



Media Advisory

## **2024 CNE Attendance Surpasses Expectations**

Nearly 1.5 million people attended the 145<sup>th</sup> edition of Ontario's favourite fair

Toronto, ON (September 19, 2024) – The summer festival season ended on a high note for the Canadian National Exhibition with final attendance numbers surpassing expectations. Big crowds were forecasted for the Labour Day weekend which organizers hoped would tip the scales to 1.4 million visitors in total, following a slow start that was hampered by bad weather. After weeks of gathering ticket redemption through the CNE's online and gate ticket sales as well as through retail, promotional, and community partners, the final official tally for this year's CNE from August 16 – September 2, 2024, came in at **1.49 million visitors**.

Organizers predicted approximately 300,000 visitors over the last four days of the CNE, traditionally capped off by the Canadian International Air Show. Actual attendance from the weekend of Aug. 30 – Sept. 2, was closer to 450,000 visitors - one of the highest attended weekends in recent years; and surpassing pre-pandemic attendance in 2019 of 1.46 million.

In 2023, CNE attendees spent more than \$210 million dollars in the GTA. There are 110 vendors in the Food Building, more than 100 concessions and games in the Midway, and over 700 indoor and outdoor retail vendors that rely on the CNE as a significant contributor to their sales and revenue.

The CNE annually generates an economic impact of approximately \$112 million for the Greater Toronto Area and \$143 million for the province of Ontario each year (when in operation).

Plans for the upcoming Canadian National Exhibition are already underway, set for August 15 – September 1, 2025.

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