

TEXAS AUTO SHOW

— EST. 1913 —



TXAS



2021 | **SHOW
REPORT**



HOWDY FOLKS! FROM THE TEXAS AUTO SHOW

The 2021 Texas Auto Show (TXAS) 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 2021 Texas Auto Show attracted approximately 2 million people, equating to 90% of the Fair's total attendance of more than 2.2 million fairgoers.

IMPROVEMENTS

Despite the cancellation of the 2020 State Fair of Texas, the State Fair team was thrilled to be able to host a 2021 Fair. Committed to providing the safest possible environment to our exhibitors and fairgoers, the 2021 Texas Auto Show made its return to in-person events.

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 2021, the Texas Auto Show garnered more than \$1.3 million in earned media, reaching an international audience of more than 704 million and making headlines in 10 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 \$75.97 million in earned media and reached an international audience of more than 38.86 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 2021 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 108-year Show continues to grow to meet consumer and manufacturer needs, while maintaining its historic importance and Texas-sized personality.



Attendees of the Texas Auto Show at 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



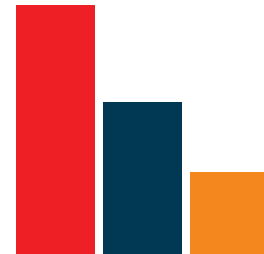
EDUCATION

**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**



2021 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 2,202,689 fairgoers throughout the 2021 event, we hosted an average daily attendance of more than 91,780 guests. **Of the 2.2 million that attended the State Fair, 90% visited the Texas Auto Show. That's roughly 2 million potential customers!**

MORE THAN
2 MILLION
PEOPLE
VISITED THE
TXAS

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

2,202,689 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



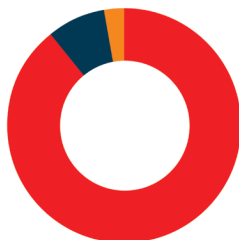
**TX
AS**

IN THE NEWS

TEXAS AUTO SHOW PUBLICITY OVERVIEW

PUBLICITY VALUE

\$1,312,200



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

AUDIENCE REACH

707,410,000

SOURCE: CISION



STATE FAIR OF TEXAS MEDIA IMPRESSIONS

The TXAS maintains a presence in the Fair's year-round publicity, which had a 2021 year-end total of more than \$75.97 million in earned media and an international audience reach of more than 38.86 billion.

ONLINE BY THE NUMBERS

38,480,000,000

Total Online News Audience

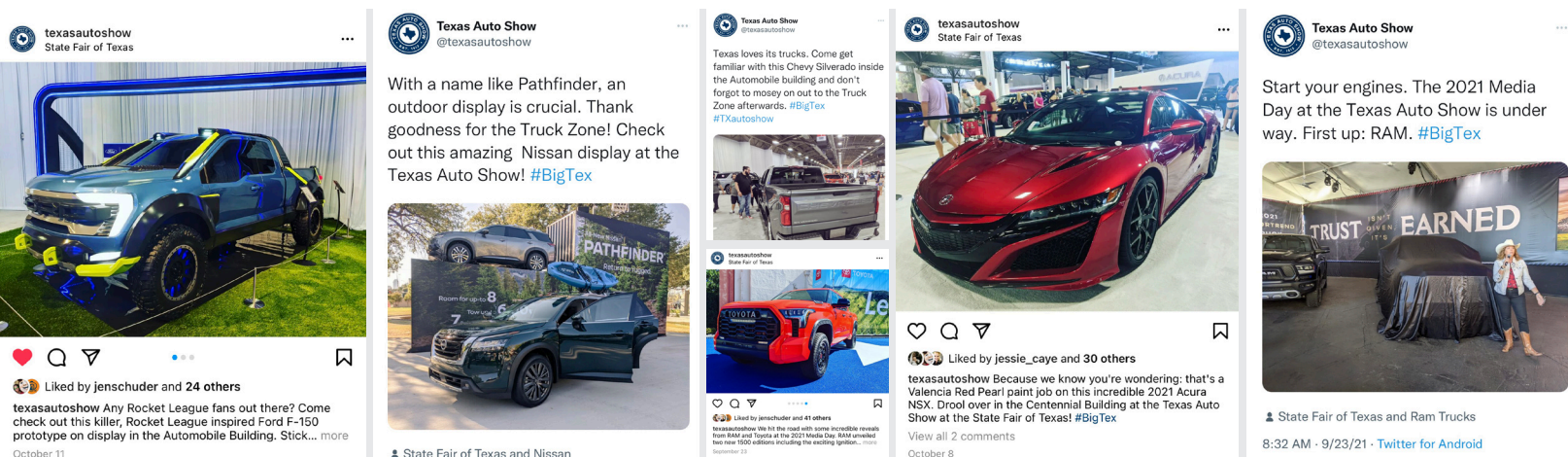
\$72,340,000

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. Content is posted to the TXAS Twitter and Instagram as well as showcased on the State Fair social channels.

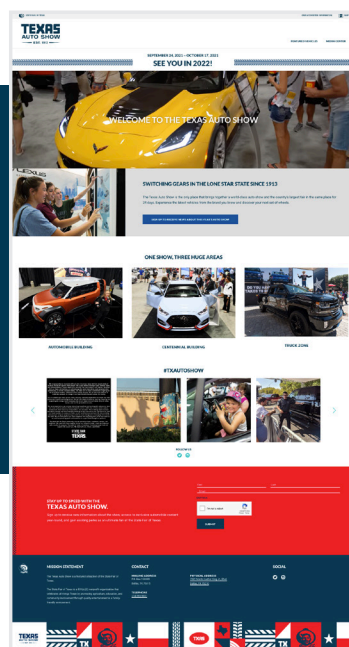
Social media campaigns for the Texas Auto Show generated more than 32,554 social impressions on Instagram and Twitter.



WEBSITE

47,410 SESSIONS

77,797 PAGEVIEWS



**TX
AS**

TEXAS AUTO SHOW HIGHLIGHTS



**TX
AS**

ABOUT THE STATE FAIR OF TEXAS

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 bold, white, sans-serif font, set against a red square background.

JOIN US IN 2022!

A decorative graphic on the right side of the header, consisting of a series of white diagonal stripes on a dark blue background, resembling a stylized flag or a modern architectural element.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 it, all enclosed within a blue rectangular border.

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 2021, the Texas Auto Show attracted an attendance of more than 2 million people throughout the Fair's 24 days.

Planning is currently underway for the 2022 Texas Auto Show, with more updates and enhancements to come. We would love to hear from you while space is still available, and hope you will join us in 2022, from September 30 through October 23!

A handwritten signature in blue ink, reading 'Kelly Pound'.

KELLY POUND

Director - Exhibits

—

(214) 421-8728

kpound@bigtex.com

A decorative graphic at the bottom of the page, consisting of a series of red diagonal stripes on a white background, resembling a stylized flag or a modern architectural element.