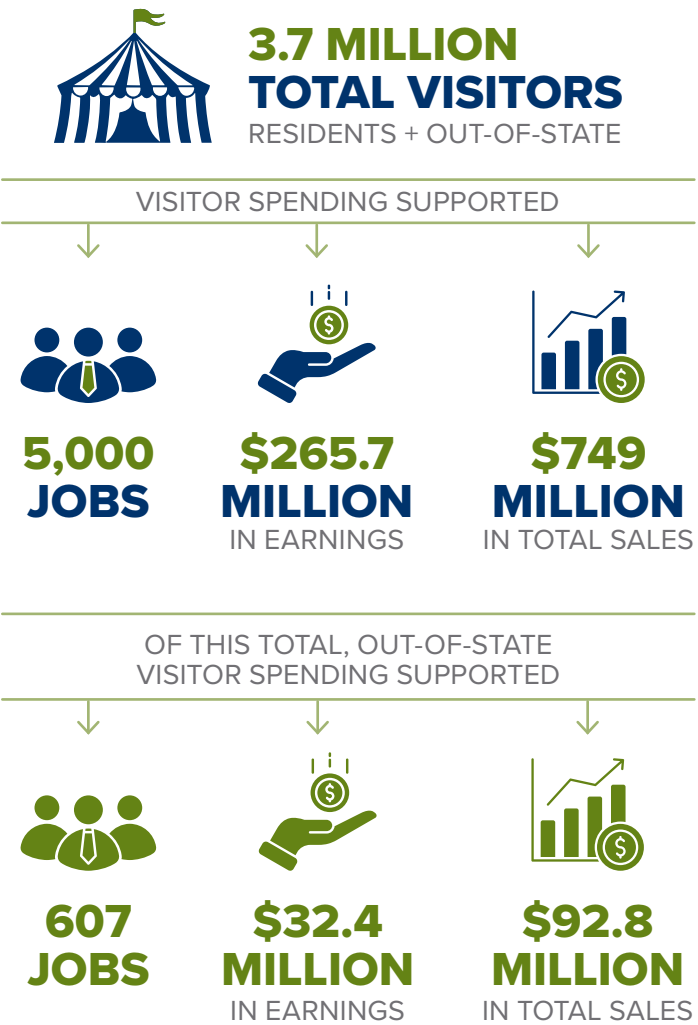
# EXECUTIVE SUMMARY

New York State’s network of agricultural county fairs represents a vital cultural and economic asset that supports thousands of jobs, generates millions in household income, and contributes significantly to local and state tax bases. Beyond their traditions of agriculture, education, and community, county fairs and their fairgrounds sustain year-round economic activity through fair-week operations, off-season events, and related enterprises such as carnivals and vendors.

## STATEWIDE ECONOMIC IMPACT

In 2024, New York’s county fairgrounds collectively **welcomed an estimated 3.7 million visitors**, including both resident and out-of-state attendees drawn to fair-week activities and off-season events. Together, their spending generated significant economic activity across the state. **Visitor spending**—on admissions, food and beverages, retail purchases, lodging, and transportation—**supported approximately 5,000 jobs, \$265.7 million in labor income, and \$749.0 million in total sales** across industries such as hospitality, entertainment, and retail.

Of this total, out-of-state visitors accounted for **new economic activity** flowing into New York. The spending that they brought to the state in 2024 **supported an estimated 607 jobs, \$32.4 million in earnings, and \$92.8 million in sales**, reflecting the fairs’ vital role as tourism generators that expand local economies beyond their immediate regions.



## CARNIVAL CONTRIBUTIONS

Carnival operators and vendors associated with county fairs further enhance economic output. In 2024, carnival operations supported **an estimated 126 jobs, \$7.2 million in earnings, and \$20.0 million in total sales**. These activities represent an important segment of the fairs’ broader economic ecosystem, generating temporary employment and spending across multiple counties.



## FISCAL IMPACTS

The fiscal benefits of county fairs extend to both state and local governments through sales tax revenue. Total taxable spending linked to fairs and fairground operations **generated an estimated \$31.2 million in new sales tax revenue in 2024**. Of this total, \$15.6 million was retained by counties.

