



STRONG START AND END TO 2015 FAIR AT THE PNE DAMPENED BY STORMY WEATHER

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For Immediate Release

Vancouver, B.C.- A strong final four days of the 105th annual Fair at the PNE helped push attendance of the beloved event over the 678,000 mark, down 10% to the projected attendance.

“The first five operating days of the Fair saw the strongest attendance in a decade,” says PNE President and CEO Mike McDaniel. *“We were tracking to have the best attendance in recent memory, but the wet weather that set in on the first Friday brought the coldest days in the city since spring. Of course we do expect some rain during the Fair, but did not anticipate the impact that would be felt across our region after the rain hit Friday, the winds hit Saturday and the turbulent weather continued until the following Thursday.”*

Positive excitement around this year’s Fair drew 238,530 guests in the first 5 days, over 22,500 more guests than the anticipated 5-day attendance of 216,000. Over the August 28th – September 3rd period of extremely cold and wet weather and the worst windstorm in the region’s history knocking out power to 710,000 lower mainlanders, the Fair lost over 100,000 visits to its anticipated budget.

With a strong closing weekend highlighted by a free admission promotion on Sunday, September 7th, the Fair made up some ground, finishing 10% behind its ten-year average attendance of 760,000 attendees. The final attendance of the 2015 Fair at the PNE was 678,193.

“If we would have continued along the lines of the opening five days we would likely have exceeded our ten year average by approximately 10%,” says McDaniel. *“We’re happy that so many people responded so positively to our 2015 programming, but it’s fair to say every aspect of the event will be analyzed as part of this year’s debrief.”*

Attendance numbers by day show the impact of the storm on the event:

Date	10 year attendance trend	2015 Attendance
August 22, 2015	35,000	39,521
August 23, 2015	35,000	37,921
August 24, 2015		
August 25, 2015	65,000	70,587
August 26, 2015	40,000	46,171
August 27, 2015	41,000	44,330
August 28, 2015	47,000	23,730
August 29, 2015	52,000	33,707
August 30, 2015	52,000	49,131
August 31, 2015		
September 1, 2015	45,000	20,083
September 2, 2015	50,000	22,954
September 3, 2015	55,000	42,655
September 4, 2015	62,000	58,506
September 5, 2015	63,000	62,452
September 6, 2015	63,000	70,681
September 7, 2015	55,000	55,764
	760,000	678,193

Longtime PNE concessionaire Boyd Newton of One Sweet World said the Fair rebounded well once the adverse weather gave way, *“The opening five days and closing four were very strong. Unfortunately the six days of the storm took their toll, but we recognize we can’t control the weather.”*

2015 was the third year of a five-year plan to re-energize The Fair at the PNE. Successes of 2015 included an overwhelmingly positive response to The Magical History Tour, A Beatles Exhibition; The Broadway Musical Peter Pan Starring Cathy Rigby; Summer Night Concerts including Boyz II Men, the Beach Boys, and Hall and Oates; and the Superheroes Discovery Centre and Dinosaurs Alive!

Planning is now fully underway for the 2016 Fair at the PNE. For more information visit: www.PNE.ca.

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit organization dedicated to providing over 3 million visitors a year with first-class cultural, sporting and family entertainment events. Founded in 1910, the PNE operates from a 114-acre site at Hastings Park, a multi-facility venue in Vancouver where the organization operates four activity streams: an annual 15-day Fair, Playland Amusement Park, maintenance and care of the Hastings Park site and management of the site’s year-round facilities. These facilities are utilized to celebrate a variety of hockey, amateur sporting, music, community, social, cultural and commercial events throughout the year.

For more information, please contact:

Laura Ballance
Media Relations
Pacific National Exhibition
604.771.5176 (cell)
Laura@LBMG.ca

Stacey Cheverie
Media Relations
Pacific National Exhibition
778.989.1469
SCheverie@LBMG.ca