

# TEXAS AUTO SHOW

— EST. 1913 —



**TXAS**



**2022** | SHOW  
REPORT





# HOWDY FOLKS! FROM THE TEXAS AUTO SHOW

The 2022 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 2022 Texas Auto Show attracted approximately 2.3 million people, equating to 90% of the Fair's total attendance of more than 2.5 million fairgoers.

## IMPROVEMENTS

As part of the State Fair of Texas, the top entertainment event in the country, the Texas Auto Show underwent several enhancements in 2022 in order to thrill guests and elevate product experiences. Additional onsite graphics and enhanced lighting in the showroom assisted in easier navigation and an even more inviting atmosphere. An expanded footprint and additional brand representation over 2021 – particularly during our annual media day event – created new auto show experiences for our guests to explore. Security was a top priority for the 2022 Texas Auto Show leading to enhanced safety measures for both patrons and automobiles manufacturers.

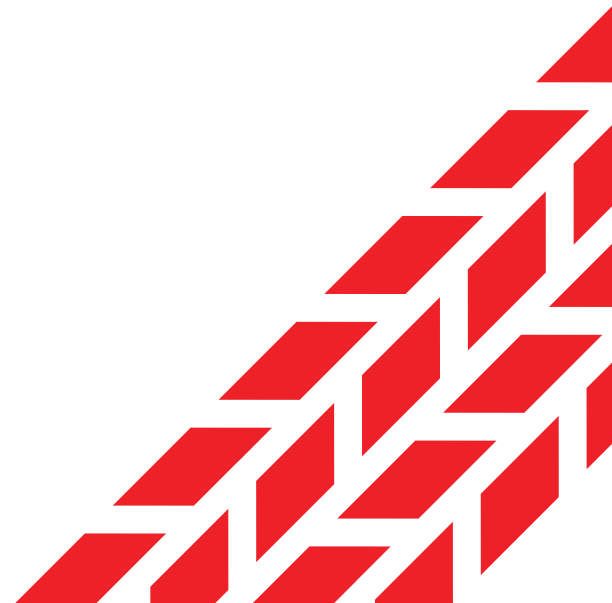
## PUBLIC RELATIONS

The State Fair and TXAS's public relations team continues to develop outreach plans that target media outlets beyond the auto industry. In 2022, the Texas Auto Show garnered more than \$2.7 million in earned media, reaching an international audience of more than 1 billion 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 \$98 million in earned media and reached an international audience of more than 51 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.

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 109-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**



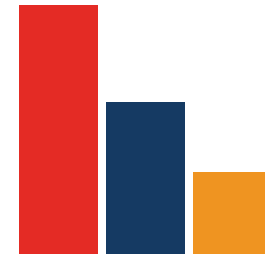
### EDUCATION

**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**



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# 2022 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 2,547,289 fairgoers throughout the 2022 event, we hosted an average daily attendance of more than 106,137 guests. **Of the 2.5 million that attended the State Fair, 90% visited the Texas Auto Show. That's roughly 2.3 million potential customers!**

MORE THAN  
**2.3 MILLION**  
PEOPLE  
VISITED THE  
**TXAS**

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

**2,547,289 FAIR VISITORS**  
THAT'S A LOT, Y'ALL!



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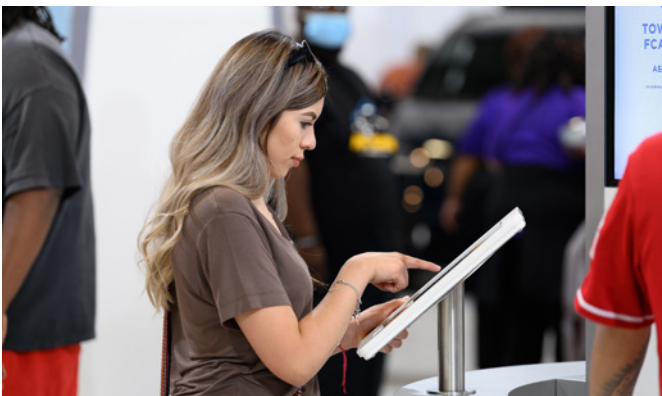
# INTENT TO PURCHASE OR LEASE

