

TEXAS AUTO SHOW

EST. 1913



TXAS



2019 | SHOW
REPORT





HOWDY FOLKS! FROM THE TEXAS AUTO SHOW

The 2019 Texas Auto Show was one for the record books. As an integral part of the annual State Fair of Texas, the TXAS enjoyed a huge audience throughout its 24-day showcase.

The 2019 Texas Auto Show attracted approximately 2.2 million people, equating to 90% of the Fair's total attendance of more than 2.5 million fairgoers.

IMPROVEMENTS

With 297,000 square feet of exhibit space across three indoor and outdoor areas in the Texas Auto Show, our improvements in 2019 focused on increasing the Show's overall visibility on the Fairgrounds and providing navigational ease for guests traveling to, and throughout, the display areas.

Expanded indoor and outdoor directional signage displayed a comprehensive map of the Show's footprint, allowing visitors to easily pinpoint their current location within the Show and then find the next vehicle on their shopping list. Additional interior lighting was installed to evenly illuminate every inch of the indoor show rooms.

PUBLIC RELATIONS

The State Fair and TXAS's public relations team continues to develop outreach plans that target media outlets beyond the auto industry. In 2019, the Texas Auto Show garnered more than \$46.7 million in earned media, reaching an international audience of more than 797 million and making headlines in 20 different countries throughout the world. In addition to TXAS-specific coverage, the Show maintains a presence in the State Fair of Texas' year-round publicity, which received a year-end total of more than \$1.2 billion in earned media and reached an international audience of more than 7 billion.

MARKETING

The Show uses a cross-platform approach for marketing and promotions. In addition to its dedicated social media channels, email marketing, outdoor digital creative, and website, the Texas Auto Show leverages opportunities for engagement across the broader State Fair with audiences. Through both brand-dedicated campaigns on TXAS channels and placements in high-traffic areas of State Fair of Texas communication, the Texas Auto Show generated more than 62.8 million impressions during September and October of the 2019 Fair season.

Since its establishment in 1913, the Texas Auto Show has engaged millions of attendees through its unique atmosphere on the State Fair of Texas grounds. The 106-year show continues to grow to meet consumer and manufacturer needs, while maintaining its historic importance and Texas-sized personality.





Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life. Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

WHO ATTENDS THE TEXAS AUTO SHOW?



GENDER

58% FEMALE
42% MALE



AVERAGE HOUSEHOLD INCOME

\$79,000



HOUSEHOLD INCOME **>100,000**

21.7% OF AUDIENCE



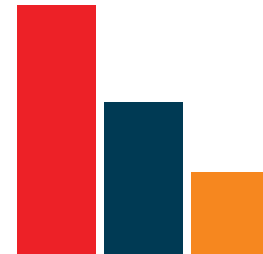
EDUCATION

**48% HAVE A COLLEGE
DEGREE OR HIGHER**



ETHNICITY

44% CAUCASIAN
30% HISPANIC
10% AFRICAN AMERICAN
4% ASIAN AMERICAN
7% OTHER
5% NO ANSWER



AGE

18 TO 34 - 46.4%
35 TO 54 - 27.4%
55 TO 60+ - 16.7%

**73.8% OF TEXAS VISITORS
ARE BETWEEN 18 & 54**

**TX
AS**

2019 ATTENDANCE

From first-time visitors to lifelong fans, people from all walks of life came to celebrate the Lone Star State at the State Fair of Texas. Attracting a grand total of 2,514,637 fairgoers throughout the 2019 event, we hosted an average daily attendance of more than 104,000 guests. **Of the 2.5 million that attended the State Fair, 90% visited the Texas Auto Show. That's roughly 2.2 million potential customers!**

MORE THAN
2.2 MILLION
PEOPLE
VISITED THE
TXAS

4.5 STAR RATING
OF THE SHOW BY ATTENDEES
ON A SCALE OF 5

2,514,637 FAIR VISITORS
THAT'S A LOT, Y'ALL!



**TX
AS**

INTENT TO PURCHASE OR LEASE



40%
OF TEXAS VISITORS
INTEND TO PURCHASE OR
LEASE WITHIN THE
NEXT 1 TO 6 MONTHS

22% 12 MONTHS

14% 3-6 MONTHS

4% NEXT 30 DAYS



TEXAS AUTO SHOW PUBLICITY OVERVIEW

**PUBLICITY
VALUE**

\$46,691,732



AUDIENCE REACH

797,567,646

- **ONLINE NEWS**
- **BROADCAST**
- **RADIO**

SOURCE: CRITICAL MENTION



**STATE FAIR OF TEXAS
MEDIA IMPRESSIONS**

The TXAS maintains a presence in the Fair's year-round publicity, which had a 2019 year-end total of more than \$1.2 billion in earned media and an international audience reach of more than 7 billion.

ONLINE BY THE NUMBERS

166,122,649

Total Online News Audience

\$6,403,985

Total Online News Publicity



SOCIAL

The Show had a comprehensive social campaign to build a following and showcase the manufacturers and activities within the TXAS footprint. Posts are across Twitter and Instagram as well as showcased on the State Fair social channels.

Social media campaigns for the Texas Auto Show generated more than 200,000 impressions on Instagram and Twitter.



WEBSITE

40K SESSIONS

99K PAGEVIEWS





Marketing and promotion for the Texas Auto Show uses a combination of dedicated communication channels for the Show and the passionate, fan following of the State Fair of Texas. By leveraging both opportunities, the Show is able to reach car enthusiasts and promote engagement to the extended fan base of the Fair. The Auto Show receives millions of impressions from the Fair’s website, visitor’s guide, social media, and email marketing efforts that drive attendees to the three Texas Auto Show locations.

EMAIL

The Show was highlighted in four of the State Fair of Texas email “Fair Guides.” In total the Show received 1.15 million impressions in the month of October.



OUTDOOR

The Texas Auto Show was showcased in creative on 215 digital billboards throughout North Texas during the course of five weeks starting in late September. Creative for the Show was in rotation on each of the billboards for a total of 61.7 million impressions.



**TX
AS**

TEXAS AUTO SHOW HIGHLIGHTS





Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations.



The logo for the Texas Auto Show, featuring the letters 'TX' stacked above 'AS' in a white, bold, sans-serif font on a red square background.

JOIN US IN 2020!

A decorative graphic on the right side of the header, consisting of a dark blue background with white diagonal stripes and horizontal lines.The Texas Auto Show logo, featuring the words 'TEXAS' and 'AUTO SHOW' in a bold, blue, sans-serif font, with 'EST. 1913' in a smaller font below, flanked by two horizontal lines.

The Texas Auto Show has always been one of the highest attended auto shows in the country. As a part of the annual State Fair of Texas, the TXAS's advantageous location inside the fairgrounds draws people from around the world. More than 90% of fairgoers visit the Auto Show each year. In 2019, the Texas Auto Show attracted an attendance of more than 2.2 million people throughout the Fair's 24 days.

Planning is currently underway for the 2020 Texas Auto Show, with more updates and enhancements to come. We would love to hear from you while space is still available. We would love to hear from you while space is still available, and hope you will join us in 2020!

A handwritten signature in blue ink that reads 'Kelly Pound'.

KELLY POUND

Director - Exhibits

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A decorative graphic at the bottom of the page, consisting of a red background with white diagonal stripes.