



## SOUTH DAKOTA DEPARTMENT OF AGRICULTURE NEWS RELEASE



**For Immediate Release:** October 18, 2017  
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### **SD State Fair Sees Increased Attendance**

HURON, S.D. – The 2017 South Dakota State Fair saw increased numbers with 211,843 attending the five-day event. Attendance was up slightly from last year and the highest number on record since 1996, when the fair was seven days long.

“I credit the rise to not only increased camping numbers and a solid grandstand lineup, but also the fact that we had a well-rounded fair that made South Dakotans want to come take in a day or two. Plus, our exhibitor numbers were strong,” commented Peggy Besch, South Dakota State Fair manager. “It’s exciting to see shoulder-to-shoulder crowds during the fair. We are proud of the fact that we had a strong fair and were able to post increases in various areas.”

The South Dakota State Fair hosted 1,955 campers, resulting in an increase in camping revenue by 6.6 percent.

Other increases include a 20 percent increase in grandstand tickets sold and a 25 percent increase in grandstand ticket revenue. Carnival revenue was up by 4.7 percent. Total revenue for the South Dakota State Fair was up by over \$200,000.

Youth participation at the South Dakota State Fair increased as 4-H static exhibits were up by 6.4 percent, 4-H livestock exhibits were up 2.8 percent and FFA entries were up 3.7 percent.

The 2017 SD State Fair ran from Thursday, Aug. 31, through Monday, Sept. 4. Channel Seeds Preview night was Wednesday, Aug. 30. This year’s theme was “Seriously Twisted Fun.” The 2018 SD State Fair is scheduled for Thursday, Aug. 30 – Monday, Sept. 3. For more information on State Fair events, contact the Fair office at 800-529-0900, visit [www.sdstatefair.com](http://www.sdstatefair.com) or find them on Facebook or Twitter.

Agriculture is a major contributor to South Dakota’s economy, generating \$25.6 billion in annual economic activity and employing over 115,000 South Dakotans. The South Dakota Department of Agriculture’s mission is to promote, protect and preserve South Dakota agriculture for today and tomorrow. Visit the SDDA online at [www.sdda.sd.gov](http://www.sdda.sd.gov) or find us on Facebook, Twitter or Instagram.