**40%**  
**OF TXAS VISITORS**  
INTEND TO PURCHASE OR  
LEASE WITHIN THE  
NEXT 1 TO 12 MONTHS

**22%** 12 MONTHS

**14%** 3-6 MONTHS

**4%** NEXT 30 DAYS





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# IN THE NEWS

## TEXAS AUTO SHOW PUBLICITY OVERVIEW

**PUBLICITY  
VALUE**

**\$2,707,300**



■ **ONLINE NEWS**  
■ **BROADCAST**  
■ **RADIO**

**AUDIENCE REACH**

**1,401,001,000**

SOURCE: CISION



### STATE FAIR OF TEXAS MEDIA IMPRESSIONS

The TXAS maintains a presence in the Fair's year-round publicity, which had a 2022 year-end total of more than \$102 million in earned media and an international audience reach of more than 52 billion.

### ONLINE BY THE NUMBERS

**52,630,000,000**

Total Online News Audience

**\$98,950,000**

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 67,867 social impressions on Instagram and Twitter.



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State Fair of Texas

texasautoshow 🌟 GIVEAWAY 🌟 We're giving some State Fair of Texas and Texas Auto Show swag today to one of you! Shirts, a cap, and some fun surprises that we will mail directly to you! All you have to do is!

1. Make sure you're following us.
2. Like this photo
3. Tag someone you know (multiple entries count)
4. Extra entry if you share this post!



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State Fair of Texas

texasautoshow BUCKLE UP because it's Opening Day of the State Fair of Texas and that means we have 24 days of the Texas Auto Show. With two large buildings and an outdoor area known as the Truck Zone, you will find a vehicle you can fall in love with. #BigTex #TXAutoShow

70w



texasautoshow  
State Fair of Texas

texasautoshow It's not about the size of the truck but the destination that matters. And for one team today, that destination is Victorytown! Good luck to both teams. Check out the Toyota "Hook 'Em Horns" Tundra in the Truck Zone at the #TXAutoShow. #RedRiverShowdown #BigTex #SaturdayFootball

8w



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State Fair of Texas

texasautoshow Memories and automobiles go so well together. This is the last week to capture some memories of your own at the Texas Auto Show. #BigTex #TXAutoShow

Photo cred: @let\_me\_show\_you

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texasautoshow  
State Fair of Texas

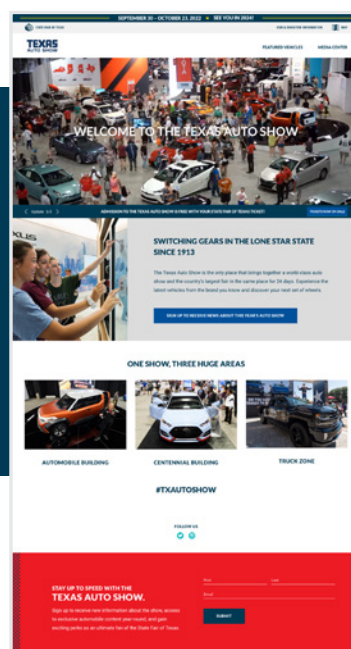
texasautoshow Everyone is talking about the new 2022 GMC Hummer EV. Come sit in it and dream. It's here at the Texas Auto Show until Oct. 23. #BigTex #TXAutoShow

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## WEBSITE

67,540 SESSIONS

121,160 PAGEVIEWS





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# TEXAS AUTO SHOW HIGHLIGHTS





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# 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.



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# JOIN US IN 2023!



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 2022, the Texas Auto Show attracted an attendance of more than 2.3 million people throughout the Fair's 24 days.

Planning is currently underway for the 2023 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 2023, from September 29 through October 22!



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